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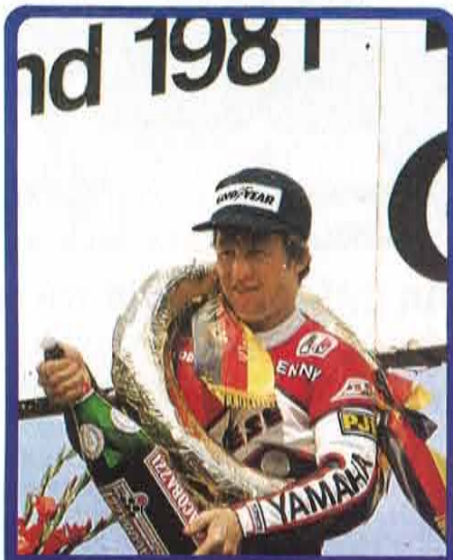
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Carp Streamers

May 5th is a Japanese National Holiday called "Kodomo-no-hi" (Children's day). Once it was a boys' festival day called "Tango-no-sekku" ranking along with the "Hina-Matsuri" (girls' festival) of March 3rd. One of the indispensable parts of "Kodomo-no-hi" is a carp streamer. There is an old Chinese legend that a carp which is able to swim up the River Ryumon will be transformed into a powerful dragon. Deriving from this legend, a carp swimming up a cascade is a symbol of an advancement in one's career or status.

Hoping for the same sort of success, people raise cloth carp high outside their houses around the day of "Kodomo-no-hi". A black or red carp a few meters in length swimming in the blue sky is a very impressive sight. Some people call the black ones father carp and red ones mother carp and they tie a smaller carp under them to represent each of their children.



**500cc World
 Championship
 Road Racing**

"King" Kenny & his new Yamaha win two consecutive Grands Prix!

What a sensation! Kenny Roberts on a new square 4-cylinder racer beat his Suzuki rival Randy Mamola by 0.44 sec. in the West German GP, the second round of the 500cc series held at Hockenheim near Heidelberg on May 3. This was one of the best and the most exciting races ever seen on the ultra-fast 4.2-mile Hockenheim circuit. Race and lap records were shattered by Roberts, Mamola, Marco Lucchinelli (Suzuki, third) and Boet van Dulmen (Yamaha, fourth). Kenny won the race after wheel-to-wheel battles with Mamola and Lucchinelli over nearly 81 furious miles round the circuit. The combination of "King" Kenny and his new Yamaha racer was unbeatable again in the Italian GP, the third round of the series held at Monza on May 10. Due to the drizzle on the famous Monza circuit on the outskirts of Milan, the new square 4-cylinder racer was equipped with full wet weather tires. Kenny pulled away from his pursuers to open up a 15-second gap by lap 8. As the track began to dry, the rear wet tire lost its tread at an alarming rate while Graeme Crosby was closing rapidly. Kenny eased his pace toward the finish but he was still some four seconds ahead of the Suzuki ace at the checkered flag. His rear tire was down to the cord! With this win Kenny moved into the championship lead for the first time.



"King" Kenny on his new Yamaha racer

West German GP, 500cc class

- 19 laps—80.09 miles
1. Kenny Roberts Yamaha
 2. Randy Mamola Suzuki
 3. Marco Lucchinelli Suzuki
 4. Boet van Dulmen Yamaha
 5. Michel Frutschi Yamaha
 6. Barry Sheene Yamaha
- Fastest lap—K. Roberts (Yamaha), 2'10"55 (116.26 mph)

Italian GP, 500cc class

- 24 laps—86.44 miles
1. Kenny Roberts Yamaha
 2. Graeme Crosby Suzuki
 3. Barry Sheene Yamaha
 4. Boet van Dulmen Yamaha
 5. Marco Lucchinelli Suzuki
 6. Guido Paoi Yamaha
- Fastest lap—M. Lucchinelli (Suzuki), 2'6"90 (102.86 mph)

Yamaha Cup Races

West Germany & France

Yamaha importers in many different countries are now enthusiastic about organizing their own races with the aim of enhancing the brand image of Yamaha. For example, Mitsui Yamaha in West Germany and Sonauto Yamaha in France sponsored special races as support events of the West German GP and the French GP respectively. One was for XS400 riders and the other for RD350 riders. Both models are now the best sellers in their respective markets.



Sonauto Yamaha's RD350 race (France)



Mitsui Yamaha's XS400 race (West Germany)

Japanese National Championship

The square four Yamaha storms to victory

The all-new square 4-cylinder 500cc racer attested its superior performance in Japan as well. The machine ridden by Ikujiro Takai stormed to victory in the Sugo Road Race counting for national championship held on the Sugo circuit on May 3.

Takai who started from the pole position, closely followed by Keiji Kinoshita on a YZR500, outclassed the others including Iwao Ishikawa riding a works Suzuki. Takai and Kinoshita achieved a spectacular one-two victory in this race on their home track.

RESULTS

1. I. Takai YZR500 (Yamaha)
2. K. Kinoshita YZR500 (Yamaha)
3. I. Ishikawa RG500 (Suzuki)
4. T. Taira TZ500 (Yamaha)
5. S. Ueno TZ500 (Yamaha)



Cheering up!



Storming to victory!

Motocross World Championships



Neil Hudson clinches his first victory!

— 250cc Austrian GP —

British motocross star Neil Hudson blasted his Yamaha machine to first and second places in the Austrian GP, the third round of the 250cc series held at Schwanenstadt on May 3. Young Dave Watson, Hudson's team-mate finished second in the first race to score his first championship points.

In the first race reigning world champion Georges Jobe (Suzuki) battled to overcome a bad start and two crashes. He placed fourth eventually. Hudson and Jobe duelled immediately after the start of the second race. Jobe stayed in Hudson's tail until the fourth lap. Then the Suzuki ace streaked into the lead and took the flag about five seconds ahead of Hudson. By winning the Austrian GP overall, Hudson showed that he has started the chase for the 250cc title.



Hudson (left) and Watson (right)

2. D. Watson Yamaha
3. H. Kinigadner Puch
4. G. Jobe Suzuki
5. R. Boven Husqvarna
6. M. Doice Maico

2nd race

1. G. Jobe Suzuki
2. N. Hudson Yamaha
3. K. van der Ven KTM
4. D. Rangelov Husqvarna
5. M. Guerra Husqvarna

6. R. Diefenbach Honda

125cc French GP — May 3

1st race

1. E. Gebores Suzuki
2. M. Velkeneers Yamaha
3. G. Andreani KTM
4. M. Rinaldi Gilera
5. A. Watanabe Suzuki
6. J. Vimond Yamaha

2nd race

1. A. Watanabe Suzuki
2. M. Rinaldi Gilera
3. E. Gebores Suzuki
4. G. Andreani KTM
5. G. Rahier Gilera
6. C. Maddii Aprilia

500cc Finnish GP — May 17

1st race

1. A. Vromans Yamaha
2. A. Malherbe Honda
3. G. Noyce Honda
4. C. Carlsson Husqvarna
5. A. Lindfors Yamaha
6. B. Lackey Suzuki

2nd race

1. T. Pikkarainen Maico



An unforgettable race

West German GP

The new square 4-cylinder racer was much faster than Suzuki works machines. It was the speed of Kenny's new Yamaha that held the edge on the ultra-fast Hockenheim circuit. The race kept a record crowd of over 150,000 thrilled and excited. "I'm very pleased with the speed of my new machine although there are still some problems round the bends," said "King" Kenny as he climbed onto the victory rostrum.

Thank God

Italian GP

Kenny riding the new square four Yamaha won the Italian GP despite trouble with his wet weather tires on the drying track. "The last two laps I thought the tires were down to the cords," explained Kenny after the race, "I thought I smelt some smoke and just knew that's what it had to be. The bike started to move around so I eased up. Thank God! I'm now very much happier about the championship positions especially as the new bike is handling so much better."

2. A. Malherbe Honda
3. J.J. Bruno Suzuki
4. G. Noyce Honda
5. J. van Velthoven KTM
6. I. van den Broeck Maico

ROAD RACE RESULTS

West German GP — May 3

250cc class, 16 laps — 67.45 miles

1. T. Mang Kawasaki
2. C. Lavado Yamaha
3. R. Freymond Ad Majora
4. P. Ferretti Yamaha
5. A. Nieto Siroko
6. R. Schlacter Yamaha

350cc class, 19 laps — 80.09 miles

1. T. Mang Kawasaki
2. E. Saul Yamaha
3. T. Espie Yamaha
4. K. Huewen Yamaha
5. P. Numi Yamaha
6. T. Sibille Yamaha

Sidecar class, 14 laps — 58.93 miles

1. A. Michel/M. Burkard Yamaha
2. J. Taylor/B. Johansson Yamaha
3. W. Schwarzel/A. Huber Yamaha
4. M. Boddice/C. Birks Yamaha
5. D. Jones/B. Ayers Yamaha
6. R. Steinhausen/G. Willmann Yamaha

Italian GP — May 10

250cc class, 20 laps — 72.04 miles

1. M. Massimiani Ad Majora
2. T. Mang Kawasaki
3. M. Wimmer Yamaha
4. J-F. Balde Kawasaki
5. T. Espie Yamaha
6. E. Stolinger Kawasaki

350cc class, 22 laps — 79.24 miles

1. J. Ekerold Yamaha
2. T. Mang Kawasaki
3. M. Massimiani Yamaha
4. P. Fernandez Yamaha
5. E. Saul Chevallier
6. A. North Yamaha

MOTOCROSS RESULTS

250cc Austrian GP — May 3

1st race

1. N. Hudson Yamaha

250cc World Championship Motocross

Bulgarian GP — May 31

Hudson beats Jobe!

Neil Hudson (Yamaha) won the Bulgarian GP, the sixth round of the series, held at Samokov, near Sofia. Hudson finished first and second in both races while world championship leader Georges Jobe (Suzuki) was sixth and first.

With this win Hudson celebrated the halfway stage of the 12-round series. Dave Watson, Hudson's young team-mate, placed eighth in the first race but failed to finish in the second race.

Hudson collected 102 championship points from the first 6 rounds against Jobe's 152.

(see the next issue for more details)

TR1 arouses a sensation



From Italy: Only a few months after the successful launch of the Yamaha XV750SE, it was time to raise the curtain for the big brother of the V-twin: the TR1. After its first appearance on the big motorcycle shows in Europe nearly all journalists were waiting to have a test-ride on the classic V-981cc bike, that has promised so much just by its looks.

Place of the official Yamaha introduction was the island of Sicily, south west of Italy. Sicily has been the venue for one of the most famous rallies in the world, the Targa Florio, and what classic circuit in the world of tradition should better fit the introduction of a classic design like the TR1?

The 45-mile circuit has been abandoned since 1973, but the old grandstands, pits and time-keeping boxes are still there and the start of the Targa Florio was also the start for the journalists from more than ten countries. In front of them was a very



demanding public road track with over 500 corners, both sweeping and tight. Also the difference in height and the sometimes badly damaged tarmac were the ideal ingredients to test the TR1.

Both the torque and the handling of the 70 bhp machine were investigated to the limit and the beautiful weather made it even more pleasant to ride the bike with the 75° in-line V-twin. The gearbox and

the brakes must have made over-hours on the hard and demanding track and for many people it was a great relief that there was a motorway back to the hotel, so the TR1 could perform under highway-circumstances as well, which made the test as complete as possible.

The Yamaha TR1 was considered to be a welcome change to the more general in-line four cylinder bikes, that dominate the

world of big bikes. The appearance, torque and handling were appreciated and the idea of a classic design, with all the modern technical developments put into it made a good first impression. The majority of journalists were eager to put the TR1 to a more enduring test during a longer period of time in their own countries.

Yamaha Motocross School

Yamaha Motocross School enjoys always-growing popularity



Yamaha Motocross School is very popular.

From Malaysia: Hong Leong Yamaha, Malaysian Yamaha importer, is putting greater efforts in the promotion of the Yamaha Motocross School program which proves to be very useful for market expansion of Yamaha motorcycles.

The school was organized in Ipoh, Butterworth, Batu Pahat, Malaca, Kuantan, Kota Bahru and Kuala Lumpur during the period from February through April this year.

The school was very favorably received by the general public in each district as it was accepted as a manifestation of Yamaha's positive policy toward the promotion of sound motorcycle sport in Malaysia. For example, the school in Kota Bahru was fully supported by the local board of education. Hong Leong Yamaha

started this program about three years ago.

A great number of riders who have finished the school, are now active in the first line of motocross racing, which is contributing greatly to the elevation of



A bulldozer and shovel loader are used to make up a training course.

Yamaha's brandname.

Some Yamaha dealer in Malaca increased the sales of DT bikes by 100% within a month!

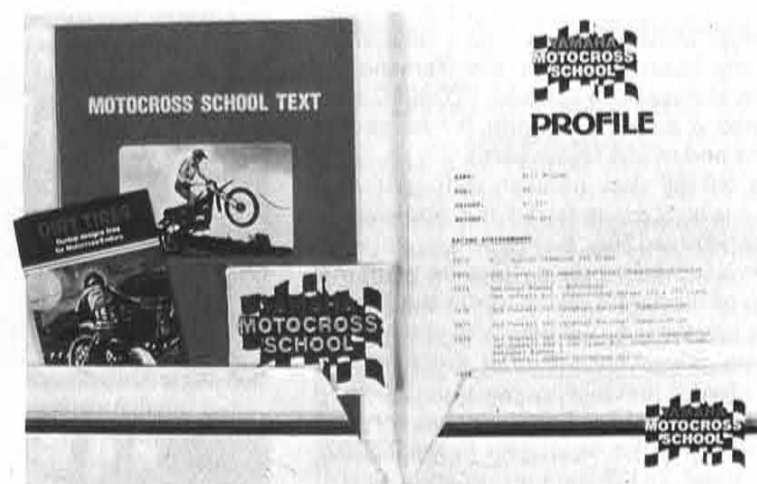
Hong Leong Yamaha is now enthusiastic about continuing the program even on a larger scale toward the future, in close cooperation with Yamaha.

Yamaha's special instructors, Kazutoshi Iwao and Masanori To took part in the latest school as instructors.



Each participant removes legal equipment from his DT bike to be used in training.

Yamaha Canada promotes the program very successfully



A complete set of teaching materials

From Canada: The Yamaha Motocross School which is rising in public estimation as a kind of effective riders training all over the world, has already taken root in Canada, setting a trend in motocross racing, one of the most popular sports in this part of the world.

Yamaha Motor Canada designs these schools to teach YZ riders the most effective and safest motocross riding techniques along with providing the latest YZ service and set-up information. The two day curriculum consists of a Friday night classroom session from 6 : 30 p.m. to 11 : 00 p.m. including practical demonstra-

tions, theory and material handouts on YZ model maintenance and set-up. The Saturday school session, from 9 : 30 a.m. to 4 : 30 p. m. includes explanation and demonstration of proper riding techniques by Yamaha motocross school instructors along with riding tips from Team Yamaha riders.

Bill McLean, Marketing Supervisor of Yamaha Motor Canada, serves as the senior instructor. His vast knowledge and experience of motocross racing is doing a great deal for the smooth promotion of the Yamaha Motocross School in Canada.

**Always-growing
Oceanian
motorcycle
market**

All distributors are enthusiastic about sales promotion

The '81 Yamaha range is gaining widespread popularity in Australia and New Zealand as they are in other parts of the world.

Seven Australian and one New Zealand distributors are now developing energetic sales promotion activities in close cooperation with their dealers concerned in their respective territories as shown below:

- New South Wales McCulloch of Australia Pty. Ltd. (Sydney)
- Victoria Milledge Yamaha Pty. Ltd. (Melbourne)
- Tasmania Sport & Road Pty. Ltd. (Devonport)
- Queensland Annand & Thompson (Wholesale) Pty. Ltd. (Brisbane)
- Western Australia Ken George Distributors Pty. Ltd. (Perth)
- South Australia Pitmans Distributors Pty. Ltd. (Adelaide)
- Northern Territory Motorcycle City Pty. Ltd. (Darwin)
- New Zealand Moller Yamaha Ltd. (Auckland)

The sales of Yamaha motorcycles are enjoying an overall upward trend in this important motorcycle market thanks to the continued efforts of these distributors and their enthusiasm about enlarging their market share by seizing every available opportunity.

1981 Melbourne Motorshow



Big Yamahas create a big sensation!

The Yamaha corner which was arranged by Milledge Yamaha Pty. Ltd. was certainly the most popular one in this big show.

The XS1100RH and XV750 were proudly displayed on large circular stands which stole the show. The XJ series stand appealed to the more serious riders who had their eyes open for styling and performance. Most of the big bike fans were greatly impressed with the Yamaha V-Twin engine. The 2-stroke RD350LC also gained a strong following for its sporty looks and racing reputation.

The SR185 was popular with girls and boys whose parents did not approve of their riding a 250cc bike.

The XS250RH was a favorite with the man of moderate tastes whilst the XS250 Special was a winner with the more showy rider who was after a "big chopper" for his first bike.

In addition, off-road models were very big news with a lot of interest in the TT250, IT465 and YZ125 from racing enthusiasts. The AGs particularly the Trimoto caused considerable comment with most people viewing this model as a unique fun bike rather than a work-horse. The XT and DT models helped to fill the gap between road and off-road machines. The PW50 proved to be a big hit with the children.

The RX125, SA50 and QT50 made up a good commuter range.

Included with the motorcycle display were other quality Yamaha products — pumps, portable generators and racing karts. These products helped to show Yamaha's extensive product range and proved to be of interest to a great number of people.



Off-road bikes and racing kart



A rich variety of new models



Yamaha portable generators & golf car

Dealer convention '81 by Ken George

Ken George Distributors Pty. Ltd., Yamaha distributor for the state of Western Australia, held a dealer convention in Perth. During the convention the new models were introduced, including the brand-new XV1000 which is sure to appeal greatly to Australian big bike enthusiasts.

All dealers confirmed their determination for another leap forward this year under the slogan — "Our achievement is truly the proof of our reliability".



The new XV1000 satisfies all dealers with its refined styling.

It pulls like a bull!

Moller Yamaha in New Zealand is also developing various sales promotion activities in a very successful manner. These activities cover the QT50, V50, RX125, XT250, TT250, DT125, DT175, Trimoto and Grasshopper.

The Trimoto, which is powered by an air-cooled 2-stroke 123cc engine, is a brand-new terrain bike with wide capabilities. It goes on pulling up hills and across streams where other vehicles dig in or stall.

Three big fat tires and possibly the lowest bottom gear available deliver tremendous traction without damage to grass. An increasing number of people are looking at this model not only as a reliable work-horse, but also as a unique fun bike. The Grasshopper 100 is reputed to be the best farm bike ever. According to post office registration figures in New Zealand, this model is far and away the most popular farm bike.

Pull like a bull!



Hon. Minister of Sri Lanka emphasizes the importance of fisheries development

From Iwata: Mr. Festus Perera, Hon. Minister of Fisheries of Sri Lanka, who recently paid his first 2-day visit to Yamaha Motor at Iwata, accompanied by Mr. Aloy W. Fernando, Additional Secretary and Mr. C.A. Jayasooriya, Private Secretary, emphasized the importance of fisheries development in his speech given at the banquet dinner held in his honor by Mr. Hisao Koike, President of Yamaha Motor at Tsumagoi Holiday Resort, as follows:

(summary)

"The present government of Sri Lanka is concentrating greater efforts on the development of fisheries industry by giving more incentives to encourage the fishermen who are already engaged in this work and also to attract new fishermen into this industry. Included in the incentives are 50% subsidy given to fishermen for the purchase of marine engines, and 35% subsidy for the purchase of boats, marine engines and nets. Due to these effective measures



From left to right: President Koike, Mr. Jayasooriya (back), Hon. Minister, Mr. Festus Perera, Mr. Yosuke Sato, General Manager and Mr. Fernando.

taken, fish catch has already increased to 150,000 tons per annum. According to the master plan, the government is aiming to increase the fish catch to 350,000 tons by 1983.

"We are looking forward to Yamaha's more cooperation helping to achieve our target".

The Minister made special reference to the rising cost of fuel, requesting



The bird-eye view of the entirely new Sonauto Import Center. Site area: 60,000 m²
Office: 4,000 m² Spare parts stores: 12,000 m²

SONAUTO S.A. CELEBRATES APRIL 24, 1981 THE INAUGURATION OF THE NEW PREMISES

Back in 1947, Sonauto S.A. was founded by Mr. Auguste Veuillet in Rue Paul Valery, Paris. Since that year, the company has expanded its business overall to handle all the imports and sales of Yamaha motorcycles, together with Porsche and Mitsubishi cars in France. Now Yamaha motorcycles are making up more than 30% of the total French market, one of the most important markets in Europe. Market potential still looks great for the future. The company has recently inaugurated its new premises in Saint-Ouen l'Aumône to meet expected business expansion. A grand ceremony took place on April 24 and Mr. Norbert Wagner, Chairman of the Board of Directors, gave an address as follows (extracts):

"No doubt you know that Sonauto was created by a man who was loved and respected by all who knew him. A man to whom I would like to pay special homage on this inauguration day —

Auguste Veuillet. In 1947 he founded the company that I represent today. But it was only in 1950 that this company collaborated with the firm of Porsche, from the point of view of commerce as well as of sport. While on this subject, we must not forget that Auguste Veuillet and Edmond Mouche took part for the first time in the 24 Heures du Mans and that they won, in a Porsche of course, but in the 1,100 c.c. (eleven hundred c.c.) class. And since then — exactly 30 years ago — Porsche has never been absent from this brilliant competition, winning modest laurels at first, but finally and for the first time (but not the last!) winning the event itself in 1970. "Sonauto represented Porsche for many years in Rue Paul Valéry in Paris, but it became evident that they would become short of space, especially when they decided to import Yamaha motor-bikes in 1962. So, in 1968, the company moved to Rue Marjolin in Levallois-Perret, world cradle of the motor-car industry. At the same time Porsche took over a majority of the shares in Sonauto, which became a full sub-company in 1973".



Mr. Koike (left) and Mr. Wagner (right) with a Yamaha XV750 at the outdoor exhibition area.



The newly constructed motocross training track.

Yamaha to concentrate on new technologies to cope with this serious situation by introducing a new concept of fishing boats either by engine or by sail and also to develop new engines to consume less fuel or to use cheaper fuels. This he emphasized would help not only Sri Lanka, but also other nations and in the long run help Yamaha. "Today, the Sri Lanka fisherman is looked after better", he continued, "He is being recognized by the society today. Greater productivity is the final aim of the government. We like Yamaha to concentrate more on the service system that will help the user to save time". Lastly, the minister assured that Yamaha's brand image stands very high in Sri Lanka and it should be attributed to the efforts of the Yamaha staff sent to Sri Lanka to do field work.....

Yamaha has made arrangements to deliver the following equipment to the Ministry of Fisheries of Sri Lanka:

- Cut engine, Model 8BK 1 unit
- Cut engine, Model E15AK 1 unit
- Special tools 3 sets
- Crank disassembly & assembly tools 1 set

Rapid growth

"The new board of directors soon reorganised the services in the car and motor-bike departments, which immediately developed rapidly. Later, that is to say in 1978, Sonauto became an independent company belonging to the Porsche group but managed in the French manner. This was thanks to its diversifications and especially to the new importation of Japanese cars — Mitsubishi — allowing us to create an exclusive network for first-rate quality Porsche/Mitsubishi. Once again we felt the need to expand, but keeping, of course, rue Marjolin at Levallois as a Porsche, Mitsubishi and Mercedes-Benz concessionaire for our Parisian clientele. It was a matter of our "reasonable" growth, but also in the interest of a network boasting 47 concessionaires at the moment but which will soon be increasing".



Mr. Hisao Koike, President of Yamaha Motor who attended the ceremony, on behalf of the Company, expressed his hearty congratulations for the inauguration of the new premises, emphasizing the importance of closer Yamaha-Sonauto cooperation.

"So we decided to go into the country, not far from the banks of the river Oise, in this immense industrial zone of Saint-Ouen l'Aumône, where at last we will have enough room. The decision was made in spring 1979, building started at the end of the same year and we began moving in November 1980 — not without plenty of unexpected events, especially in the field of spare parts. By the 1st of December last year everything was ready and we were in our new home. So a big "thank you" to the architects, builders and all other people concerned for having provided us with such a fine building in such a short space of time".

Realization of importer philosophy

"Sonauto now possesses all the facilities necessary for carrying out its policy — its "philosophy" — of an importer the way we envision it. For the role of the importer is not only to serve and help national industry and so contribute to the prosperity of the country as a whole — in this case France — but also to have a sort of vocation as an exchanger, that is to say, to contribute as an importer-exporter to European and world balance of trade. "As far as Mitsubishi and Yamaha are concerned, they are already in business

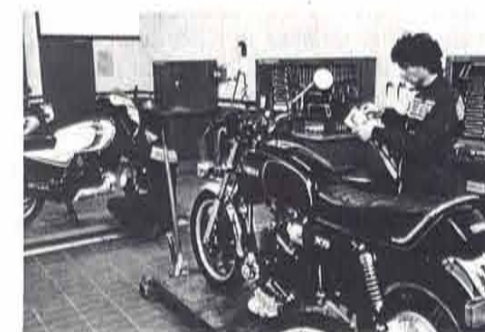
contact with important French industries such as Cibié head-lights, Michelin tyres, etc... One single example proves that our notion of exchange is not just a dream: last year Mitsubishi-France exported more than 260 million francs-worth of French products to Japan and Asia. Compare these 260 millions with the 31 million francs-worth that Sonauto imported (in the same length of time) in cars and spare parts from Mitsubishi. It is a policy for the future that I believe in, a sort of moral obligation that all "importers" worthy of the name should respect. At least, that is my opinion".

Fruitful race activities

"As for the sporting victories won by the three firms we represent, they always provide us with an incentive to do better, firstly for our clients, but also for our concessionaires, who are just "fanatical" as we are. In sport as in many other things in life, it is always good to keep moving ahead, to examine one's own work, because not only does this help us to remain young and dynamic, it also helps with technical progress. In a short time you will see our trail rough-riding course, 1,600m long, where young people (and those not so young) come to train in this tough sport. And believe me, our Yamaha commercial team is never the last to finish the course... Might I remind you now that Porsche has been World Manufacturing Champion 8 times, that it has won the 24 Heures du Mans 5 times (in 10 years) and the Monte-Carlo Rallye 4 times. In the world of "two wheels" Yamaha alone has won some 30 world champion titles including that of 1978 in the 750 cc. class, with the late Patrick Pons and entered by Sonauto".



Spare parts service is semi-automated and computer controlled.



The service workshop is clean and features a very functional layout.

SR250 "Exciter" Research

From the United States: According to the latest research on the Yamaha SR250 Exciter, owners have plenty to be excited about. When asked for the most important reasons they had for buying this model, 42% said because of its good gas mileage. An additional 25% said because of its size and its looks/style. Another 21% said its price was an important reason for purchase. Other findings were announced as follows:

Importance of cost of gas in SR250 purchase decision

- *Very important 52%
- *Somewhat important 29%
- *Not very important 10%
- *Not at all important 9%

Usage of SR250

- *Commuting to work/school 56%
- *Pleasure cruising 43%
- *Overnight trips 1%

LTR helping to promote "safety"

From Malawi: Now Yamaha motorcycles are making up more than 60% of the total motorcycle market in Malawi. This remarkable advance in sales is entirely attributed to the all-out effort of Stansfield Motors Limited, Malawian Yamaha importer with the headquarters located in Blantyre.

Early in 1980 the company opened a new Yamaha Center independent of the 4-wheeler division in order to direct greater efforts toward increasing the market share of Yamaha motorcycles.

Since then, the Center has played a very important role in elevating the image of Yamaha brand by developing the following PR & business activities while concentrating on establishing and consolidating its nationwide dealer network:

- **Appealing to would-be customers through ad campaigns in a daily newspaper titled "Moni".**
Dispatching salesmen to these customers.
- **Promoting a nationwide service tour periodically for those who wish to have their bikes serviced.**
- **Conducting a one-week riding school and service school free of charge for individual customers.**
- **Organizing safe riding contests as often as possible.**

All these activities have proven to be very effective in winning high customer trust, thus helping to increase the sales of Yamaha motorcycles at a constant rate. In particular, it is important to note that Yamaha's unique riding school named "Learn-To-Ride (LTR)" Safety Program



has contributed greatly to a decline in the number of motorcycle accidents.

The National Insurance Company Limited is highly appreciating the achievements of the Yamaha LTR in its letter sent to the Chairman of the Company as follows:

"I would bring your attention to our records which have over the past year show without doubt a noticeable decline in the number of accidents recorded where Yamaha motorcycles are concerned.

An element of coincidence may exist here, but it is also an established fact that

Messrs. Stansfield Motors have been running a driving school for the purchasers of motorcycles and I gather they do not take the motorcycle away until they are seen to be proficient in the handling of the machine and the general road-craft

The Yamaha Center which is staffed by two salesmen, ten servicemen, four parts handlers, one LTR instructor and two others under Mr. E. Machiel, Yamaha Manager, is striving to establish its service network to cover every part of the country so that Yamaha's number one position is further strengthened.

"The Devil and Max Devlin"

Walt Disney Production Film

From the United States: A fun motion picture which was recently produced by Walt Disney Production in cooperation with Y.M.U.S. Marketing Services Department, hit the public taste all over the country. Yamaha motorcycles are playing a vital role in this film titled "The Devil and Max Devlin".

The story line of the film is that the Devil sends his assistant, Barney Satan, portrayed by Bill Cosby, to make a deal with Max Devlin, a sinner of sorts, played by Elliot Gould. If Devlin can recruit and trick three people into signing a contract with the Devil he will be freed.

One of the three is a young teenager with a great desire to become a motorcycle racer. Nelson Nordlinger is played by David Knell

With the above setting, the story lines are fun for the entire family. Southern California moto-cross tracks are decorated with banners and pennants as races are staged for the cameras. Much of the activity takes place at Indian Dunes and Carlsbad.

XS400 police bikes

From Puerto Rico: 50 Yamaha XS400's have recently been delivered to the Police of Puerto Rico by Motor Sport Inc., Puerto Rican Yamaha distributor with the main office located in San Juan (P.R.). The XS400, a mediumweight 4-stroke street model in the Yamaha range is gaining popularity especially for its superbly reliable performance and smooth handling. Other notable features include reasonable gas mileage and attractive styling. The XS400 has been adopted as a police bike for the combined advantage of these product features.



From right to left; Mr. Evelio Landra Fernandez, President of Motor Sport Inc., Mr. Desiderio Cartagena, Police Superintendent and Mr. Santini, aide to the governor.



Yamaha XS400 police bikes



Unrivaled popularity!

From Hawaii: The sales of Yamaha golf cars will likely attain the 20,000 mark this year as they are enjoying popularity in a number of countries. B. Hayman Co., Ltd. in Hawaii sold 420 golf cars last year, which accounted for some 50% of the total golf car market. Sales are still increasing and the majority of golf cars on each link will be Yamaha make in the near future.

B. Hayman started marketing Yamaha golf cars in 1978 when Yamaha began to export these products. The company has already secured the largest market share within such a short period of time. B. Hayman's continued sales and service efforts, along with Yamaha's superior product features, have brought such a success.

Pictured here is a Yamaha golf car offered by the company as winner prize for a professional tournament golf. The tournament was attended by Mr. Bill Hurter, vice-president of the company.

Wonderful Yamaha 60HP outboards!

From Great Britain: Yamaha 60HP outboard powered boats swept the O/M races counting for the British National Championship. The first round of the Championship which took place at Bodymoor, Heath on April 19, consisted of 3 heats of 8 laps each (about 1 mile each).

Yamaha powered boats monopolized the first 6 places in the overall results.

M. Chick (No. 47), M. Williams (No. 65) and A. Elliott (No. 50), the race-winning Yamaha team.



My son John has a bright future!

— Malta —



He had a chance to discuss trials with world champion Y. Vesterinen who was invited to his house. John's dream came true!

Here is a letter from Mr. Benny Mamo who is working as a salesman for International Automobiles Ltd., Yamaha importer in Malta. The following is the extracts from the letter:

I hope that some of you have once read a small account titled "Maltese challenge" appearing in Great Britain's Motor Cycle News dated November 22, 1978. The account reads — Dave Thorpe returned to the British action with a challenge from the Maltese ... There is an abundance of trials sections of all sorts in Malta and Dave laid out a six section course for the final trial. He lost no marks, of course, and the winner was John Mamo on a 175 Yamaha. ...

Well, John is my son and please allow me to introduce him to you. He is Malta's youngest national trials champion. John was born and grew up among motor-cycles. He was able to ride mini-bikes at the age of five. Seeing his ability on bikes, I always kept his enthusiasm for bikes on fire. At the age of thirteen, he rode a TY250 and he liked it so much that he made trials his no. 1 sport. At 15, he got a TY175, which he preferred due to the agility of the bike. Although John's opponents were much more stronger in

physique, more experienced (in one meeting he even won over Felix Krahnstover, Germany's national champion, who had high praise for John) and riding Bultaco's, Montesas and Ossas 250.

He never lost hope and at every meeting,



He won the title for two years in a row.

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 your 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.

At the same time, we like you to clarify the following points:

- When
- Where
- Who
- Why (for what purpose)
- How

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he was the talking point of the spectators. So through his perseverance John became national champion at the age of 15 on a Yamaha TY175. And he won it again in 1979 and 1980. Presently he is preparing his bike for the next season which is going to start soon.

For the future John intends to go to England to participate in some meetings there. With his talent, we are all sure he will do well.

Looking forward to the words of encouragement from you.....

From Editorial room: Thank you for your very interesting letter. We also believe that John has a very great future. We, together with all Yamaha trials fans, wish him every success in the future.



John shows his superb ride. He won the title at the age of 15 for the first time.

A wonderful experience!

From Paraguay: Colombian Marco A. Navas, a lone globe trotter on a Yamaha bike who was once introduced in this "NEWS" (Issue No. 5, 1980), is still on the South American leg of his round-the-world trip.

Now everything is going right with himself and his Yamaha. According to his schedule, he will return to home city Bogota in August 1982 after passing through Uruguay, Argentina, Bolivia, Peru, Ecuador.

By then he will have covered more than

140,000km and visited 56 countries in the world.

As has been the case in a number of other countries, his grand project is arousing a sensation in South American countries. Many local newspapers and magazines are giving much space to introducing the story of this modern "Marco Polo".

Marco hopes to write a book of this adventure and conduct a series of lectures at schools and libraries when he returns to Colombia in 1982.

SAFE RIDING AND PSYCHOLOGY

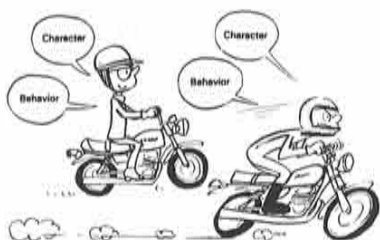
Part 5

The Psychology of Riding

Are you "seeing correctly" when you drive?

(Part 1 to 4)

1. Mistaking one thing for another '81 No. 1
2. The world you see and the world others see ... '81 No. 1
3. Oversight '81 No. 2
4. The way to look '81 No. 2
5. To see correctly and to be seen correctly '81 No. 3
6. How to watch the road '81 No. 3
7. Ability to see correctly improves with discipline '81 No. 4
8. Why do careless accidents happen? '81 No. 4



In the first issue of this series we suggested that driving is a repetition of the process of "recognition" → "judgement" → "action". However this model is not

really sufficient when explaining the job of driving a vehicle. Because driving a vehicle always involves acting in response to the situation at a given place, you can say that driving is the process of choosing from a number of alternatives the best action to suit the situation in which he finds himself.

For example 1 given the situation on this road, how fast should I drive, 40Km/h, or should I go 60Km/h 2 how much space should I leave between me and the car in front of me 3 should I cross the center line to pass a vehicle or not 4 there is a pedestrian ahead; should I pass before he crosses or should I stop and let him cross first ... there are an endless number of these types of decisions to be made when driving a vehicle. When you consider this it is clear that we must look at the individual behind the wheel consider his personality, the way he sees and thinks and his usual behavior. Every individual will of course differ in the way he recognizes and judges situations.

1. With experience driving becomes more a process of automatic reactions

A beginning driver acts only after confirming

A driver who is not yet accustomed to driving must take each bit of information from the outside world and one by one and consciously evaluate them before acting.

For example, suppose the brake light goes on on the car in front.

The red light is the stimuli and it is clearly recognized. The beginning driver remembers from his recently studied textbook, "The red light is the brake light. It is a signal to the vehicle behind". Then he is able to act on this information and put on his own brake to keep from causing a rear end collision.

An experienced driver reacts automatically

Half a year after getting his driver's license, rather than consciously confirming each stimuli that reaches him from the outside world, the driver is reacting automatically to most of the stimuli.

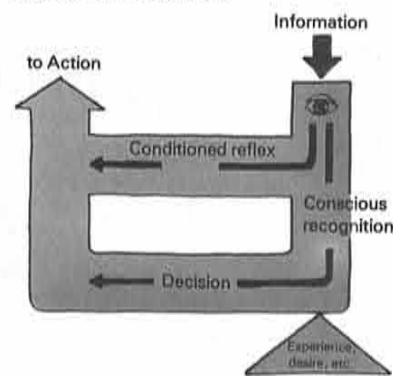
For example, when the brake light goes on on the car in front, the driver puts on his own brake as a reflex action. The process of consciously recognizing the brake light and then thinking what to do has been cut out. It has become a conditioned reflex.

Simple actions when repeated easily become conditioned reflexes

The process of actions becoming conditioned reflexes is a phenomenon that is

not limited to driving. Most of the actions in our daily lives are occurring at the conditioned reflex level. Simple tasks that are repeated over and over soon lose the need for conscious recognition and become conditioned reflexes.

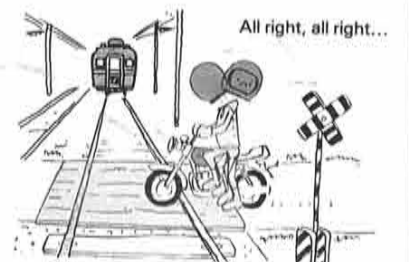
For example, when we are walking on a smooth asphalt paved surface we do not consciously watch the placement of each foot on the surface as we proceed. However when we are forced to walk on a rough road or when climbing stairs we do consciously receive the incoming information and make conscious decision such as altering our stride to avoid rocks or to climb two steps at a time instead of one. It is the same in driving, some of the actions are performed on the conscious level and some are performed on the unconscious or reflex level.



The routes of conscious recognition versus the conditioned reflex

A common pitfall for the experienced driver

Most of the work of driving gradually becomes automatic and habitual. As a result it can be performed smoothly and tirelessly. However, there is one pitfall in this fact. That is that it is easy to fall into the habit of performing the same actions over and over without double checking. Stopping at a railroad crossing, turning your head to the right and left and then accelerating again...this kind of sequence of actions can become an automatic habit. You perform it exactly like a robot. When this happens, even though a train is coming, you are likely to turn your head both ways unconsciously and then accelerate into the crossing.



Unconscious, robot-like actions can lead to danger!

Taking a closer look at the present state of coastal fisheries in Japan



Here is a new PR film documenting the coastal fisheries of Japan. The production staff went to various districts engaged in coastal fisheries to gather data, and recorded all of the main fisheries on film. No detailed documentary film like this has ever been produced in Japan.

There are two characteristic sea currents which flow through Japanese waters. The warm current flowing from south to north is called the Kuroshio or Black Current. The cold-water current which flows from the north southwards is called the Oyashio or Kuril Current. Japan's coastal waters enjoy the benefits of both the Black and Kuril Currents. Because every kind of seaweed grows in abundance and there is a wealth of plankton, extremely diverse species of fish subsist and flourish in Japanese waters. Consequently, Japan's coastal fishing industry is highly productive and intricately specialized for the harvesting of each variety of fish, shellfish and seaweed.

This new film provides a vivid clear picture of these flourishing coastal fisheries in Japan, which we hope will offer useful information to those persons who are tackling the problems of developing their own coastal fisheries. Yamaha FRP fishing boats & marine engines are playing very important roles in these fisheries.

The film covers:

- **Angling** (red sea bream, Yamaha DY-51, 5 gross tons)
- **Squid fishing** (Yamaha DY-41, 5 gross tons and DT-50, 8 gross tons)
- **Trolling for tuna and the like** (Yamaha DT-46, 5 gross tons)
- **Pole-and-line fishing for skipjack** (Yamaha, 59 gross tons)
- **Longline fishing** (Yamaha DW-24, 1.2 gross tons)
- **Octopus pots** (Yamaha DT-50, 8 gross tons)
- **Crab traps** (Yamaha DX-45, 5 gross tons)
- **Mollusc and seaweed harvesting** (Yamaha J-25, 1.5 gross tons and DX-35, 3.5 tons)
- **Bottom gill nets** (Yamaha DY-36, 3.7 gross tons)
- **Small-sized set nets** (Yamaha DY-22, 1.2 gross tons)
- **Large-scale set nets** (Yamaha DX-199, 19.9 gross tons)
- **Small-boat trawling** (Yamaha DX-48, 8.8 gross tons)
- **Gochi nets** (Yamaha DY-48, 5 gross tons)

Specifications

Title: The Coastal Fisheries of Japan
 Size: 16mm, color
 Running time: 40 minutes
 Narration: English, Spanish or French
 Price: @ ¥72,000 FOB Japan
 *VTR tape is available.

The Coastal Fisheries of Japan



New Catalog for Advertising Tools

Now the new catalog for ad. tools is available for use by Yamaha distributors and dealers. The new catalog which contains many new items will replace the old one to prevent any mistake or confusion in ordering.

Contents are:

- **General ad tools**, such as shop signs, roadside signboards, decoration stickers, logo mark stickers, flooring tiles, various leaflet dispensers, holders, tents, quality giveaway items, etc.
- **Motorcycle ad tools**, such as hanging shop decorations, sports stickers, T shirts and various giveaway items, etc.
- **Outboard & boat ad tools**, such as shop signs, sheet stickers, banners, display stands, working gloves and various giveaway items.
- **Power products ad tools**, such as generator banners, display stands, shop signs, roadside signboards, "Lan Lan" banners, stickers and various giveaway items.



YAMAHA AD TOOL CATALOG



Please contact your nearest Yamaha importer for more details.