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IN GREAT BRITAIN

Sales activities are in full swing backed up with successful shows

As introduced in our previous issues, Yamaha Motor Canada and Oceanian Yamaha importers (Australia and New Zealand) achieved very significant results in their respective sales promotion and demand-creating campaigns for Yamaha motorcycles. These campaigns which were launched in the form of a consumers show or open house featured lots of new ideas based on actual market trends. In Canada Yamaha's 1982 model line-up was promoted directly to some 150,000 people while in Oceania a preview of new Yamahas was given for customers and prospective customers alike. These campaigns set good examples of successful sales promotion.

Yamaha importers in Europe are also very enthusiastic about increasing the share of Yamaha motorcycles in their respective markets by carrying out their positive sales promotion programs.

Here is the latest example of success in Europe.

British importer Mitsui Yamaha which is launching a 1982 nationwide sales promotion program, has recently organized a big-scale road show at the Donington Park, in an impressively successful manner.

(See pages 2 and 3 for more details and also pages 4 and 5 for pictures)



BELUGA, the Caviar of the scooters!

— French dealers meeting —



New Yamaha scooter model Beluga 80 cc has made its debut in France, one of the largest potential scooter markets in Europe. Beluga which was unveiled during a recent dealers meeting organized by Sonauto Yamaha in Paris, was introduced as a unique high-quality personal vehicle.

(See page 8 for more details and pictures)

**CAVIAR
POUR TOUT
LE MONDE!!!**

**BELUGA : LE CAVIAR
DES SCOOTERS.**

Sonauto Yamaha et Stéphane Collaro vous prient de bien vouloir assister au lancement du nouveau scooter Yamaha "BELUGA".

Le Samedi 03 Juin 1982, à 10 heures - 08, au Pavillon d'Automobiles, Salon de l'Exposition, Bois de St-Mandé 75016 Paris.



Invitation card for BELUGA show



'82 World Championships

Road racing and motocross world championships of this year are reaching the peak.

Riding a new V-4 works machine "King Kenny" leads the 500cc title battle. British star Barry Sheene (square four machine) places high in each GP.

Yamaha motocross riders are also in full swing. Belgian star Marc Velkeners is consolidating the lead in the 125cc title chase against E. Geboers (Suzuki) and M. Rinaldi (Gilera). In the 250cc class American star Danny LaPorte is fighting his way on.

Neil Hudson who has switched to 500cc class from 250cc class this year proves himself to be a strong threat to reigning champion A. Malherbe (Honda).

(See page 6 for more details)

The Yamaha Trailer Drives

Good ideas can really be confounding at times. When you really are in need of one, usually you cannot think of it. Yet, sometimes when in completely unrelated situations, you get a sudden flash of inspiration. In either case one thing is for certain, those who do not make an effort will never come up with a good idea. A great many ideas have been raised to this date to get as many people as possible to ride Yamaha motorcycles, and a number of these ideas were selected, rehashed and implemented. One of the most interesting sales promotion activities is the consumers show, but even consumers shows vary according to the country or the region, as well as by the importer and dealer. The "Open House" featured in the No. 3 issue of Yamaha News was one prominent example.

The consumers show featured in this issue is another good example - **ROADSHOWS**. How does a roadshow work? The importer prepares the motorcycles for display and test riding, and travels from one regional market to another, organizing a show in cooperation with the dealers in the area concerned. The greatest difference between this type of consumers show and others is that it is a more active and direct approach to customers. The dealer rather than just waiting for customers, aggressively expands the market by arousing interest in everybody, not only those who already ride bikes and have an interest, but also those who had no interest before.

Even the single word "roadshow" becomes an exciting word with many wonderful implications once we fill it full with Yamaha ideas. Now, let's consult a dictionary for this word. "Roadshow" is used in two different meanings, namely; "A provincial tour of performances, shows or exhibitions" and "Special presentation of movies, performances, etc. prior to public release". In the case of Yamaha Roadshow, both different meanings are mixed in a very convincing manner. Many approaches have been tried so far including traveling to each region and holding shows, using the railways to hold shows, having shows of shiny new Yamaha models, right on the street. Such roadshows were held in England in the past few years, and those of previous years will be introduced followed by the most recent roadshow.

A great inspiration

The first Yamaha roadshow in England was held in 1980, and the five cities of Glasgow, Manchester, Birmingham, Bristol and London were covered in 15 days. This was a dramatic new event which could be called a "train show", since many new models were put on trains and displayed in route to the next show location. Upon arriving at the destination, test rides and riding classes were conducted in the station square. These displays and test rides were so effectively conducted each time that no time was wasted and big results could be counted on. The sales staff of Mitsui Yamaha before that time had been trying day in and day out to come up with a new way to show their new models. When this idea was presented, everyone became convinced that this idea was it.

Test rides were conducted and race films were shown in the station square of each show location, and as an additional attraction, the "Train Show Queen Contest" was held. In addition, everyone attending the show was given a free lottery card for winning a RD200, and these cards were retrieved with their names and addresses. Of course a mailing list was compiled from this and thank-you notes were sent to every participant.

The Passolas were the bikes offered for test rides in this roadshow. The female beginners were the main target and specially ap-



Riding class in station square

pointed competent female instructors gave kind & thorough instruction so most people gained confidence and learned how to ride in no time at all. Also, because the show was held in front of a train station, the idea was readily implanted that the Passola could be used for transportation between one's home and the station, or the working place if close enough. The number of prospective customers participating in these shows was around 20,000 and many of these became real customers. The display of bikes on the train and test rides in the station square was truly a great inspiration.



Display of motorcycles on a train

Timely and very much to the purpose

In the same year a roadshow was held in the Isle of Man. The TT Race in the Isle of Man is not a World GP, but like the Daytona Race in the United States, it is a race which attracts great attention from enthusiasts all over the world. Mitsui-Yamaha set their sights for this roadshow right on the TT week of the Isle of Man. A variety of large and small events are held during TT week all over the Isle of Man and the whole place becomes packed with motorcycle enthusiasts, so it is an ideal time. All the bikes for display and necessary tools were shipped to the Isle of Man and several big hotels in Douglas were decorated with



Yamaha decorations during TT week on the Isle of Man

Yamaha banners and advertising boards. All during the time Yamaha bikes entering the TT races were chalking up good records, the "Yamaha Lounge" or the display areas set up in hotels and other places were showing bikes and films and were providing free service checks. Since

most of the crowd there consisted of young people, a Disco Festival was held as an added attraction. Needless to say, this was most effective in making a deep impression of the Yamaha brand image on everyone who came to the Isle of Man.



New bikes being displayed on the street

Even better improvement through experience

The roadshow in 1980 was somewhat of an experiment, but the results were so much greater than what was expected that it was decided right away to increase the size of this event in 1981. A large bus was chartered last year and this was loaded with new Yamaha models, and over 40 cities were covered. The roadshows were held every Saturday and Sunday. Apart from each dealer displaying bikes in their storefront, permission was obtained from the local authorities to use public roads for a certain period of time to display a large variety of bikes and this attracted a great deal of interest. Of course, PR films were shown and literature was distributed and surveys were taken in addition. This roadshow was welcomed with great approval from all the dealers. This is evident by the many letters of thanks and praise sent to the importer afterward.

Below are a few typical lines from these letters:

- This roadshow was the best of all sales promotion plans yet conducted.
- The Yamaha Roadshow was super!
- I sold 16 motorcycles in one day.
- I received 30 inquiries over the phone

about the RS200 and two sales were decided right over the phone.

The great success of this '81 roadshow was partly due to the more complete coverage of various regions by chartering a large bus, in contrast to the use of the railways in the previous year.

Aside from the roadshow, the TT week show was conducted on the Isle of Man in '81. Just as in '80, Yamaha bikes were displayed, race films were shown and free service checks were provided. What was different from the previous year was that test rides were offered on DT125's and 175's in the Trail Park. This was next in popularity only to the race itself. Another great difference was that this year the TT race course was lined with 4000 straw bales by Yamaha and these were all covered with protective plastic covers with the Yamaha logo. Having the famous Yamaha logo showing on 4000 bales had a powerful promotional impact in itself. Furthermore, it was well received because unlike simple billboards and posters, it was functional and well placed.

Also, during the TT week the 007 movie featuring the Yamaha XT500 was shown, so a point was made to display the XT500 prominently.



Some of the 4,000 Yamaha bales that lined the 38 mile TT Circuit

YAMAHA
Road Show
 IN GREAT BRITAIN



Once it's finished with the job of hauling the display models, the trailer is quickly turned into an office. A long line is formed at the reception window of this office from early in the morning although it is a weekday.



Donington Circuit where this Road Show takes place. Two vans are set up in addition to a large trailer.



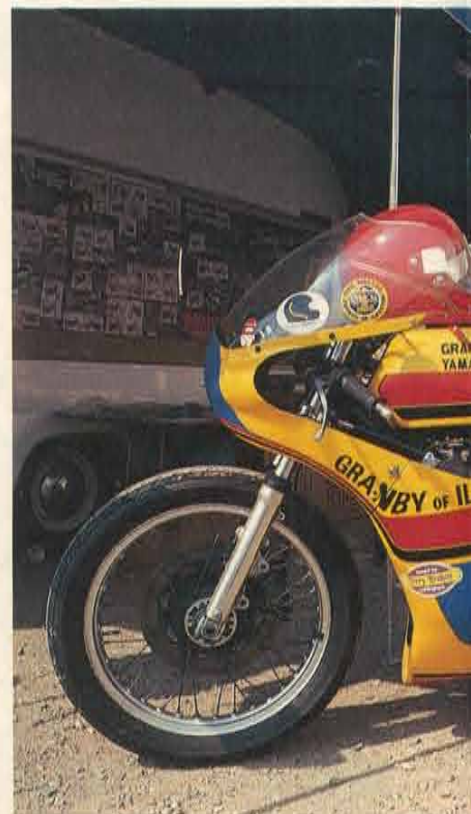
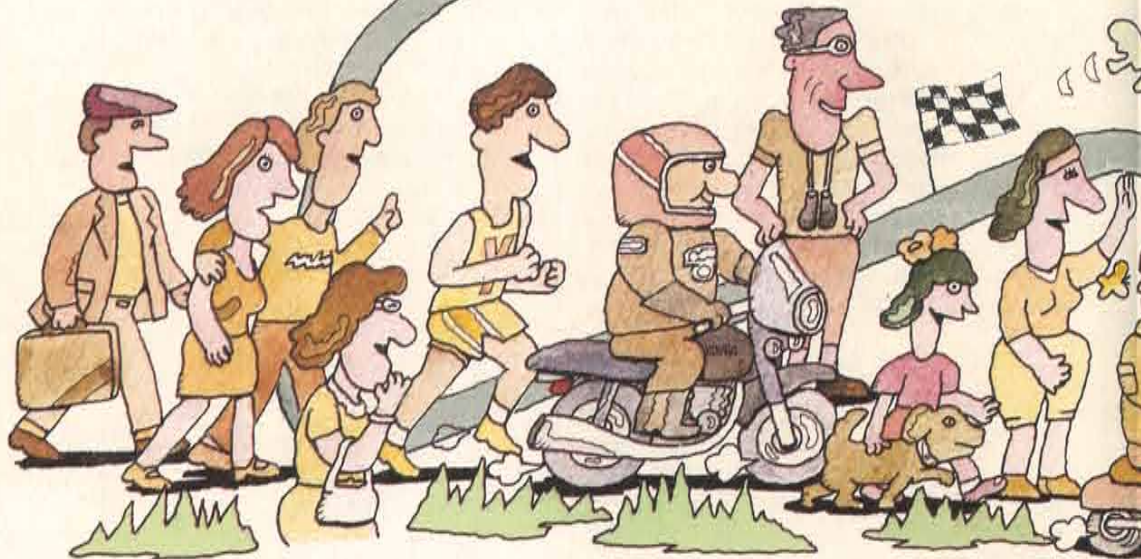
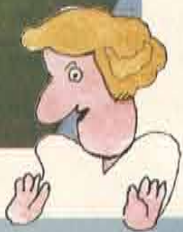
The sponsors of this Road Show, Mr. and Mrs. Gramby of Gramby Motors.



It's a long running hit

The Yamaha trailer goes everywhere

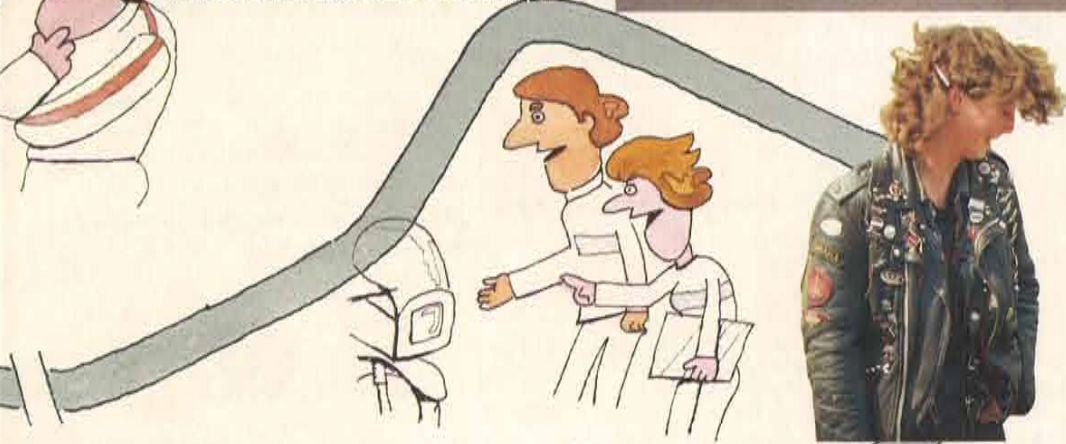
Everyone loves the test ride on a well maintained race track. This is a big factor in attracting a large number of people.



Test rides of the medium and large sized bikes are conducted at the Donington Circuit with the instructor in the lead.



The back of the trailer advertising the Road Show: The words "Yamaha Show" are seen clear and bright on the front as well as on both sides of the trailer.



Another important factor of the Road Show — Yamaha Learner's Road Show. Classes for learners licence are conducted in an area set off between two vans.



Those first time riders are each given careful instruction in a separate area.

It in sales promotion!

here loaded full of new ideas.



The Donington Collection famous as a motorcycle collection: Yamaha sidecars are also on display here.

Get it right with the Yamaha '82 range!

A giant-size Yamaha motorcycle poster is very effectively used as a PR tool of each roadshow. The poster showing the Yamaha '82 full range from 50cc scooters to heavyweight models is greatly appealing to both learners and experienced riders. In particular, the poster emphasizes that 50cc scooters and up-to 125cc bikes

will enable every first time buyer and learner rider to gain the necessary experience and riding ability to enjoy to the full the advantages and pleasures of motorcycling.

British superstar Barry Sheene is taking a part of image character in this poster.



The participants range from teenagers to those in their 50's, but the majority are in their late teens. Many people attend, taking time off from work.



World Championship Road Racing

A title battle becomes intense with Kenny in the lead

Kenny Roberts and Barry Sheene achieved a second brilliant one-two Yamaha victory in the 500cc class of the Spanish GP held at Jarama on May 23, after finishing third and second respectively in the Austrian GP on May 2. Kenny rode the new V-4 Yamaha racer to its first grand prix victory with Sheene placing second about 8 seconds astern. In the blazing Spanish sun and before a crowd of 60,000 spectators, the Yamaha aces completely dominated the race. F. Uncini (Suzuki) finished third but F. Spencer (Honda) retired with a broken ignition wire after leading the race for the first 6 laps. In the Italian GP held at Misano on May 30, Kenny placed 4th while Sheene retired after 13 laps, when a mechanical trouble hit his square-4 Yamaha.



4. G. Crosby Yamaha
5. M. Lucchinelli Honda



Kenny's new V-4 racer

RESULTS

Round 2 - Austrian GP - May 2 500cc class - 29 laps (76.41 miles)

1. F. Uncini Suzuki
2. B. Sheene Yamaha
3. K. Roberts Yamaha
4. G. Crosby Yamaha
5. B. v. Dulmen Suzuki

350cc class - 22 laps (59.97 miles)

1. E. Saul Yamaha
2. T. Mang Kawasaki
3. P. Fernandez Yamaha
4. S. Minich Yamaha
5. J. Cornu Yamaha

Sidecar class - 22 laps (57.97 miles)

1. R. Biland/K. Waltisperg Yamaha
2. A. Michel/M. Burkhard Yamaha
3. W. Schwarzel/A. Huber Yamaha
4. J. Taylor/B. Johansson Yamaha
5. M. Kumano/T. Tateshima Yamaha

Round 3 - French GP - May 9

500cc class - 40 laps (77.55 miles)

1. M. Frutschi Sanvenero
2. F. Goss Suzuki
3. S. Parrish Yamaha
4. S. Pellandini Suzuki
5. S. Avant Suzuki

350cc class - 36 laps (69.79 miles)

1. J-F. Balde Kawasaki
2. D. de Radrigues Chevallier
3. J. Sayle Armstrong
4. A. North Yamaha
5. M. Wimmer Yamaha

Round 4 - Spanish GP - May 23

500cc class - 37 laps (76.14 miles)

1. K. Roberts Yamaha
2. B. Sheene Yamaha
3. F. Uncini Suzuki

World Championship Motocross

Velkeneers consolidating the lead

125cc class

Marc Velkeneers who got the '82 season to a good start, is consolidating the lead in a 125cc title chase against a number of tough rivals including H. Everts (Suzuki), E. Geboers (Suzuki), M. Rinaldi (Gilera), C. Maddii (Gilera), etc. Placing high in all GP rounds from the Austrian GP on, he collected 104 championship points, thus leading his nearest rival M. Rinaldi (Gilera) by 21 points when the Yugoslavian GP was over on May 9. American rider Danny LaPorte (Yamaha) proved himself to be one of the strongest threats to Belgian ace G. Jobe (Suzuki) in a 250cc title battle. Neil Hudson and Hakan Carlqvist making up a powerful 500cc team are also making a strong bid for the title.

RESULTS

125cc class

Round 3 - Austrian GP - April 25

- 1st race
1. E. Geboers Suzuki
 2. M. Velkeneers Yamaha

3. A. Watanabe Suzuki
4. C. Maddii Gilera
5. Y. Khudjakov KTM

2nd race

1. M. Rinaldi Gilera
2. A. Watanabe Suzuki
3. M. Velkeneers Yamaha
4. H. Everts Suzuki
5. C. Maddii Gilera

Round 4 - Italian GP - May 2

- 1st race
1. E. Geboers Suzuki
 2. M. Rinaldi Gilera

3. C. Maddii Gilera
4. A. Watanabe Suzuki
5. A. Lejenue Honda

2nd race

1. E. Geboers Suzuki
2. M. Rinaldi Gilera
3. C. Maddii Gilera
4. G. Andreani KTM
5. H. Everts Suzuki

Round 5 - Yugoslavian GP - May 9

1st race

1. H. Everts Suzuki
2. M. Rinaldi Gilera
3. D. Maddii Gilera
4. Y. Sugio Honda
5. M. Velkeneers Yamaha

2nd race

1. M. Velkeneers Yamaha
2. H. Everts Suzuki
3. E. Geboers Suzuki
4. C. Maddii Gilera
5. A. Watanabe Suzuki

125cc Motocross

World championship positions as of May 9

1. M. Velkeneers Yamaha 104 pts.
2. M. Rinaldi Gilera 83 pts.
2. E. Geboers Suzuki 83 pts.
4. C. Maddii Gilera 76 pts.
5. H. Everts Suzuki 73 pts.

250cc class

Round 1 - Swiss GP - April 18

- 1st race
1. G. Jobe Suzuki
 2. M. Doke Maico
 3. M. Tarkkonen Yamaha
 4. H. Maisch Maico
 5. K. van der Ven KTM

2nd race

1. G. Jobe Suzuki
2. D. LaPorte Yamaha
3. D. Watson Yamaha
4. M. Guerra Husqvarna
5. J. Martens Yamaha

Round 2 - Spanish GP - April 25

1st race

1. R. Dieffenbach Honda
2. M. Tarkkonen Yamaha
3. J. Falta CZ
4. M. Guerra Husqvarna
5. G. Jobe Suzuki

2nd race

1. M. Guerra Husqvarna
2. G. Jobe Suzuki
3. K. van der Ven KTM
4. H. Kinigadner Yamaha
5. V. Toman Suzuki

Round 3 - Belgian GP - May 9

1st race

1. G. Jobe Suzuki
2. D. LaPorte Yamaha
3. K. van der Ven KTM
4. H. Kinigadner Yamaha
5. J-C. Laquaye Honda

2nd race

1. D. Watson Yamaha
2. G. Jobe Suzuki
3. R. Dieffenbach Honda
4. B. Wilken Maico
5. K. van der Ven KTM

Round 4 - Czechoslovakian GP - May 16

1st race

1. G. Jobe Suzuki
2. R. Dieffenbach Honda
3. J-C. Laquaye Honda
4. D. Watson Yamaha
5. M. Guerra Husqvarna

2nd race

1. D. LaPorte Yamaha
2. R. Dieffenbach Honda
3. E. Sundstrom Husqvarna
4. J-C. Laquaye Honda
5. M. Tarkkonen Yamaha

Round 5 - Italian GP - May 23

1st race

1. H. Kinigadner Yamaha
2. K. van der Ven KTM
3. G. Jobe Suzuki
4. D. Watson Yamaha
5. D. LaPorte Yamaha

2nd race

1. K. van der Ven KTM
2. D. LaPorte Yamaha
3. H. Kinigadner Yamaha
4. G. Jobe Suzuki
5. D. Watson Yamaha

250cc Motocross

World championship positions as of May 23

1. G. Jobe Suzuki 108 pts.
2. K. van der Ven KTM 71 pts.
3. D. LaPorte Yamaha 64 pts.
4. D. Watson Yamaha 60 pts.
5. H. Kinigadner Yamaha 47 pts.

500cc class

Round 1 - French GP - April 25

1st race

1. A. Malherbe Honda
2. B. Lackey Suzuki
3. A. Vromans Suzuki
4. N. Hudson Yamaha
5. F. Picco Yamaha

2nd race

1. A. Malherbe Honda
2. D. Thorpe Kawasaki
3. C. Noyce Honda
4. N. Hudson Yamaha
5. J. van Velthoven KTM

Round 2 - Dutch GP - May 2

1st race

1. A. Vromans Suzuki
2. J-J. Bruno Suzuki
3. E. Sterckx Maico
4. J. van Velthoven KTM
5. J. Sintonen Yamaha

2nd race

1. A. Vromans Suzuki
2. B. Lackey Suzuki
3. E. Sterckx Maico
4. J. van Velthoven KTM
5. T. Karsmakers Honda

Round 3 - Swedish GP - May 9

1st race

1. G. Noyce Honda
2. N. Hudson Yamaha
3. B. Lackey Suzuki
4. A. Vromans Suzuki
5. A. Malherbe Honda

2nd race

1. G. Noyce Honda
2. A. Malherbe Honda
3. B. Lackey Suzuki
4. N. Hudson Yamaha
5. G. Semics Honda

Round 4 - Finnish GP - May 16

1st race

1. J-J. Bruno Suzuki
2. H. Carlqvist Yamaha
3. J. Sintonen Yamaha
4. A. Malherbe Honda
5. N. Hudson Yamaha

2nd race

1. N. Hudson Yamaha
2. J-J. Bruno Suzuki
3. G. Noyce Honda
4. J. Sintonen Yamaha
5. G. Semics Honda

Round 5 - Austrian GP - May 23

1st race

1. D. Thorpe Kawasaki
2. G. Noyce Honda
3. B. Lackey Suzuki
4. H. Carlqvist Yamaha
5. N. Hudson Yamaha

2nd race

1. B. Lackey Suzuki
2. A. Vromans Suzuki
3. D. Thorpe Kawasaki
4. A. Malherbe Honda
5. G. Noyce Honda

500cc Motocross

World championship positions as of May 23

1. B. Lackey Suzuki 86 pts.
2. G. Noyce Honda 76 pts.
3. N. Hudson Yamaha 72 pts.
4. A. Vromans Suzuki 68 pts.
5. A. Malherbe Honda 64 pts.



No star rider in French GP!

The French GP, the third round of the series held at Nogaro on May 9, was boycotted by all star riders including Kenny Roberts (Yamaha), Barry Sheene (Yamaha), Graeme Crosby (Yamaha), Freddie Spencer

(Honda), Marc Lucchinelli (Honda), Randy Mamola (Suzuki), Franco Uncini (Suzuki), etc. According to the riders' opinion, course conditions were not so good.

NEWS ROUNDUP

Motorcycle donation for MAP

From Malawi: Yamaha has recently donated four motorcycles (three YB50's and one XS650) to the MAP (Malawi Against Polio) through Yamaha Mitsubishi Center (Stansfield Motors, Ltd.) and Blantyre Rotary Club in order to help it in its fight against polio in Malawi. These motorcycles will be used by MAP personnel to visit patients at rural cities and in their homes. This significant donation gives a further boost to the work of the MAP which has continued its efforts against polio since July 1981. "Our personnel will be able to keep a closer watch on their patients thanks to Yamaha's excellent cooperation", says a MAP spokesman. In Malawi Yamaha motorcycles have already made up about 70% of the total market and the donated bikes will help to further enhance Yamaha in its brand image.

The Yamaha XJ650 with a special fairing



From France: Mr. Léonard Sciarra, a Yamaha bike enthusiast, is an ardent reader of Yamaha News, each issue of which is offered by a friend working for Sanauto Yamaha in Paris. His most favorite bike is a Yamaha XJ650 and he has recently equipped it with a special Chaplot fairing to make it an even more attractive and easier handling machine. Now he takes pride in his Yamaha, citing it as the only full fairing-equipped XJ650 in the world.

Open House Follow-up

Very successful conclusion!

From New Zealand: Moller Yamaha's open house series (10 locations throughout New

Zealand), the news and pictures of which were already introduced in our No.3 issue, has been brought to a very successful conclusion. A total of 7,000 people entered the simple open house competition. After the draw for the sparkling new XT200, the winner was presented with his prize at a Christchurch dealership.

A boon to dealers!

From Australia: "Open House" which were promoted all over Australia were very favorably received by not only customers, but also all dealers concerned. Introduced below is a letter of thanks from one of Queensland importer Annand Thompson's dealers:

On behalf of Suncoast Yamaha I would like to take this opportunity in thanking you very much for selecting us as one of the dealers for the "Open House".

As you know the "Open House" was conducted at the Maroochydore Hotel and can only be described as a great success. Several sales were obtained from the night and several have resulted since. The new models as well as the old created an atmosphere never seen before in the hotel to such an impact that we have been promised the use of the hotel at any time.

In summing up I would firstly like to thank your company for enabling such a show to go on road and secondly the help and assistance of the two Jerries.

*yours faithfully,
Ruby Runter*

Yamaha Junior Yacht School

From Iwata: Three years have already passed since Yamaha started its unique junior sailors education program named



Let's promote "Yamaha" (Philippines)

"Yamaha Junior Yacht School" in Japan. The program has gained wide acceptance as it is useful for the mental and physical growth of children.

Sailboating has become one of the most popular leisure activities among a great number of sea-loving kids due to the successful promotion of this program.

Training is divided into three different steps, namely, basic class for first-year students (over 9 years old), master class for second-year students (over 10 years old) and expert class for third-year students (over 11 years old).

Let's promote "Yamaha"!

From the Philippines: Introduced above is a very interesting method of Yamaha promotion which was recently demonstrated by Fecundity Motorcycle Supply, a Yamaha dealership in Bacolod City, the Philippines.

The company carried out this demonstration jointly with Norkis Trading's Bacolod Branch during the recent Bacolod City Masskara Festival.

YMUS cooperate with the Motorcycle Safety Foundation, headquarters in Maryland, to facilitate safety training all over the United States.

Central Washington University provided rider safety courses in seven counties last year under a grant from the Washington Traffic Safety Commission.....

Yamaha to the rescue

From the U.S.A.: The county of Ventura, California is unique in its diverse geography. It is approximately 1,250 square miles in size. It is bordered on one side by the Pacific Ocean and on the other side by the Los Padres National Forest. Seasonally, this southern California "back country" varies from dry brush to heavy snow. Due to the sprawling complexity and remote open spaces the rugged terrain must be patrolled.

Previously, the Sheriff's Department patrolled and/or made rescues in 4-wheel drive vehicles. Unfortunately, the terrain was often prohibitive and a rescue could take as long as two days. Now, with the addition of two Yamaha IT250's the deputies are able to survey a larger area and perform rescues much more efficiently.

Protection of property, enforcement of laws and safety of hikers, campers and motorcyclists are its concern.....

The deputies do their own motorcycle maintenance.

The supplies on the bikes include a day pack, first aid kit and a radio.....

Ready to go with Yamaha look sportswear and winter wear

From Brazil: Along with the growth in the motorcycle market, there has also been a growth in the field of highly individualized accessories.

In fact, such accessories as personalized motorcycle wear have

become so popular that now, not only motorcyclists, but even people who have never been on a bike are wearing them.

Recently Brazil Yamaha has done a lot of research into how to best meet the demands of this growing market. The result has been the YAMAHA LOOK line of sportswear, which is now becoming a new symbol of the Yamaha spirit.

The demand for YAMAHA LOOK wear became so great at the end of last year that Yamaha decided to completely redesign its wear with all new styling, better quality and durability, and finer finishing. After the unexpected record-breaking success of the summer wear last year, Yamaha is now turning its efforts to the winter wear and racing wear markets with big expectations.

The warm new winter wear includes gloves, childrens coats, and jackets in plush and nylon, plus sleeveless nylon vests and flannelette pullovers.

The racing wear is aimed specifically at trail amateurs, motocrossers, and speed racers who until now have worn imported sportswear. One of the special features of this line are the padded, reinforced, nylon racing shoes for trailers, crossers and motorcyclists.

For training there are specially designed nylon Enduro jackets and padded, leather gloves. The full-length leather overalls are padded for high speed protection, and there are even special competition jerseys.

The entire line of YAMAHA LOOK wear and accessories is distributed exclusively by authorized dealers of Yamaha Motor of Brazil.



From left to right, Tony Brady (winner), Mike Gane (Manager, Norjo Motors, Christchurch) and Steven T. Marshall (Marketing Manager, Moller Yamaha Ltd.)

Extracts from Yamaha Communicator

Dealer honored by MSF

From the U.S.A.: Yamaha of Ellensburg owner Jack Watkins received a certificate of appreciation from the National Motorcycle Safety Foundation recently for his contribution to safety education programs sponsored by Central Washington University. Watkins provided new motorcycles for use by students in Ellensburg safety courses. Cycle advocates, dealers, and



Scooter Beluga is launched in France as an upgraded product

Sonauto Yamaha's dealers meeting

French Yamaha importer Sonauto S.A. which has attained a significant growth of business for the past decade and celebrated the inauguration of its new premises in April of last year, is looking forward to another big leap in the early eighties by pushing forward with the sales of Beluga under the excellent leadership of Mr. Norbert Wagner, president of the company and Mr. J.C. Olivier, director of the motorcycle division in close cooperation with all affiliated Yamaha dealers. Beluga, which is designed and built as a fresh sense modern scooter for everyone's

modern scooter for everyone's daily use, was introduced as a unique high-quality personal vehicle during the dealers

meeting held on May 10 at Boulogne, Paris.

"Beluga is something better than a con-

ventional scooter", said Mr. Olivier in his speech addressed to about 400 participants, "This model has added another glamour to the already-renowned Yamaha scooter range. It is an attractively styled economical vehicle with great ease of handling and unmatched comfort of riding enabling a customer to enjoy an increased feel of a modern 2-wheeled personal "car". Let's start out into a large-scale sales promotion of this quality model under a slogan-CAVIAR POUR TOUT LE MONDE".



Mr. Norbert Wagner, great leader of always-growing Sonauto S.A.



Mr. J. C. Olivier (left) and Mr. C. Desfontaines, sales manager who are always active in the front line of sales promotion.



Beluga information brochure



Beluga has everything a modern, upgraded scooter should feature.



400 participants are convinced that Beluga is truly a quality scooter.

CAVIAR POUR TOUT LE MONDE !!!



An attraction by a popular comedian



Easy, clean ride can be enjoyed even in a suit.



Participants have a chance to test-ride the new model.



Riding around the vast area of Bois de Boulogne