



# YAMAHA NEWS

1976  
NO. 11



## First KD motorcycle of Yamaha rolls off the line; Motorcycle market now presents a new aspect



The first model is rolling off the line!

### Consistent efforts for national industrialization

Bangladesh has long been imaged as an agrarian country. In fact, high-quality rice and jute produced in the northern granary of this country are attaining a worldwide fame.

But, this country has also joined all forces for the establishment of a state on the basis of modern industries.

Their consistent, steady efforts are gradually taking a definite form. The first KD model of Yamaha has set a good example for it.

Yamaha's lightweight bikes up to 100cc are fast growing in popularity among ride-to-work motorcyclists, especially, farmers wishing to modernize and improve their work method through employing handy, economic motorized vehicles as a new force. Yamaha is offering every necessary technical aid to Karnaphuli Industries, Ltd. with its headquarters located in Dacca, capital city of this country.



The people of Karnaphuli Industries



Japan-Bangladesh joint meeting

### News from Bangladesh

Bangladesh — a newly-risen country contiguous to India facing the Bay of Bengal, set out to start a march to another growth when the first KD motorcycle of Yamaha rolled off the line at the assembling factory of Karnaphuli Industries, Ltd. in Chittagong.



Careful inspection



# Welcome to Yamaha

Guests from Oceania enjoy a nice mid-autumn trip here

*Autumn is the best trip season in Japan. It is during this season that the largest number of foreign visitors are welcomed to Yamaha at Iwata.*



*What an impressive bike!*



*Wonderful song!*



*Local drum play by long-nosed goblins*

## Enjoyable and beneficial

42 Oceanian dealers and their families (37 from Australia and 5 from New Zealand) enjoyed a 10-day mid-autumn trip around Japan at the invitation of Yamaha. They were rewarded for their excellent business results in such a wonderful way.

As reported from time to time, everything is now getting better with the motorcycle market of Oceania and sales are expected to take a sharper upturn toward the future.

Sightseeing around Hakone, Nikko and Kyoto, a grand reception party, visit to the industrial group of Yamaha, etc. — Yamaha arranged their trip schedule with "enjoyable" and "beneficial" in mind, above all things.



*Intently looking at a new model*



*In front of the Main Office at Iwata*

# ★ NEWS FROM IWATA ★

## Buzzing with youthful excitement!

### — Yamaha athletic meeting —

The whole land of Tsumagoi was buzzing with youthful excitement in fine autumn weather!

Yamaha's annual athletic meeting took place at this all-round sport land located near Iwata on Oct. 3, entered by many workgroup teams and watched by a larger number of spectators.

The entire program was given much variety and extremely delightful. All Yamaha people shared the nicest time together.



Yamaha gymnastic exercise



Rope pulling contest



Children's ball-cracking game



Centipede race

## Attractive Billboard Poster

Just look at a poster shown below. This is a new giant-size billboard poster composed of three separate sheets.

Sized 6 ft. long x 9 ft. wide! It will have the best possible PR effect on your customers and the general public as well, if it is shown inside or outside your shop. It is felt that motorcycle shops should be much more bright or showy at a time when female users are fast increasing in

number. The new giant-size poster will serve as a good tool.

Multicolored and priced US\$8.00 per set, FOB Japan.

Please contact:

AD&PR Department, Yamaha Motor Company

2500 Shingai, Iwata-shi, Shizuoka-ken, Japan



## Increased Industrywide Production

According to the announcement recently made by the Japan Automobile Manufacturers Association (JAMA), total production of motorcycles for the first half term of fiscal '76 (Apr. '76 to Sept. '76) reached 2,168,404. This meant a smooth 16% advance over the year-ago total of 1,868,640.

This was mainly attributable to booming home sales of 50cc bikes, mostly, family leisure models.

That's to say, total production of 50cc bikes for the above period ran up to 802,257, a remarkable 56% rise above the year-ago total.

This category occupied 37.0% of total industrywide production for the same period.

Yamaha turned out 578,033, a 12.7% increase over the year-ago total of 512,707.

## '77 Tokyo Motor Show

The Tokyo Motor Show '77 will take place at the International Trade Center, Harumi, Tokyo for the period from Oct. 28 to Nov. 7 next year.

Last year it was decided that the Show should be organized every other year instead of "annually".

Therefore, no show will be organized this year.

# • Review of Japanese Motorcycle Market — Part VIII

## What kinds of motorcycle sport they know

### 251-750cc category

Motocross, road racing and trials are now the three best known disciplines of motorcycle sport in Japan.

The results of the survey positively reflected this fact, as you can see.

That's to say, about 92% of 251-750cc bike users knew "What motocross is". This meant that motocross was the most popular discipline of motorcycle sport here. Came next road racing (84%) followed by trials (78%) and rally (74%). On the other hand, however, it was revealed that hill climb and gymkhana did not grow in popularity yet in this country.

See charts for every detail.

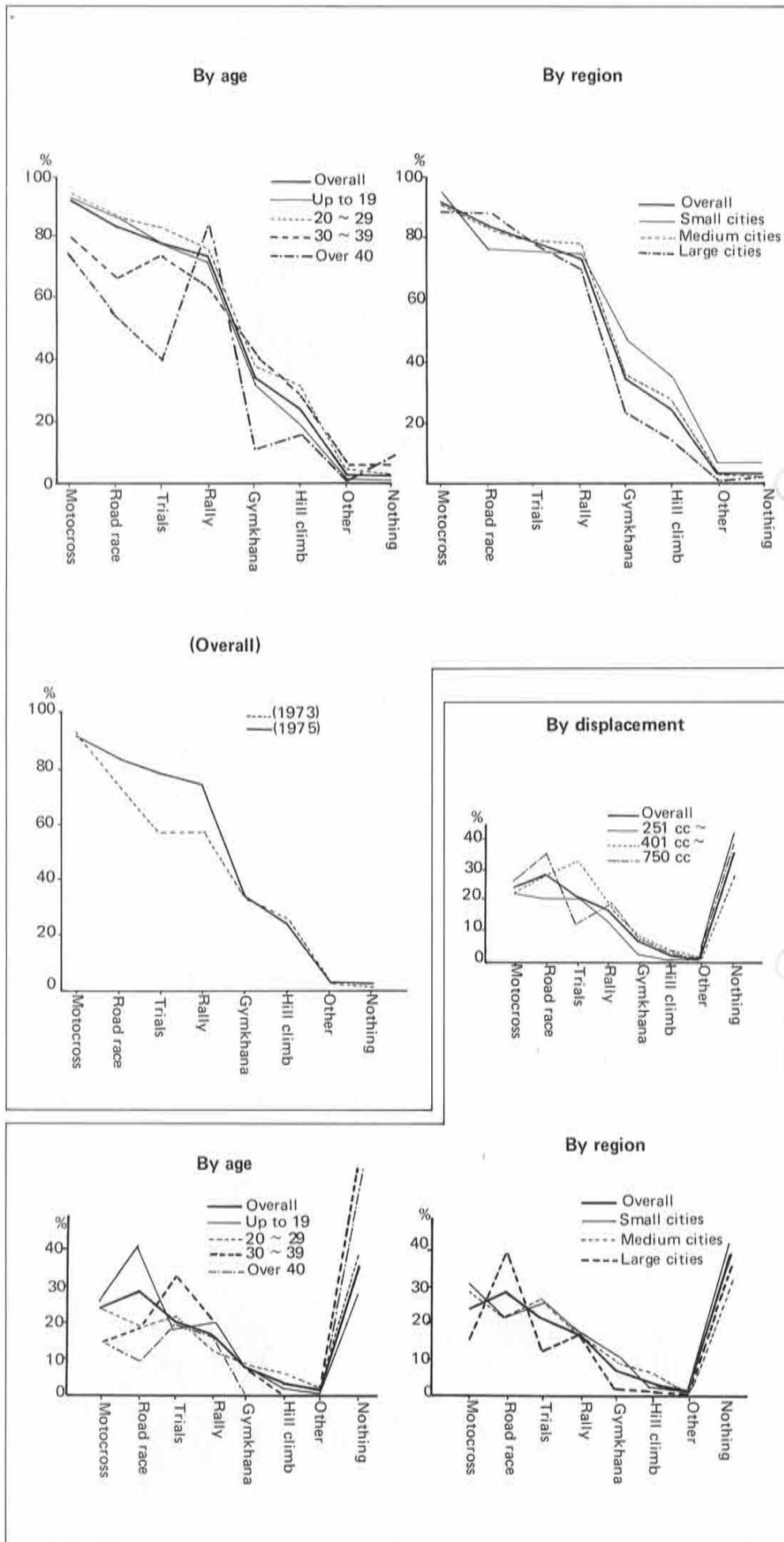
## What kinds of sport they practise or prefer to practise

Of all sport disciplines, road racing had the largest number of fans who actually practised or preferred to practise. Motocross ranked second, with trials attracting the third largest number of fans.

It was also found out that approx. 36% of 251-750cc bike users had no intention to take part in whatever sport activity. It attracted special interest that road racing fans concentrated on the category of 750cc bikes while considerably many of the 401-650cc bike users were trials fans.

In addition, the users aged between 21 and 29 showed the keenest interest in road racing. On the contrary, the users over 30 years old were reluctant to take part in road racing. Road racing was specially popular around large cities and motocross or trials was getting popular with rapidity around medium or small cities.

See charts for every detail.



# “Propeller selection” is most important Part I

As you well know, Yamaha outboard motors are now doing much for a lot of people all over the world, that is, for fishery, for transportation and for recreations as well.

An outboard motor must rightly be used in whatever type of work.

One of the most important fundamentals for it is “propeller selection”.

## Inclination of a blade

How does a motor propel a boat?

Of course, you know – engine output is transmitted to rotate a propeller. Then, water is pushed back and its reaction force moves a boat ahead.

Just look at a propeller.

You will see each blade fitted to the boss at a certain angle of inclination.

The larger this angle is, the larger volume of water is pushed back, resulting in a larger distance a boat can cover in one complete turn of a propeller.

Also, vice versa.

This inclination angle is called “pitch”.

Take a look at illustrations.

The upper one shows a propeller with a big pitch and the other, a propeller with a small pitch.

Learn a term “pitch” by heart.

## Three essentials

Well, a propeller has two essentials other than pitch. They are the diameter of a propeller and the number of blades.

First, let’s take up the number of blades. For most of Yamaha outboard motors, three-blade propellers are employed.

Second, the diameter of a propeller means a circle drawn by the tip of a rotating propeller blade.

It is shown in inches.

Third, the pitch of a propeller indicates a blade’s inclination angle as stated before.

It is shown in inches a boat can cover in one complete turn of a propeller.

By the way, let’s explain this term by using a bolt. The distance covered by a bolt in its one complete turn is called “pitch”.

As you can see, one with a bigger pitch covers a larger distance than the other with a smaller pitch.

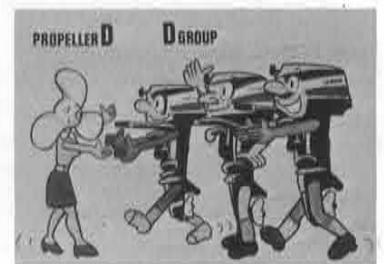
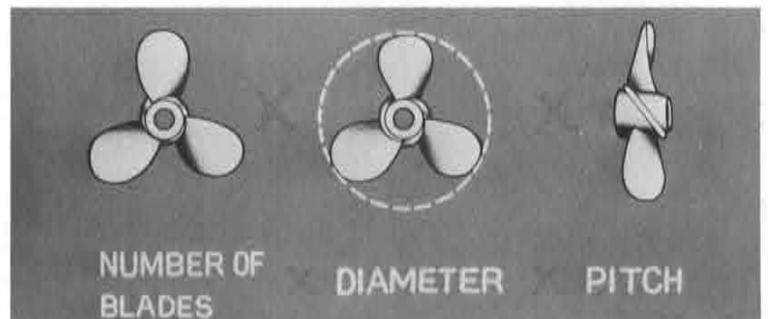
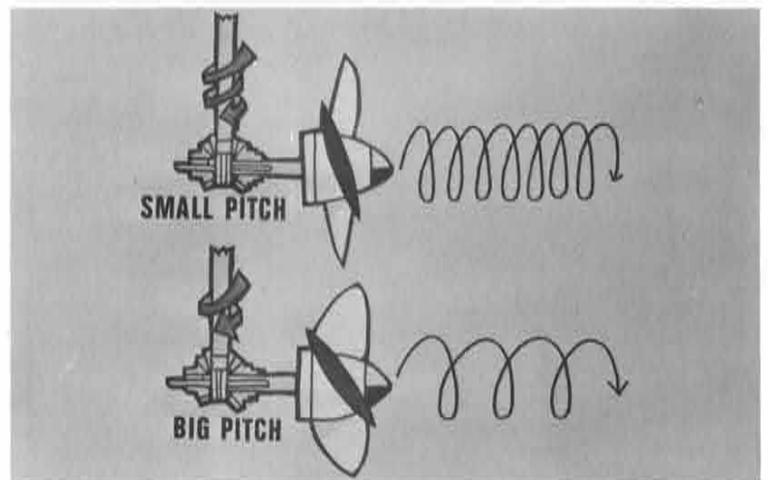
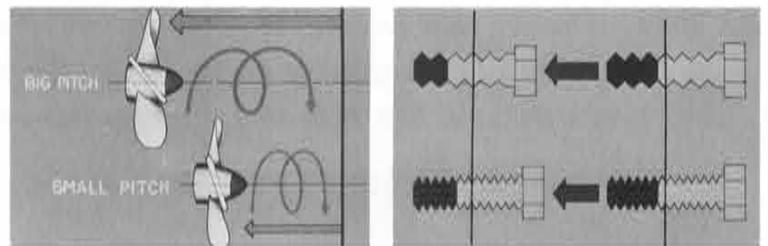
This is also true of a propeller.

The size of a propeller is generally indicated by the above three essentials, that’s to say, number of blades x diameter x pitch.

In the case of Yamaha models, an alphabetic mark is employed instead of “number of blades”.

Each mark indicates a particular group of outboard motor models employing the same type of a propeller. Look at the back side of a blade. You will see some numerals and a mark cut in.

This propeller is 9 ¼ in. in diameter and 10 ¼ in. in pitch and can be fitted to any model belonging to group D.



## Yamaha's quality control system

# "Make perfection more perfect" — that's a watchword

### • Testing Department •

*Every manufacturing factory of Yamaha is now at full capacity for production increase at a good selling time of motorcycles.*

*Every product rolling off the line features top performance and flawless quality which have long established an unsurpassed fame among worldwide motorcycle fans.*

*"Make perfection more perfect" or "Make assurance doubly sure" — that's a watchword upheld by all the employees of the Testing Department.*

*Just take a glance at how they are performing this extremely important work:*



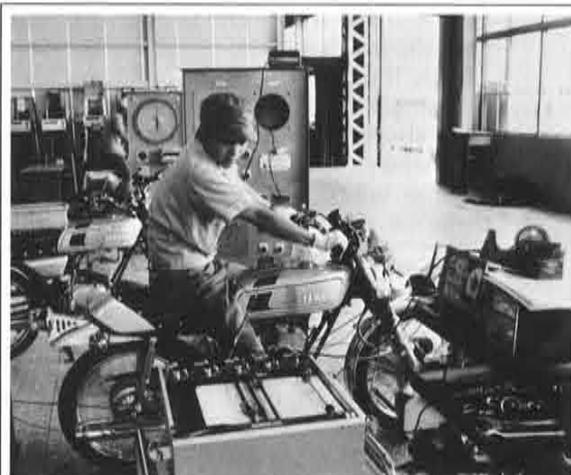
"We are doing of the import dealers' show



Completion test is one of the most important work processes. Every assembled motorcycle must be thoroughly checked here just before shipment. Four major testing items are sub-divided into 50 points, that's to say, major ones are outlooking, electric equipment, function and cruising. Also, some motorcycles are inspected for power output, fuel consumption, generating, charging, lighting, etc. by sampling method.



More than 700 component parts are assembled into a Bobby. New bikes are carried onto the line one by one. They are quickly and accurately inspecting those bikes for any loosened bolt, defective label, starting, gear change, clutch operation, cushioning, etc.



Generating electricity, charging electricity and power consumption are checked against prescribed data. In addition to conducting meter tests, he must always exercise his five senses so that anything imperfect can be detected.



g our best not to overlook even a single defective item. We are well aware  
 tance of this work as we are always contacting the buying public through  
 windows" say Messrs. Asakaze (left) and Ohshiro (right), both supervisors.



Top quality and flawless performance are assured  
 for every product.



A 50cc Bobby is now placed on a chassis dynamo.  
 Here tested are max. power output, performance  
 curve at low-to-medium speed, fuel and oil con-  
 sumption.



He signs a check slip. This system indicates what  
 has been checked by whom.

## 50cc Licence School

# Nationwide campaign at its height

Yamaha's new nationwide campaign for 50cc licence school is reaching the climax at a time when the market is presenting a very favorable aspect. Campaign efforts are concentrating on female users who are getting more interested in 50cc bikes.

As reported from time to time for the past years, the successful development of 50cc licence school has earned Yamaha a

## New turning point

50cc bikes intended for varied uses have long formed the mainstay category of the home market. Each manufacturer may well attach the greatest importance to this category for the growth of its overall business.

Now, the market looks set for another maturity here. Female users tend to take a much more vital role in it than ever before. According to the statistic survey by the Japan Automobile Manufacturers Association, 50cc bikes occupied more than 70% of total motorcycle market here last year. And that, female users accounted for 19% of total 50cc bike users. Family leisure bikes were most favored by them.

Also, there is every sign that female users will further increase their relative share on the 50cc bike market.

Yamaha is now pushing forward through with its new, well-planned campaign in close cooperation with nationwide dealers so that an already-established lead can further be consolidated.

very strong footing for increasing its share on the home market. It is also Yamaha that has always spearheaded industrywide efforts for the overall expansion of 50cc bike market here.

Distinctly reflecting Yamaha's tremendous efforts consistently continued to this end, the sales of Yamaha's 50cc bikes have recorded a remarkable upswing since the previous year.



# Things are getting ripe for motorization on the water

## Chile

Chile extending north and south over a distance of approx. 4,200 km along the Pacific Ocean is one of the most promising fishery countries in the world .....



## Inexhaustible marine resources

Chile located on the southwest part of South America has a surprisingly long coastline facing the Pacific Ocean, as mentioned above. Nobody can deny that this country is blessed, from the point of her geographical position, with every condition essential to the promotion of fishery industry.

Her marine resources awaiting efficient development, in fact, look almost inexhaustible. Stimulated by active and successful fishery development by Peru, a neighbouring country now taking pride in her largest quantities of catches, the Government of Chile has already started out to go ahead with its positive fishery-encouraging policy.



An initial test run



Yamachile's new service car

## More interest in outboard motors

In parallel with governmental efforts put in fishery encouragement, fishermen at large are also getting more interested in outboard motors.

Wooden row boats have long been the mainstay of fishery operations in this country but fishermen are now thinking much of outboard motors expected to help them increase work efficiency for larger catches of fish. Yamaha outboard motors carrying a world-renowned mark of "triple tuning fork" are steadily expanding their market in this part of the world, too.

A carefully selected range of Yamaha products and well-planned campaign are making a most successful approach to those fishermen who are specially keen to motorize their fishing methods.

The staff of Yamachile, distributors for Yamaha with the headquarters located in Santiago, are continuing their laudable efforts so that the use of Yamaha outboard motors can be spread as far and wide as possible in close cooperation with many fishery cooperative associations throughout this country.



They show tremendous interest in a motor.



Boat transom is cut a little for better fitting a motor.



## Autumn — a season for physical training

In Japan autumn is a season blessed with much more fine, refreshing days, providing better climatic conditions than any other seasons. Therefore, most of the people here may well prefer autumn to any others.

Autumn is often called a season for physical training. Throughout this season, especially, in October, many amateur athletic meetings, large or small in scale, take place all over Japan, on the land and on the water as well. An athletic meeting recently organized by a Yamaha dealer in Kyushu, the southernmost of Japan's four main islands, became a topic-monopolizing event.

That was a joyful event for fishermen and the program was given much variety so that both participants and spectators could enjoy a nice autumn day to their hearts' content.

Fishermen using their FRP boats and outboard motors participated in boat racing, float loading game, rope pulling contest, etc.



## Wonderful Yamaha 3/4 Tonner!



## Magician III wins the 1976 All Japan Level Racing

The Yamaha 3/4 tonner Magician III made a most sensational debut at the 1976 All Japan Level Racing, one of the most important series annually organized by the Nippon Ocean Race Club (NORC). The series consisted of five big events starting the Miyakejima race on Sept. 23 and ending the Hachijojima race on Oct. 8. The Magician III (Mr. K. Komatsu, skipper) monopolized all wins. In each race the Magician III led all rivals from the start to the finish, thus completing a perfect victory.

No serious challenge was made by any rival.

Yamaha won this series for the third consecutive year, that's to say, by the 1/4 tonner (Magician I) in 1974; by the 1/2 tonner in 1975; and by the above-mentioned 3/4 tonner (Magician III) in 1976.



## Clean sea yields high-quality pearls

Pearl culture is one of the most popular of varied fishery operations in Japan. In most of cases pearl shells are raised in the same water area as fish culture. This method has long been observed mainly for the reason of work efficiency. But, fishermen have come to think much more of the quality of pearls. Such a conventional method is not always free from water pollution. This can not be good for both cultured pearls and fish. Some enterprising fishermen on the Seto Inland Sea, as a first experiment, have ventured at separating one from the other so that pearl shells can be raised in the cleaner water area. The result is found excellent. The cleaner water is yielding high-quality pearls. The same thing can be said of cultured fish, FRP boats powered by Yamaha outboard motors

enable them to do everything quickly and smoothly, thus improving overall work efficiency. It is expected that a new method will spread to other culture bases all over Japan.





## World Championship Observation Trials

### Finland – Vesterinen's home ground

The Finnish round consisted of two laps of approx. 30 miles in length with 25 sections per lap. Although it was cold and showery weather, all riders enjoyed the trial, attacking many rocky sections. This was the first time that the world championship event had been held in this area of Finland but Vesterinen knew the course well, having picked the sections here, so it was no surprise to anyone when he eventually was the winner. Until three quarters around the first lap, Mick was riding brilliantly, leading Vesterinen by 11 points. But then he started to have a problem with the clutch, which lost him many points. After all, Mick finished 3rd.

#### Finnish round – Sept. 5 Final results

1st.	Y. Vesterinen	Bultaco	37
2nd.	M. Rathmell	Montesa	47.4
3rd.	M. Andrews	Yamaha	57
4th.	U. Karlsson	Montesa	63
5th.	M. Soler	Bultaco	78
6th.	C. Coutard	Bultaco	80



### Heavy rain – Switzerland

Heavy rain the previous night before the Swiss round caused the organizers to reduce the number of laps from four to three. Conditions were extremely bad and very slippery causing the riders to lose quite a high number of marks. The majority of the 16 sections per lap were under heavy trees and consisted of slippery rocks and tree roots. These sections grew worse as the trial progressed. Vesterinen and Lampkin had an advantage on the first lap by drawing early start numbers. On the other hand, Rathmell had a fairly late number and Mick, an even later one. So he was very pleased with the result. His machine performed very well in muddy conditions.

#### Swiss round – Sept. 12 Final results

1st.	M. Lampkin	Bultaco	65
2nd.	Y. Vesterinen	Bultaco	70
3rd.	M. Andrews	Yamaha	73
4th.	U. Karlsson	Montesa	74
5th.	M. Rathmell	Montesa	75
6th.	J. Subira	Montesa	76

### Title contest concluded – Czechoslovakia

As in Switzerland the previous week, it rained heavily before the Czech. round, making the sections very slippery.

But, he enjoyed the trial very well, praising it for the great variety of sections, including rocky streams, tree roots and rocky gullies. The three laps contained 16 sections with many sub-sections, and approximately 33 km per lap. The time allowance of 6 hours meant that the riders did not have much time to delay.

Trial was very well organized and was watched by some 15,000 spectators. In this final round, Rathmell did his utmost efforts to catch Vesterinen, but in vain, eventually. The Finnish ace won the championship for the first time in his career.

#### Czech. round – Sept. 19 Final results

1st.	U. Karlsson	Montesa	38.4
2nd.	M. Rathmell	Montesa	45
3rd.	Y. Vesterinen	Bultaco	52
4th.	M. Andrews	Yamaha	55
5th.	M. Lampkin	Bultaco	58.9
6th.	J. M. Lejone	Montesa	61.4

#### Final championship status '76

1st.	Y. Vesterinen	Bultaco	93
2nd.	M. Rathmell	Montesa	87
3rd.	M. Lampkin	Bultaco	85
4th.	M. Andrews	Yamaha	69
5th.	U. Karlsson	Montesa	67
6th.	C. Coutard	Bultaco	54

# Yamaha, the most successful make! – Thailand –



Yamaha riders provided the greatest highlight at a big road racing event recently held at the Asiana International Circuit, Cholburi, Pattaya, Thailand.

The Yamaha team entered by Siam Yamaha in Bangkok outright won the 100cc and 125cc classes of the meeting as follows:

100cc class: (production)	1st.	Yamaha DT100C
	2nd.	Kawasaki G7
	3rd.	Yamaha DT100C
	4th.	Yamaha DT100C
	5th.	Suzuki TS100
125cc class:	1st.	Yamaha TA125
	2nd.	Yamaha YZ125
	3rd.	Suzuki RM125
	4th.	Suzuki RM125
	5th.	Suzuki RM125

All the machines used in the 100cc class were standard models with street-legal lighting equipment and component parts could be modified in any way, except for cylinder, cylinder head and frame.

## Kart fans meet together! ; 1st All Japan Kart Racing

Kart racing is winning popularity with amazing rapidity all around Japan. Yamaha Red Arrow RC100J and RC100S which were launched on the market in March this year, have always led such an upsurging enthusiasm to this relatively new sport. The First All Japan Kart Racing recently took place at the permanent circuit of Sugo, attracting an entry of more than 100 machines not only from all the regions of Japan but also from Hong Kong, as well as a crowd of enthusiastic spectators. It was the bitterest JAF-approved event of the kind ever organized in this country.

In fine autumn weather the race developed into a thrilling battle by top class drivers, thus keeping spectators excited and pleased throughout.

JAF stands for the Japan Automobile Federation, governing body of national automobile sport affiliated to the FIA.



## World Championship Road Racing

### 350cc Title Won by Yamaha

Throughout the close-fought 10-round championship series, Yamaha riders scored 5 wins and 1 2nd spot, thus boosting total championship points to 84 against 72 collected by the toughest rival Harley-Davidson. Yamaha clinched the 350cc title for the fourth consecutive year. Also, T. Katayama on a Danfay-prepared machine ranked 2nd in the 250cc world championship status. It was the highest place ever taken by a Japanese rider.

### Spanish GP, final round – Sept. 19

#### 250cc class

1st.	G. Bonera	Harley-Davidson
2nd.	W. Villa	Harley-Davidson
3rd.	A. North	Yamaha
4th.	P. Korhonen	Yamaha
5th.	V. Palomo	Yamaha
6th.	F. Uncini	Yamaha

#### 350cc class

1st.	K. Ballington	Yamaha
2nd.	V. Palomo	Yamaha
3rd.	F. Uncini	Yamaha
4th.	J. Cecotto	Yamaha
5th.	B. Kneubuhler	Yamaha
6th.	W. Villa	Harley-Davidson

### World championship status '76

#### 250cc class

1st.	W. Villa	Harley-Davidson
2nd.	T. Katayama	Yamaha
3rd.	G. Bonera	Harley-Davidson
4th.	T. Herron	Yamaha
5th.	P. Korhonen	Yamaha

#### 350cc class

1st.	W. Villa	Harley-Davidson
2nd.	J. Cecotto	Yamaha
3rd.	C. Mortimer	Yamaha
4th.	T. Herron	Yamaha
5th.	J. Dodds	Yamaha

### Top Indonesian riders take a lesson — Technical Center Iwata



Three top Indonesian riders who were under contract with Harapan Motor in Djakarta, recently took a special safety school lesson at the Technical Center Iwata.

Mr. Ogai of Business Department, Yamaha Motor served as an instructor, teaching them how to ride safely.

Safe riding is rapidly becoming a matter for increased concern in Indonesia, too, as motorcycles are increasing in number on the road.

Those riders are intended to be local instructors to take a very important role in educating Indonesian motorcyclists for advanced safe riding techniques.

They are Messrs. Beng Soeswanto, Ricky Abdulrahim and Budijanto Tadjudin who have already attained a fame in road racing.

### — Yamaha's 4th consecutive victory — Takai (YZR750) beats all rivals

#### — '76 Japanese GP

Watched by a crowd of spectators estimated at 30,000 in fine autumn weather, Ikujiro Takai on a Yamaha YZR750 convincingly won the main event of the '76 Japanese road racing GP, final round of the championship series held at Suzuka on Oct. 10.

The race developed into a battle among top class riders piloting Yamaha, Suzuki and Kawasaki machines, respectively. H. Kanaya on a Yamaha YZR750 took the pole position as he had set the fastest practice lap at 2' 41" 3 the previous day. K. Araoka on a Suzuki RG500 had become the 2nd fastest

rider in practice (2' 48" 7).

Right after the start Kanaya and Takai formed a leading pair and went on to establish a commanding lead over others lap by lap. During the first half stage Takai pulled ahead of Kanaya by hitting an amazing lap at 2' 19" 8. From then on, Takai never lost his lead to Kanaya. Both Yamaha riders finished the 17-lap race in this order, monopolizing 1st and 2nd places and completing a brilliant 4th consecutive victory for Yamaha.



### Steve Baker, New Sensation!



Steve Baker, a Canada-based American rider, is the new sensation on the road race scene.

He won both Venezuelan and Italian rounds of this year's Formula 750, and took 2nd place at Paul Ricard in France. In addition, he was top individual scorer in the Transatlantic Trophy Series over the best riders that Britain or America could offer in opposition.

Belonging to the Yamaha Canada team, mild-mannered Steve is currently one of the most promising riders in the world. "It's really neat to have a base to work from in Europe," said Steve, leaning on his broom. "I figure that if we leave the place tidy, they will invite us back again!"

This attitude typifies Steve and his relationship with Bob Work, chief of Yamaha Canada's racing department. The team is small but it is hard to imagine a more harmonious one.

film star life style, he regards Bob as film star lifestyle, he regards Bob as both mentor and friend. At the race track, instead of disappearing into his caravan between races, Steve is more likely to be helping Bob change tires or gearing!