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YAMAHA NEWS

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Just try it for sales promotion Trail training school to develop fresh market

Yamaha's exclusive trail training school where sporty nature of motorcycle is thoroughly pulled out, pleasure of riding around is fully enjoyed and higher techniques for trailing through rough natures are efficiently obtained, is winning popularity everywhere in Japan. Being fully supported by active young enthusiasts, it benefits continuous development of fresh market for Yamaha motorcycles.

You just try to sponsor it for your sales promotion. Nothing particular is needed for it. You have only to make use of a patch of grassy field, dry river bed or any waste land with some ups and downs.

Dual utility of motorcycle

It is well known that a motorcycle has two aspects of utility, leisure and business. Easily obtainable speeds and elastic maneuverability to fully please and satisfy users are leisure aspect, while business aspect is found out in carrying luggages and people, and displaying peculiar mobility as the means of transportation making contributions to industrial activities.

Which aspect has more importance? It depends upon conditions under which a motorcycle is used. Judging from its history, however, we can say that a motorcycle has been rather a sporty vehicle by nature. But, it never means that business aspect can be made light of. In a trail training school, trainees have to study how to ride properly for business use as well as for sporty use.

They can obtain correct and basic riding techniques applicable to whatever conditions in an enjoyable atmosphere. It is a significant reason why the school is now winning the public support.

Preparatory practice

Up to now, a school has been held almost every Sunday throughout Japan, and the number of trainees has amounted up to over 100,000. The contents of lessons vary with the types of grounds used, but first, trainees have to study how to ride properly and how to take a correct riding posture. Then, they gradually step up to higher techniques such as threading through bottles arrayed at intervals of three meters, braking for emergency, cornering and jumping, etc.

For example, use a dry river bed for training. Its surface is full of variety. There are sandy, gravelling and grassy patches, or sometimes, may be puddles with some ups and downs, presenting an ideal training ground. An instructor teaches his trainees preparatory practice in a following way:

First, he shows a correct example of practice for controlling a stationary motorcycle. He uses a center stay to hold a motorcycle on a solid patch of ground. In this case, he has to demonstrate two ways of erecting a stay. One way is to erect it forcibly, and the other is to erect it by pulling a motorcycle backward slightly (30cm or so).

Trainees will realize which way is easier. At the same time a correct location of rider and space between he and a motorcycle for this practice

must be referred to.

In leaving a motorcycle to a trainee for this practice, an instructor must tell him to be steady on his legs against the center of gravity lying in the center of seat. For easier understanding, let him handle a motorcycle in an unsteady posture, much more efforts will be required for holding a motorcycle on the ground.

Then, as for a correct riding posture, the efficiency of knee-grip must be stated. It is not always necessary for riding on flat surfaces, but without it a rider can not be free from danger while riding on rough surfaces with ups and downs. But for it, a shock from rough surfaces would throw a rider off a motorcycle.

If he grips a fuel tank with both knees, he can ease a shock by raising his waist up. A motorcycle is steered not with a handle but with a bodily action placing the center of gravity on waist. From this fact, the importance of knee-grip should be emphasized repeatedly.



A symbol mark of trail training school. It is an idol of young enthusiasts.

It is also explained that a handle must be firmly tightened against shocks, but some tightening play is desirable for brakes and clutch lever to evade injury in falling down.

Actual riding techniques

First, an instructor explains how to practice a slalom. Here the importance of knee-grip must be repeated. While threading through bottles by slanting a motorcycle to right and left, a rider should not leave both knees protruding. At each slanting he must keep outside knee firmly gripping a fuel tank. This means that either knee-grip is always effective. Let trainees repeat this practice under such various riding conditions

as lowering and raising waist, reducing intervals of bottles, increasing speeds, and so on.

For jumping, acceleration is most important. For acceleration, a rider must catch the best moment when a front fork springs up after it is lowered against an acclivity. When a motorcycle hovers, he must fully raise his waist up, tightly holding a handle with a throttle closed and knees firmly gripping a fuel tank. Landing on the ground must be done from a rear wheel, which is necessary for easing shocks.

A front wheel landing will make a rider suffer stronger shocks accompanied by the danger of falling accident. A rider should avoid jumping with a throttle opened, or he will be unable to control his motorcycle rushing immediately after landing.

It is impossible for us to state all of training contents here. But, briefly speaking, a considerable number of riders have poor knowledge of some basic riding techniques which should be mastered as a matter of course. Because motorcyclists have no chance to be trained for correct riding techniques, while numerous training facilities are now made available for car drivers.

It may be easy for us to just handle a motorcycle, but it is another thing to ride a motorcycle safely and correctly. Yamaha trail training school will satisfy any requirement for ideal riding. Now, try to sponsor it for your customers. Your efforts as an instructor will bring you much more returns, expanding market of Yamaha motorcycles.



An instructor should be a man of character as well as a well trained rider.



He is demonstrating his high techniques for trainees.

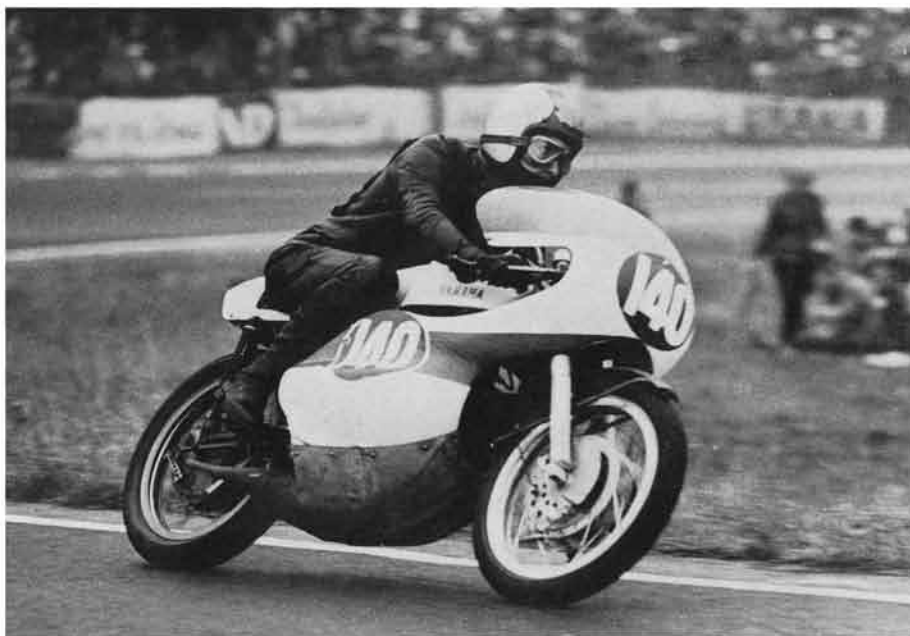


He is teaching how to go through muddy surfaces.



Trainees are following an model practice shown by an instructor.

Mike Duff, Canadian ace retires



Mike Duff's spectacular riding form which won high popularity in his best days.

Mike Duff, one of the most famous riders has recently announced his retirement from active competitions. He will now lend his past experience and vast knowledge to the sale of Yamaha products in Canada as a Sales Representative for Fred Deeley Limited-Yamaha Division, the exclusive Canadian Yamaha distributor.

Unforgettable name in history

Mike Duff, whose name will be unforgettable in the world motorcycle sports history in relation to Yamaha's racing glory, started his road racing career 15 years ago in Canada and made debut abroad in 1960. In 1962 he was one of the elite few to lap the 37.75 mile Isle of Man TT course at over 100 mph.

In 1964 he became the first Canadian signed to ride for the world beating Yamaha Grand Prix racing team. He made great contribution to P. Read's winning the 250cc title for the double consecutive year. His successes on board the fantastic Yamaha machines were numerous. To list a few:

- 1964 Belgian GP 250cc class.....1st place
- 1964 Italian GP 250cc classLap record setter
- 1965 Finnish GP 250cc class.....1st place
- " " Lap & racetime records setter
- 1965 Dutch TT 125cc class.....1st place
- 1965 Isle of Man TT 250cc class.....2nd place
- 1965 Isle of Man TT 125cc class.....3rd place

Unfortunately, Mike was injured during practice for the 1965 Japan Grand Prix and returned home to Toronto, Canada for treatment and recovery. Even though he was injured, he was ranked 2nd just behind P. Read in the world championship ranking.

For the past two years he has ridden the extremely fast Yamaha production racers for the Fred Deeley Yamaha racing team and won numerous significant races. Some of them are as follows:

- 1969 Daytona 350cc class3rd place
- 1969 Harewood 350cc class.....1st place
- 1969 Ontario Championship 250cc & 350cc classes.....1st place
- 1969 Canadian GP 250cc class.....2nd place
- 1969 Canadian GP 350cc class.....1st place
- 1969 Eastern Canadian Championship 250cc class.....1st place
- 1969 Eastern Canadian Championship 350cc class.....1st place

Let's go further for 1970

Yamanashi Prefecture is a mountainous district about 200km west from Tokyo, and is very famous for production of grapes and crystals. In this district Yamaha products have remarkably raised the share of market recently. Yamaha Auto, Yamaha distributor here held a New Year Yamaha family party to invite dealers and their families in token of gratitude for their excellent sales efforts. It was agreed that cooperation on the side of family, especially wife, was indispensable to any dealer's sales promotion.

They were in high spirits under a slogan "Let's go further for 1970".



A party of Yamaha's top US dealers had holidays in Japan for their excellent results in the 1969 sales contest. During a 10-day schedule, besides visiting Yamaha Main Factory and each of Yamaha's collaborating plants they fully enjoyed sight-seeing in Tokyo, Nikko and Kyoto.

Picture: Mr. G. Kawakami, President is giving a reception party for them at his own residence.

YAMAHA Topics

Holidays in Japan

Contributions Invited

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences—anything if it's about YAMAHA. A commemorative gift will be sent to those subscribers whose pictures are accepted for publication.

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Prospective boom for sports & heavyweight bikes

What type of bikes would appear before spotlights for the year 1970? Motorcycle Market News, sole expert newspaper of motorcycles in Japan foresees the boom for sports & heavyweight bikes this year from the prosperity of Motor Shows held in Tokyo and other cities as follows: Two Motor Shows held in Osaka and Nagoya following Tokyo Motor Show attracted the record number of spec-

tators, respectively, reflecting the public popularity hotting up for motorcycles. A notable feature in common with these three biggest Shows was that participating makers concentrated their efforts on sports and heavyweight bikes. For example, there were exhibited 96 models-189 machines at Tokyo Motor Show, and the total of sports bikes displayed by four makers amounted up to 61 models-

124 machines, which resulted from the recent public preference for this type of bikes. Of these figures, Yamaha occupied the largest share by displaying 20 models-44 machines. As for heavyweight bikes, Yamaha unveiled a Sports 650 XS-1 at Tokyo Motor Show to meet enthusiasm of heavyweight fans. This model will shortly come into market to set spurs to the 1970 heavyweight boom.