President Koike Announces Determined Policies for '81

All efforts will be joined for another big advance

- The established corporate policy will persistently be followed
- Better quality products to meet customer needs better
- A new target to establish "Yamaha" as the firmer top brand

Last year, we attained a production target of 2,500,000 bikes. Power products, such as portable generators, multipurpose engines, etc., greatly expanded their market all over the world while marine engines and PNP boats enjoyed a remarkable rise in sales. These business achievements, for which we owed much to overseas distributors and dealers, marked a significant milestone in our 25-year history. We have to make these achievements a springboard to another big advance in '81. As you know, our business climate is inevitably influenced by international politics and economy. For instance, it must be taken for granted that the conversion rate of the yen will reach over 310 to the dollar in the course of the year. Under whatever circumstances, however, we must persistently follow our well-established corporate policy to develop and market a wide range of quality products for our worldwide customers.

To this end, all possible measures will be taken to improve our production and supply system in all aspects by joining the efforts of all work divisions in closer cooperation with our domestic suppliers concerned. Representing our renewed determination to improve the level of our technology, the new Research & Development Center soon will be put into operation. Better quality products will be developed and manufactured in larger quantities, based on an accurate insight into market trends, and they will be supplied to customers within the shortest possible period of time. We must now consider how best to utilize all our capabilities, materials, and money which, I hope will result in overall higher work efficiency. 1981 should be the banner year and let's make it a new target to establish "Yamaha" as the more stabilized leading brand in the industry.

Smooth Development of Yamaha New Turbo System

Yamaha's technical staff are striving to put the Yamaha New Turbo System to practical use within the shortest possible period of time. High performance is combined with low fuel consumption in this system. (see page 7 for more details)
Egyptian traffic police officers visit Yamaha

From Tokyo: The Japanese Government organized a 41-day international traffic police conference in Tokyo starting on Oct. 2, as part of the Colombo Plan, which is aimed at the cooperative economic development of South and Southeast Asia. 12 senior police officers from 10 signatory nations of the Plan took part in this conference, where they discussed important points concerning traffic police administration.

The participating nations were: Bangladesh, Egypt, Fiji, Indonesia, Iraq, Mexico, Peru, Philippines, Singapore and Syria. Col. Abd el Salam of Cairo Central Police and Col. Medhat Abbas of Portside Police, who represented Egypt in this conference, paid their first visit to the Yamaha Safe Driving Promotion Center located in the Yamaha Tokyo Office after the conference was over. Both police officers who are active in the first line of traffic police administration in Egypt are highly appreciative of the merits of Yamaha's safe driving promotion activities, including the learn-to-ride safety program. They talked with Mr. Gore Hirai, General Manager, Mr. Nitta, Manager, and other staff of the Center including Mr. Ogai and Mr. Takahashi, both safe driving instructors.

A Special fishery course for overseas students

From Iwata: The Kanagawa International Fisheries Training Center, belonging to the Japan International Cooperation Agency (JICA), has conducted its training course on technical students from developing nations since it was founded in April, 1974. Yamaha cooperates with the Center by giving a special fishery course for them. This gives a finish to the student's study in Japan. This year the fishery course was given for 18 students from 17 nations — Indonesia, Malaysia, Thailand, Fiji, Tonga, Solomon, Turkey, Tunisia, Yemen, Ghana, Kenya, Mauritania, Senegal, Tanzania, Colombia, Peru and Mexico. These students were divided into two groups and learned how to practice young sardine fishery and bottom fish fishery on the Sea of Enshu for 3
Multiplying the effect of Caravana YAMAHA

From Colombia: Incolmotos Cia., S.A., Yamaha’s Colombian importer, by its close cooperation with Yamaha Motor promoted a large-scale sales, service and safety campaign in May of 1980. This campaign, the details of which were reported in our issue No. 8 of last year, covered all the major markets in Colombia where it was a great success, creating a higher sense of trust in the Yamaha brand. The Colombian motorcycle market is still growing and Yamaha’s share also continues to increase. Incolmotos has a forward-looking goal of making its leadership in the market indisputable.

In connection with this, the company has recently launched a series of similar campaigns in several cities in an effort to multiply the effect of the very successful Caravana YAMAHA. In this respect, they may be called “Mini Caravana YAMAHA”. The staff of the company conducted these campaigns in close cooperation with associated local Yamaha dealers as follows:

- July : Armenia
- September : Cauca
- October : Ibagué and Hilardo

Each campaign program included a reception, free check service, new model exhibitions, a lottery, BGM, sales of parts and accessories, and the Learn-To-Ride classes. Each campaign attracted a lot of people and especially, the LTR (Escuela de Motociclismo) which could be considered as a form of before-sales service, received a great number of favorable comments.

Actualidades Venemotos

From Venezuela: Venemotos, Venezuelan Yamaha importer with its head office located in Caracas, has recently published a first issue of its periodic bulletin called “Actualidades Venemotos” as part of its extensive public relations program. Venezuela is one of the most important markets for Yamaha products such as motorcycles and outboard motors in South America.

Venemotos (Mr. Andrei Pappoli, Managing Director) and all Yamaha dealers concerned are joining forces to expand the market for Yamaha products, and the newly founded bulletin provides these dealers with a variety of useful news and information concerning “Yamaha”, thus serving as an effective means of communication between Venemotos and dealers and also helping to tighten the unity of the Venezuelan Yamaha family.

“Our new bulletin will help promote friendly relationships and mutual understanding between us and our dealers”, says the editor, “We intend to make the bulletin as informative and instrumental as possible by expanding our coverage to motorcycle sales, service and general business guides, technical tips, etc. so that it can always furnish our dealers with what they want to know for the sales promotion of Yamaha products.”

Dia Campestre Yamaha!

From Guatemala: Canella, S.A. which handles Yamaha products as the general distributor in Guatemala, has recently organized a unique, large-scale sales promotion campaign called “Dia Campestre Yamaha (Yamaha Field Day)”. The campaign was designed to create a favorable image for Yamaha products among the buying public, especially young motorists by promoting a rich variety of delightful motor games such as cask trickling, tight bridge, moto ball, the cleaner – the better, etc.

The campaign received a great deal of response from Guatemalan motorcycle enthusiasts. On the festival day about 1,200 people participated in these games. The number of bikes was used in excess of 800 (600 Yamahas and 200 others). Prizes were also prepared in abundance for these participants, including:

* Helmets
* Yamaha purses
* Yamaha key holders
* Yamaha emblems
* Yamaha T-shirts
* Bardahl additives

The campaign was one of the most impressive and successful motorcycle events in Guatemala, creating a strong brand image for Yamaha in the motorcycle market.

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 sales business. Any sort of news or information would be highly appreciated, if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black-white to your news or information wherever possible.

Address: Editorial Room of Yamaha News Advertising & Public Relations Div. Overseas Markets
Yamaha Motor Co., Ltd.
2500 Shingapi, Iwate-shi,
Shinmuka-ken (Japan)

Tel: IWATA 65823-2-1111
Telex: IWATA 4827 751 YAMAHA J
Cable: YAMAHA MOTOR IWATA

Colombian dealer meeting

Yamaha’s Colombian dealers affiliated to Incolmotos recently met in Cali to discuss many important matters concerning Incolmotos’ future sales program and policy. As mentioned above, Incolmotos is enthusiastic about securing a position of unchallenged leadership in the always-growing Colombian motorcycle market in close cooperation with all dealers concerned. In response to this, all the dealers have promised to join forces under the Incolmotos banner to expand the market for Yamaha products.

The oldest Yamaha fan!

From New Zealand: Mr. Oliver Cottrell, an 85-year-old gentleman of Napier, New Zealand, has recently purchased a new Yamaha QT50 from Jack Burn Ltd., one of Moller Yamaha’s dealers. Introduced here are the extracts of the story appearing in the Daily Telegraph: “It’s a corker little job,” Mr. Cottrell says, “It will be very, very handy….

These attempts were needed before the ex-motor mechanic passed the written examination enabling him to get a provisional license. Motorcycles are not new to Mr. Cottrell. He started riding in 1912 as a motor apprentice in Invercargill, and still has the one shilling 1918 licence…..

In those days, he raced Douglas bikes on the beach and rode around on such famous names as BSA and Triumph. The 50cc commuter bike is a big change from what he has been used to recently…”

“I wanted something to beat the wind and go shopping”, he says.

Back on two wheels
New Technical Center Opens in Kakegawa

From Iwata: Back in 1973, Yamaha opened the Technical Center Iwata as the nucleus of its safe driving promotion activities. At the same time the Center was authorized as the first public motorcycle school. Since then, the Center has played an important role in the promotion of traffic safety by conducting various kinds of safe driving seminars including 50cc bike licence classes and big bike licence classes.

Enjoying the trust of all safety-minded people and organizations, Yamaha has recently expanded the program by opening a new Technical Center in Kakegawa, a local city about 20 km east of Iwata. Construction work, which started earlier in 1980, was completed on the first of Nov. Operations started on Nov. 16 prior to its official opening. A grand opening ceremony took place on December 5, thus marking another milestone in Yamaha’s safe driving promotion program. The new Center, which is called the Yamaha Technical Center, is tackling a new project of developing advanced safe driving know-how in cooperation with the Yamaha Safe Driving Promotion Center; besides conducting all sorts of safe driving promotional activities inherited from the Technical Center Iwata.

Outline of the Yamaha Technical Center

Site Area: 13,000 m²
Total course area: 9,000 m² (paved course, 6,600 m²)
Courses: 8-type, corner, intersection, tight bridge, slalom, braking, hairpin, etc.
School building: Two-storied 1st floor 600 m² & 2nd floor 390 m², comprised of two classrooms, a physical examination room, scoring room, meeting room, garage, control room, etc.

A successful XJ650 team

From New Zealand: Introducing here are Richard Scoular (left) Peter Fleming (right) who are racing a Yamaha XJ650 on behalf of Hughson Motors, one of Moller Yamaha’s dealers and with support from Moller Yamaha. The team proved to be very successful in many of the 1980 production races in New Zealand. Moller Yamaha also entered an XJ650 ridden by Trevor Discombe and Paul Molchan in these races. In addition, there were a number of dealer entries of this model which won the prestigious “Bike of the Year” award from “Two Wheels”, Australia’s national monthly motorcycle magazine.

Motorcycle Display Team

From Hong Kong: The 29th Edinburgh Motorcycle Display Team, which is based in Hong Kong and made up of Chinese soldiers in the British army, performs wonderful stunt displays using eight Yamaha XT bikes at various fests, fairs, and other public events held in Hong Kong and Macau. The team is expected to perform at the Edinburgh Military Tattoo in Scotland in August of next year. Their performances will be watched by a live audience of a quarter of a million people over a period of 3 weeks. In addition, a television audience of some 150 million will see them via the Eurovision network, which televises the Tattoo every year.

Yamaha TZ production racers help to promote the spread of sport enthusiasm

From Spain: Giving a strong stimulus to the growth of sport enthusiasm especially among the youth, two Yamaha TZ250 racers made their debut at the Second Catalonia, a popular race event held in Barcelona. These machines were offered by Yamaha Motor N.V. to Solo Moto, Spain’s leading motorcycle magazine which organized the event jointly with AGV, an Italian helmet manufacturer. The event was brought to a great success, attracting a larger number of spectators than before. Pictured here are two of the up-and-coming riders with the Yamaha TZ racers.

How useful!

From Australia: Pictured here is Jane Lack, one of Australia’s top women golfers, aboard a Yamaha golf car. She played in the recent Dunhill Ladies Golf Classes where Yamaha golf cars were used by officials and sponsors. Yamaha golf cars are steadily expanding their market in this part of the world for a number of their exclusive qualities including superb fuel economy, dependable brakes, smooth starting, lower engine noise, easy handling, etc. Yamaha importers and dealers are also positive enough to seize every possible chance for the effective PR of these products. Both players and officials admit how useful these products are for the smooth organization of a golf meeting.
Market trends roundup

This is a new column which is devoted to reporting the roundup of motorcycle market trends appearing in various kinds of magazines and newspapers.

FOUR DIFFERENT CATEGORIES

Extracts from No. 414 (Dec. 1990), L’Automobile, France

The motorcycle market will be divided into four different categories in the future as follows:

1. Touring type
2. Sports type
3. Off-road type
4. Custom type (chopper type)

According to Mr. Herve Guio, sales manager of Honda France, these types have their own performance characteristics. Therefore, good selling time differs from one type to another.

Touring bikes sell well during Easter and then during the summer period. The market of sports bikes picks up after big races, such as Bo or Dr. De-Mans, etc.

Off-road models enjoy a upsurge of demand during the period from Dec. 1 through Mar. 30 of the following year. This period benefits a great deal from the exciting Paris-Dakar Rally.

Custom bikes which are extra-gorgeous or sophisticated, sell good only during the period of “big touring” which begins early in summer. Manufacturers, however, can never disregard this newly-born category of purchasers (mostly in the age bracket of over 30 years) as their main French dealers report that the sales of these bikes account for about 32% of their gross sales.

Yamaha RD350LC, Overall Contest Winner!

(Extracts from Motor Cycle News, Great Britain)

The Japanese models available on the market are as follows:

Honda: XL125S, XR125, TL125, CM125 & TL70
Yamaha: DT125MX, RD125, TY125 & T125
Suzuki: GT125, RG125, & ER125
Kawasaki: KE125A

The Yamaha DT125MX is the best seller, according to the latest statistics available. Come next the Honda XL125S and the XR125. There is a notable trend that 2-stroke models are gaining on the share of 4-strokers in this category.

Yamaha Models Win Three Classes

(Extracts from Motorrad, West Germany)

The Yamaha XJ650H has won the prestigious “Bike of the Year” award from Two Wheels, Australia’s national motorcycle magazine. In this contest seven motorcycles made the final selection of potential winners, all Japanese with the exception of the three cylinder Italian Laverda Jota, and nine models in size from Suzuki’s GT200 two-stroke twin to Kawasaki’s water-cooled Z1000. Considerers for the award — presented separately for road and off-road motorcycles are chosen from machinery tested by Two Wheels over the previous year. Points are awarded on the basis of:

- Value for money.
- Performance of intended function.
- Advancement of design.
- Engineering excellence.
- Safety.
- Use of resources.

In their assessment of this year’s new models, Two wheeler testers particularly praised the new Yamaha for its combination of lightness and performance, and for its accessible and comfortable feel. The XJ650H is a well-balanced all-rounder, the Australian Motorcycle News magazine also praised the model for its excellent balance and handling. The motorcycle was awarded a total of 29 points, making it the overall winner in the competition.

Yamaha XJ650H, Bike of the Year!

(Extracts from Two Wheels, Australia)

The Yamaha XJ650H has won the prestigious “Bike of the Year” award from Two Wheels, Australia’s national motorcycle magazine. In this contest seven motorcycles made the final selection of potential winners, all Japanese with the exception of the three cylinder Italian Laverda Jota, and nine models in size from Suzuki’s GT200 two-stroke twin to Kawasaki’s water-cooled Z1000. Considerers for the award — presented separately for road and off-road motorcycles are chosen from machinery tested by Two Wheels over the previous year. Points are awarded on the basis of:

- Value for money.
- Performance of intended function.
- Advancement of design.
- Engineering excellence.
- Safety.
- Use of resources.

In their assessment of this year’s new models, Two wheeler testers particularly praised the new Yamaha for its combination of lightness and performance, and for its accessible and comfortable feel. The XJ650H is a well-balanced all-rounder, the Australian Motorcycle News magazine also praised the model for its excellent balance and handling. The motorcycle was awarded a total of 29 points, making it the overall winner in the competition.

Yamaha RD350LC, Overall Contest Winner!

(Extracts from Motor Cycle News, Great Britain)

The 80 "Machine of the Year" contest, which was sponsored by Motor Cycle News, of one of Britain’s leading motorcycle journals, was brought to a truly grand finale for Yamaha.

The 2-stroke water-cooled RD350LC won this popular motorcycle contest overall. The XJ650 and the RD250LC placed second and third to complete a dramatic one-two-three Yamaha victory in the contest while these models won their respective classes as well.

Never in the long history of the contest has a single manufacturer scored such a brilliant victory.

"Over the past few years Yamaha has devoted considerable time and effort to developing a range of machines especially for Europe," said Mr. Akira Joh, managing director of Yamaha Machinery Sales. "The result was the RD water-cooled twins and the XJ650. We are greatly encouraged to have our efforts rewarded by having the win which is probably the most prestigious award of its kind in Europe."

All three Yamahas made their showroom debut in 1980 and have established themselves as the performance leaders of their respective classes.

Based on the TZ production racers, the RD350LC hits top speed at 110mph. Its superb handling enables it to take corners round much faster superbikes.
Cooperation will be set as a big step toward a new yearly production of

A grand dealer convention takes place in

About 1,000 Yamaha dealers from other countries were invited to take part in a grand dealer convention at the Iwata City Culture Center on November 11, the 25th anniversary of Yamaha Motor's founding.

A prototype turbocharged engine which is exhibited in a special area attracts dealers' great attention.

City, delivered a speech on behalf of all dealers, saying that they are proud of their city where the headquarters of world-renowned Yamaha is located.

Mr. W. Page (Oceania block representative), Mr. C.M.A. Meinreeth (European block representative) and Mr. K. Severus (North American block representative) gave an address of thanks, all emphasizing that mutual cooperation and understanding should be strengthened under Yamaha's established corporate principle.

The development of the Yamaha New Turbo System is indisputably the big news attracting public attention at the beginning of 1981. The technical staff of Yamaha are striving to put this system to practical use for compact, lightweight and high-performance motorcycle engines within the shortest possible period of time. It will be a revolutionary system combining the advantages of low fuel consumption and high performance.

Low fuel consumption over a wider range of speeds

The development of the Yamaha New Turbo System created a great sensation among motorcycle journalists throughout the world when it was announced on Dec. 10 of last year. The announcement read: "The new system features the combination of a Yamaha-original fuel-saving system, the Y.I.C.S. (Yamaha Induction Control System) and a newly developed motorcycle turbocharger, together with a unique electronic fuel injection system, in which high performance proves to be compatible with low fuel consumption over a wider range of speeds."

Back in 1974, we introduced the Y.L.C.S. (Yamaha Lean Combustion System). Based on this technology, the Y.I.C.S. and the Y.E.I.S. (Yamaha Energy Induction System) have been developed and put to practical use on production models. The Yamaha New Turbo System has been completed on the basis of such proven fuel-saving technology coupled with a Yamaha-original motorcycle turbocharger and electronic fuel injection system.

The Y.I.C.S. has greatly helped to reduce fuel consumption especially over low and medium speed ranges. But the Yamaha New Turbo System is intended to a high speed range so that the economy is achieved also at the center of speeds. Yamaha has more than 30 years of experience in the production and development of turbocharged engines. The turbocharged engine was introduced in 1958, and the development of fuel-saving systems has been going back to 1967. In 1970, the fuel-saving system developed and built on the Turbo was the first racing car ever built in Japan.
strengthened to take
new business target
of three million bikes!

in celebration of the 25th anniversary

Oceania, Europe and North America

1 dealer convention which was held
at November 21 of 1980 in celebration of the

foundating.

Exchange of courtesies
Mr. Koike presented a beautiful deco-
roration plate to each block representative
in commemoration of the 25th anniversary.
Each block representative handed a
memorial gift with words of thanks to
President Koike in return. A fresh sensa-
tion aroused among all guests when a
new PR film of the 25th anniversary titled
"Yamaha, The Innovation Challenger"
was shown on a screen on the stage. The
film features Yamaha's corporate princi-
ple of bringing more convenience and
pleasure to people and represents a clear
picture of always-growing Yamaha in its
entire aspect as follows:

- Modern production lines
- Computerized design system
- A wide range of products such as mo-
torcycles, snowmobiles, boats, out-
boards, portable generators, golf cars, etc.
together with local KL plants in
Thailand, Indonesia, etc.
- PC activities
- Yamaha Power Valve System (Y.P.V.S.)
- Yamaha Energy Induction System (Y.E.I.S.)
- Yamaha Induction Control System (Y.I.C.S.)
- Exciting shots of road racing and motorcross
- Rigorous tests conducted on a ma-
chine's performance, durability, strength, safety, etc.
The Yamaha New Turbo System was also
featured in this film, thus causing another
sensation among the guests. The con-
vention was brought to a great success.
It was attended by 1,000 people from 9
different countries as one of the largest-
scale meetings ever held in Japan. "It
was an excellently organized conven-
tion", said Mr. Glover, a Yamaha dealer
from Great Britain, "What a wonderful
experience we had today! Yamaha will
continue to grow on the basis of its firm
 corporate policy and long proven technology and I feel it happy to be a
member of the great Yamaha family".
The guests moved to Tokyo on November
23 and attended the Yamaha All
Together Party which was held at the
Pacific Hotel, thus completing their
schedule in Japan.

Extracts from Mr. Koike’s address

I am very proud that Yamaha Motor Com-
pany is able to celebrate its 25th anniversary
this year.
When I recall that past years of Yamaha
history, we have encountered various waves of
business problems, economic crises and
currency rises in Japan as well as in other
part of the world. However, we, Yamaha,
could ride out such difficult times with a
challenging, cooperative spirit and vitality
with a corporate policy of creative and high-
quality product development and persistent
effort for the creation of a new market for
our products. In the future, we shall face an
unforeseeable business climate influenced
by politics, economy and energy problems,
however, we are very confident we will pass
through such periods successfully owing to
the image and power of Yamaha.

On this occasion, I would like to announce
to you, briefly what Yamaha is planning for
the 1981 season and the future.
Firstly, thanks to the energy crisis, which in-
fluenced positively the motorcycle market,
and our great efforts in the promoting of
Yamaha products in your markets, our fac-
tories are, at present, running at full capacity
to supply a 30% increase in orders this year,

we have committed ourselves to investing in
the enlargement of our yearly production
capacity to 3 million units in order to meet
your demand fully and manage expected
market growth.
We admit that our four stroke model ranges
haven’t been superior to our competitors’ in
the past. But certainly you will agree with
me that our last year’s new models such as
the XJ600, XT250 and SR250 have become
very competitive, or better than those of our
competitors. In addition to the these newly
born four stroke models, the ‘81 models which
you have already seen at dealer meetings
and motorcycle shows, will make a satisfactory
contribution to your business next season.
Let us say that Yamaha is always looking for
ways to expand its market. However, our plans
cannot be made for your diverse markets without
your sincere evaluation of Yamaha products. We
are helpless without your comments and ideas
about sales, service, parts and financing.
Give us your feedback and we can sup-
port you with a strong diverse line of depen-
dable products. Only by working together
will our efforts bear fruit.

Turbo System

Yamaha's unique turbo-
charging system

A turbocharging system compresses the
air going into the engine by means of a
turbine driven by the pressure of exhaust
gases. This increases the power output
by bringing a larger amount of air into the
engine. The advantage by utilizing exhaust
energy is, which would otherwise be lost
as useless gas, to add extra power to
the engine.

In this respect, this is an ideal means of
boosting performance. New Yamaha Turbo
System is a combination of Yamaha's technologi-
cal improvements and the development of
the ideas of the turbocharger. The system helps
to develop the engine to yield a maximum
power output.

Specific consideration is given to the im-
provement of safety factors as well by ar-
ranging the main assembly of this system
in the lower space behind the engine. In
this system, the advantages of individual
components are integrated into one so
that both fuel economy and high perfor-
mane are attained at the same time,
without spoiling the riding comfort in-
herent in a motorcycle, providing one of
the best examples of Yamaha's superior
integrated motorcycle technology.

How it functions

At low speed
The engine continues its natural aspira-
tion and the Y.I.C.S. functions to reduce
fuel consumption without adversely af-
f ecting the driveability.

At high speed
The turbocharger begins to work with in-
creased exhaust energies, thus charging
a larger amount of air into the engine so
that power output is increased. The fuel
injection system supplies the correct
amount of fuel, increasing combustion ef-
ciciency and decreasing fuel consumption
per horsepower.

Acceleration
The reed valve induction system increase
the air intake and the reed valve, i.e., de-
celeration so that the engine is kept highly
responsive to every throttle operation, thus
providing a smoother, more responsive
operation.

The Yamaha New Turbo System is
designed and built, not as a conventional
combination of an engine and tur-
bocharger, but as a unique integrated
system. It features the combination of
the Y.I.C.S., Yamaha's renowned fuel-
saving engine system, the reed valve in-
duction system to keep the engine highly
responsive to every throttle operation, the
newly developed turbocharger to ensure the
maximum efficiency of power output put over the high speed range, and the
electronic fuel injection system working
to supply the optimum amount of fuel for
a variety of different riding conditions.
The system decreases fuel consumption per
horsepower by achieving maximum
combustion efficiency, and represents
Yamaha's positive policy to meet the
needs of our resources conservation-
conscious age.
Yamaha products are finding a new market

From Argentina: Astilleros Voguercraft S.A.C.I.F., Yamaha's Argentine importer with its head office located in Buenos Aires, arranged the Yamaha corner displaying the full range of Yamaha outboard motors, together with Yamaha F.R.P. powerboats and portable generators, in a very attractive manner during the international trade fair recently held in Buenos Aires. The corner was attended by the competent sales staff of the company, who strove to make a successful approach to as many would-be customers as possible during the fair period. This was a reflection of the company's positive policy toward the expansion of Yamaha products in the always-growing Argentine marine market where American brands are still predominant. Yamaha portable generators are also finding a good market in this country. These products are steadily becoming popular among farmers and merchants who want to have a handy and economical source of electricity.

Yamaha products gain popularity

From Colombia: Yamaha products which were put on display during the Agrocaldas, an agriculture and fishery show recently held in La Dorado, became the talk of conversation among a number of visitors each day. The Yamaha corner was arranged by Yamaha Dorado (Sr. Arquimedes Lopez) and showed a wide range of quality products such as road bikes, off-road bikes, road racers and motorcrossers, together with outboards and portable generators, all of which prove to be very useful for the improvement of people's living conditions. Incolmotos, Colombian importer of Yamaha motorcycles, dispatched a motocross team to La Dorado at the request of Yamaha Dorado. The team showed off advanced motorcross techniques as an attraction during the Agrocaldas, thus helping to promote the spread of motorcross enthusiasm in this part of the country.

A rise in Yamaha sales

Malaysia: It is something to behold that Yamaha motorcycles have continued to expand their market in Malaysia since the "Yamaha 80 Ada Kelas" campaign was successfully promoted in May of last year. The campaign has greatly helped to elevate the brand image of Yamaha on the market while improving and consolidating cooperative relations between Hong Leong Yamaha and all dealers concerned. Reflecting this tendency, the sales of Yamaha bikes, such as the V80 and the RX125, are constantly increasing everywhere in this country. Now all Yamaha dealers are enthusiastic about establishing "Yamaha" as the number one brand in Malaysia at the earliest possible time.

New Models

Yamaha 4HP and 5HP outboards

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Engine</th>
<th>4AC</th>
<th>SC, SC5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water-cooled</td>
<td>Water-cooled</td>
<td></td>
</tr>
<tr>
<td>2-stroke single</td>
<td>2-stroke single</td>
<td></td>
</tr>
<tr>
<td>Max. power output</td>
<td>4HP/5,500 rpm</td>
<td>5HP/5,500 rpm</td>
</tr>
<tr>
<td>Full throttle operating range</td>
<td>4,500 – 5,500 rpm</td>
<td>4,500 – 5,500 rpm</td>
</tr>
<tr>
<td>Displacement</td>
<td>83 cc</td>
<td>103 cc</td>
</tr>
<tr>
<td>Bore x stroke</td>
<td>50 x 42 mm</td>
<td>54 x 45 mm</td>
</tr>
<tr>
<td>Starting system</td>
<td>Recoil hand starter</td>
<td>Recoil hand starter</td>
</tr>
<tr>
<td>Gear shift</td>
<td>Forward-Neutral</td>
<td>Forward-Neutral</td>
</tr>
</tbody>
</table>

- Large capacity metal fuel tank
- A built-in type fuel tank holds 2.8 liters of fuel, the maximum in this class.
- Carburetcor with built-in type pump
- The carburetor and fuel pump are of unit construction. The fuel from the built-in tank is sent to the carburetor by means of the pump, making it possible to run to the last drop of fuel.
- Watertight top and bottom fuel tanks
- The new models have a watertight aluminum alloy die-cast bottom cowling and F.R.P. top cowling.
- Easier fitting and carrying
- The steering handle can be turned 180 degrees for easier carrying in a vehicle. The swivel bracket has no extra projection.
- All controls grouped at the front
- All controls such as the fuel cock, choke knob, stop switch, etc. are neatly arranged at the front of the bottom cowling for easier operation.
- Maintenance-free C.D. ignition system
- Multi-location of handle grip
- Ultra-lightweight (19 kg)
- Service tools stored inside the cowling and a 12 lit. separate fuel tank (SC5)

German International boatchow

From Germany: During a recent international boatchow held at Lake Constance, Friedrichshafen in South Germany, near Austria and Switzerland, Messer. Wittenin & Co., the Yamaha dealer for this area showed the complete range of Yamaha outboard motors, a rich variety of Yamaha-original marine accessories and the range of Yamaha portable generators. The new single-cylinder 4HP and 5HP models made their debut during the show. These models are designed to suit the diversified needs of fishermen, and leisure-time boaters in this vitally important sector of the marine market.
Yamaha chalks up a run-away victory

Yamaha riders on YZ-G machines swept the ’80 Baja 1000, an extremely hard speed race which was recently run across the vast desert area of Baja California (Mexico). Back in 1967, the first Baja 1000 was organized as a unique car/motorcycle speed event over a 1,000-mile desert course between Tijuana and Lapaz. Since then, the event has become one of the most exciting speed spectacles in the motorcycle world. But in conjunction with the rapid progress of desert development, race distance has been reduced to 1,000 km from 1,000 miles in recent years. The event is open to both motorcycle riders and car drivers who compete for superiority in man’s skill and machine’s performance over one of the most grueling desert courses. This year the race was held over a 1,000-km course running through the desert between Ensenada and San Felipe. Competitors had to reach the goal within 28 hours of their starting time. Motorcycle riders were grouped into the following classes:

- Open capacity
- 250 cc class
- 125 cc class
- Under 38 years old
- Over 38 years old

The motorcycle brands entered were announced as follows:

- Yamaha 24
- Honda 4
- KTM 2
- Maico 1
- BMW 1
- Yamaha riders rode their favorite YZ-G motocrossers in this race. Motorcycle proved to be faster than cars.

This made the results an exact copy of last year’s first three. Dutch Yamaha rider Boet van Dulmen who was one of the pre-race favorites retired with mechanical problems in both legs.

Asami rides a TZ750 to an easy win — Macau GP

Sadao Asami (Yamaha TZ750) outclassed the others in both legs of the ’80 Macau GP held on the hilly road circuit of Macau on November 15. The GP is reputed as the biggest motorcycle road race meeting in East Asia. Macau GP favorite Asami rode his big Yamaha superbly around the 4-mile tricky road circuit between stone walls, sheer drops, etc. and allowed no challenge from the others including British Suzuki ace Steve Parrish.

Asami repeated last year’s success by winning both 15-tap legs very easily.

Growing motocross enthusiasm

The first motocross meeting which was organized by the Uganda Motorcycle Sports Association last year, attracted a crowd of 45,000 spectators although weather conditions were unfortunately bad. The race was won by Mr. Paddy Blikx, Managing Director of Cycles Uganda Ltd., who superbly rode a Yamaha YZ250 to outclass the others.

Argentina GP

The Argentine road racing GP will add to the championship series in 1981 for the first time for nearly 20 years. The meeting, to be staged in Buenos Aires on March, will cater for only 125 cc, 250 and 350 cc classes. Venezuela cancelled their GP because revision work on the new Taragui circuit will not be finished in time.

Turbocharged engines

Turbocharged engines will be allowed to compete in the ‘81 Bol d’Or 24-hour endurance race in France so that prototypes can be tested under actual race conditions. The technical committee of the FIM will study the situation and gather sufficient data together to make definite proposals regarding capacity differentials to be imposed on turbocharged engines at the ‘81 FIM Congress in Japan. The FIM also decided to allow these engines to compete in all types of road racing in 1984. At the Bol d’Or 500 cc turbocharged engines are to compete with 1,000 cc naturally aspirated engines.

New 80 cc class

The 80 cc class, so popular as before, will be replaced by an 80 cc class in 1984. The new class, like the 50 cc class, will be restricted to single cylinder engines and 6-speed gearboxes.

New capacity limits

The road racing committee of the FIM agreed to the new capacity limits for TT Formula One and Endurance races (now covered by the same regulations) from 1983 onwards as follows:

- Formula One — 750 cc 4-stroke and 550 cc 2-strokes
- Formula Two — 500 cc 4-stroke and 360 cc 2-strokes
- Formula Three — 350 cc 4-strokes and 250 cc 2-strokes
- Formula Four — 250 cc 4-stroke and 175 cc 2-strokes

New Formula Clubman — Restricted to single cylinder engines, 500 cc 4-stroke and 350 cc 2-strokes

SAA CIRCUIT LAT DANE DISTANCE 28 MILES

Parish’s Suzuki could not match the speed of Asami’s TZ750 and his attempt of beating “Asami” ended in a failure for the second time. Parish managed to finish second in both legs while another British rider Bernard Murray (Yamaha TZ500) counted two third places to his credit.

FROM ’80 FIM CONGRESS

A number of important decisions were made during the ’80 FIM Congress which was organized in Malta late in October. They included the following:

- Two grands prix in Italy
- New 80 cc class
- New capacity limits
- Turbocharged engines

Two world championship road racing grands prix will be organized in Italy in 1981. One will be the regular Italian GP and the other the San Marino GP which is to be run by Italians using their own circuit. San Marino which is a small independent state not far from Bologna, used to be represented at the FIM by Italy but recently became a separate member. This gives them voting rights in the FIM. Their application for the organization of their own GP was approved by the FIM. The race will be run at Imola on July 12 and will cater for 50, 125, and 250 cc solo and sidecars.

Paddy Blikx on a Yamaha YZ250 is in full action.
Be No.1 with a perfect service system!

European and Oceania area Service Managers Meeting held at Yamaha Head Offices

The annual meeting for Service Managers from the European and Oceania areas was held in November of last year at Yamaha’s Head Offices. In attendance at this meeting were 15 representatives of 10 European Countries, 6 importers from 2 Oceania countries as well as a special attendance by a South African Importer. During the 10 day meeting the representatives attended reports and discussions on Service Systems, service seminars on the new ‘81 models, and inspection tours of the manufacturing plants for related parts, making for a very significant and productive meeting.

From Iwata: This was the second meeting held in Japan in a four year period for Service Managers of the European and Oceania areas. As well as focusing on an early beginning to sales of the new ‘81 models, this meeting was seriously involved with the urgent business of meeting the rise in demand for quality service systems. The main themes of this meeting were:

1. The introduction of the 1981 Yamaha Model line.
2. Explanations of the commercial features of the XV1000/750 and a seminar on service points for these models.
3. Discussion of the preparation and availability of service information materials. Also as necessary such items as:
   a. Discussion of technical aspects and servicing of the D.D.I. and T.C.I. system.
   b. Discussions of other subjects that came up such as Warranty Policies. From Yamaha such representatives as the General Manager, Mr. Takao Takahashi and Manager, Mr. Ishida of the Overseas Service Division, as well as the representative in charge of each country, in addition, Mr. Tadano Arata, Managing Director, Mr. Tatsuyoshi Konomi, Director and Chief General Manager of Overseas Operations, and Mr. Satoshi Watanabe, General Manager of Overseas Operations, in order to express their concern for the importance of service activities were in attendance for some parts of the 10 day meeting where they heard reports from each country on the present condition of service activities and extended their requests for broader and even more effective cooperation in the future in the area of service activities.

One of the highlights of the meeting was a session in which the teams of 3 or 4 representatives were each given a new model of Yamaha’s new “ace” in the big machine market, the 750 V twin XV1000/750 as a practice model to break down and overhaul completely in order that they might master the new service techniques.

The following is addressed by the Managing Director Mr. Tadano Arata.

"All of us at Yamaha are renewing the determination to perfect our after-sale service system as we feel ever more than before the important role that service plays in sales promotion, and we do need the assistance of your service personnel to ever greater degree."

The following is a list of those in attendance:

15 representatives from Europe

Mr. P. Olbrich (Ljusnars, Austria) Mr. O. Backhomer (Jammoto, Austria) Mr. A. Vandaysen (Dietersen, Belgium) Mr. M. Jensen (S.R.I., Denmark) Mr. M. Wehle (Mitsui Ibhne, W. Germany) Mr. H. Otting (Mitsui Ibhne, W. Germany) Mr. K. Lavrentz (Mitsui Ibhne, W. Germany) Mr. H. Fary (Mitsui UK, England) Mr. P. Kibbie (Mitsui UK, England) Mr. K. Frödskjö (Arvidsson, Finland) Mr. A. Raut (Sonaauto, France) Mr. D. Baeche (Sonaauto, France) Mr. H. Dullens (I.M.N., Holland) Mr. B. Casserborg (Halm, Sweden) Mr. D. Hostetler (Hostetler, Switzerland)

7 representatives from Oceania

Mr. J. Klavitter (Annand & Thompson, Australia, O.I.D.) Mr. A. Nas (Ken-George, Australia, W.A.) Mr. T. Willis (Ke-Jeorg, Australia, W.A.) Mr. J. Testore (Maccullough, Australia, N.S.W.) Mr. J. Poddock (Milledge, Australia, VIC) Mr. G. Pitman (Pitman, Australia, S.A.) Mr. M. Elliot (Mooler, New Zealand)

Special attendance

Mr. T. Jhons (Charlie young, South Africa)

Dealing with an expanding market

A Power Products Dealers Meeting is held for the first time in Indonesia

As has been mentioned time and again the expansion of the motorcycle market in Indonesia during 1980 was truly amazing. Recently a Dealer’s meeting was organized by Harapan Motor to prepare for even higher goals in 1981. Also as you probably recall from our Yamaha News issue No. 5 of last year Indonesia was sighted as one of the most promising markets for power products. Now expected expansion of the Indonesian market is progressing at a marvelous rate. What is more this strong trend shows no sign of waning. All this clearly suggests that these power products are on the way toward becoming one of Yamaha’s staple items. In order to decide how to respond to this tremendous rise in demand, for the first time ever a Dealers meeting was held strictly for power products dealers.

The need is growing year by year in Indonesia for products such as generators for nighttime home and construction site lighting, multi-purpose engines necessary for water transportation on large and small rivers, water pumps essential for...
agriculture and irrigation and the like. As a result of this trend P.T. Adiasa Sakti, a member of the Harapam group, was appointed head of a new division for power products. On December 5th and 6th the first Deallers meeting to deal strictly with power products was organized by P.T. Adiasa Sakti. It turned out to be a very active two-day meeting attended by such notables as Yamaha’s President Koike, Mr. Hendra, President of Harapam group, Mrs. Cheng Siew Kheng and Mr. Lo, both directors of P.T. Adiasa Sakti, Mr. Gani, General Manager and Mr. Frans, Manager. The 21 dealers who gathered on the fourth floor of the Harapam Building listened intently to the explanation from Harapam as well as actively exchanging questions of their own.

The purpose of this dealers meeting was, in response to the rapidly growing demand, to educate the dealers in sales promotion on a level fitting the true sales leader; in other words, to make the dealers knowledgeable of the various products more accurately and more detailed, and at the same time to discuss contemporary sales techniques as well as attempting to find techniques suited to the needs of a particular market. In addition to these types of dealer training, they strove to set their sales targets, show the sales leaders in each territory and analyze the reasons for their success, and all in all to set concise plans for the coming year. There were also displays of the continual high demand generator models (EF1500, 1800, 2000, 2600 etc.) and the multi-purpose engine models (MT150A/AR/VL, MT250A, 150A/AR, MT260A/AR, F) also the YP20G and YP20G model water pumps. Along with the displays were charts giving explanations, detailed examples of different uses, and how to repair the different products. At the same time the new water pump and generator combination (YP20G/2000 and 2600) were introduced. President Koike of Yamaha, who was in attendance for one day of the two day meeting, presented all the 21 dealers with a gift panel clock, and to the 9 dealers out of the 21 who’s sales made up 76% of the total, he presented a shield. It was also stated that the 8 dealers with the best sales records in the coming year would be invited on a 10 day tour of Japan. At the dinner party held for President Koike, Harapam and P. T. Adiasa Sakti and their representatives along with the 21 dealers on the night prior to the Dealers Meeting, there was plenty of celebrating as well as serious talk centered around the forecast of continued growth in the demand for power products in Indonesia. It was decided by all that the Dealers Meeting would become a yearly event.

Part 1

Are you “seeing correctly” when you drive?

If you were to describe it simply, the job of driving a vehicle is a constant repetition of the process of “recognition” — “judgement” — “action”. The eyes and ears must quickly read the situation, from this information the mind must immediately make a judgment and finally the proper action must be taken. The continuous repetition of this process is the way we drive a vehicle on the road.

Feeding the surrounding situation is the job of the sense organs, and in the case of driv- ing a vehicle 80% of the sense information involved is visual information. About one half of all traffic accidents are results of a visual mistake. These consist of lack of recognition, mistaken recognition, or delayed recognition. It can be said without exaggeration “seeing correctly” is the most important single element in safe driving. How comes the question of what is “seeing correctly” with regards to driving a two-wheeler inside safety? Let’s explore this important question together.

Here is a drawing. What is this a drawing of? Look carefully please.

When you look at something in one way or another way of looking at it disappears.

From this you can see that the same drawing, depending on who is looking at it may look like an old woman or a young lady. It is not that the picture is changed, the image that reaches your retina has not changed. In spite of this, however, we are able to see things, and also what reaches our attention does change. This is an example of the fact that often what you think you are seeing can also be seen in other completely different ways.

While driving, in order to be sure that you are not mistaking one thing for another it is important to always be objective and cool headed.

What you see is not always what actually exists.

We usually tend to think that the way we see things, or experience things, is the way they are. “The things we see (our subjective world) we tend to think of as the way things actually are (the objective world).”

However, as we have seen, that is not always so.

Perhaps now we all understand that “Seeing” is an extraordinary phenomenon of the retina and nerves.

When you look at an old woman’s eyes and mouth, it looks more like the profile of a young lady.

Now let’s hide the young lady’s eyelashes and her cute nose. Look! Now its a hook-nosed old woman...

i. “Mistaking one thing for another”. The same object can be seen in many different ways.

What, what does this look like?

Is it a man’s face? Is it a nude portrait of a young woman?

Most people then answer that it is a nude, while most children and women answer that it is a man’s face.

Both are correct.

Those of you who saw a man’s face, please look at drawing A. (shown at the bottom of this column) It’s a nude, isn’t it. If you look,”

rows in sequence from A to B to C...etc., when you get to the original drawing E you can still see a nude in it, can’t you. Those who saw the nude at first please look at drawing H. It is a man’s face, isn’t it. When you look

back in sequence H, G, F, and reach drawing E you can still see a man’s face, can’t you.

If you have a preconception, it will change the way you see things.

The majority of people saw a nude in the drawing and will continue to see a nude as they look from drawing A all the way to drawing H. In the same way, people who first saw a man’s face will continue to see only a man’s face as they look from drawing H all the way to drawing A. If you hold a preconception, you will always be subject to misconception.

When you see the drawing as a young lady, the image of the old woman disappears. If you think you see an old woman you will not see the young lady.

In short, when you take one view point another view point is obscured.

2. The world you see and the world others see.

What does it look like now?

Look at this drawing. It is a woman’s face, isn’t it. What is the lady’s age? What? Is it a high class lady in her 20’s? Wrong! You say it looks like an old witch! We have a problem here. How can we have such different views? Well, shall I give you the answer? Both views are correct.

Look! What we see the old woman’s eyes and mouth, it looks more like the profile of a young lady.

Now let’s hide the young lady’s eyelashes and her cute nose. Look! Now its a hook-nosed old woman...

When you look at something in one way or another way of looking at it disappears.

From this you can see that the same drawing, depending on who is looking at it may look like an old woman or a young lady. It is not that the picture is changed, the image that reaches your retina has not changed. In spite of this, however, we are able to see things, and also what reaches our attention does change. This is an example of the fact that often what you think you are seeing can also be seen in other completely different ways.

While driving, in order to be sure that you are not mistaking one thing for another it is important to always be objective and cool headed.

What you see is not always what actually exists.

We usually tend to think that the way we see things, or experience things, is the way they are. “The things we see (our subjective world) we tend to think of as the way things actually are (the objective world).”

However, as we have seen, that is not always so.

Perhaps now we all understand that “Seeing” is an extraordinary phenomenon of the retina and nerves.

When you look at an old woman’s eyes and mouth, it looks more like the profile of a young lady.

Now let’s hide the young lady’s eyelashes and her cute nose. Look! Now its a hook-nosed old woman...

When you look at something in one way or another way of looking at it disappears.

From this you can see that the same drawing, depending on who is looking at it may look like an old woman or a young lady. It is not that the picture is changed, the image that reaches your retina has not changed. In spite of this, however, we are able to see things, and also what reaches our attention does change. This is an example of the fact that often what you think you are seeing can also be seen in other completely different ways.

While driving, in order to be sure that you are not mistaking one thing for another it is important to always be objective and cool headed.

What you see is not always what actually exists.

We usually tend to think that the way we see things, or experience things, is the way they are. "The things we see (our subjective world) we tend to think of as the way things actually are (the objective world)."

However, as we have seen, that is not always so.

Perhaps now we all understand that "Seeing" is an extraordinary phenomenon of the retina and nerves.

When you look at an old woman’s eyes and mouth, it looks more like the profile of a young lady.

Now let’s hide the young lady’s eyelashes and her cute nose. Look! Now its a hook-nosed old woman...
"AT SPEED" & "An Exciting Start" Will Bring the Vivid Excitement of '80 World Championship Road Racing & Motocross

The two new race films which we have recently produced for worldwide distribution, recreate the vivid sensation & excitement of the '80 world championship road racing and motocross with Yamaha stars in the heat of competition. One is titled "AT SPEED" which follows the exciting highlight scenes of the fierce 500cc title battle where "King" Kenny accomplished a brilliant hat trick by beating Randy Mamola (Suzuki), his strongest rival. The other is titled "An Exciting Start" which brings vivid how Yamaha stars fought in the 125cc and 500cc world championship motocross series of 1980. As you know, films are one of the most effective sales promotion aids. Especially, sports films never fail to create a fresh sensation or interest each time they are shown.

They will serve as a very effective tool in your approach to would-be customers while they will help to improve the brand image of Yamaha, if you use them, for instance, on the following occasions:

- Dealers meeting
- Service seminar
- Clubmen's meeting
- Licence or safe driving school
- Various sport events
- Visit to would-be customers

Specifications
Title: AT SPEED
Size (width): 16 mm
Running time: 34 minutes
Length: 372 m
Narration: English, Spanish, French, German or Chinese
Price: ¥ 60,000 FOB Japan
Title: AN EXCITING START
Size (width): 16 mm
Running time: 30 minutes
Length: 330 m
Narration: English, Spanish, French, German or Chinese
Price: ¥ 60,000 FOB Japan

Summary of the films
- AT SPEED (Road racing)
The Italian GP, which took place on the circuit of Santa Monica on May 11, became the virtual curtain raiser of the 8- round 500cc world championship series as the Venezuelan GP (March 20) was cancelled and the Austrian GP (April 27) was not organized due to a heavy snowfall. American superstar Kenny Roberts who was enthusiastic about clinching the 500cc crown for the third consecutive year, rode a Yamaha YZR500 to a convinc- ing win after a fierce first-stage battle with Italian Suzuki ace Marco Lucchinelli who had clocked the fastest practice time the previous day. That was a superb start in the '80 title chase.

"King" Kenny repeated his success in the Spanish GP at Jarama on May 18 and counted the third win of the year to his credit in the French GP at Paul Ricard on May 25. The film follows the development of a white-hot title battle between Kenny and Randy Mamola until Kenny clinches his third crown in the West German GP, the final round of the series.

- AN EXCITING START (Motocross) — Four Lions —
Yamaha motocross riders fought their way under the Yamaha banner! Hakon Carlgquist (Sweden) and Andre Vromans (Belgium), both GP stars, chalked up a number of wins in the 500cc series. Up- and-coming Tetsumi Mitsuayasu (Japan) and Marc Velkeniers (Belgium) did it well in the 125cc series. They are the four lions selected by Heikki Mikkola, Yamaha's superstar who won the 500cc world championship title in 1977 and 1978. The film follows how these riders and Yamaha YZM machines performed in the '80 world championship motocross series. Introduced in this film are the highlight scenes of the following grands prix:
  - 125cc Yzumaen GP
  - 125cc West German GP
  - 125cc Finnish GP
  - 125cc Spanish GP
  - 500cc Dutch GP
  - 500cc West German GP

Yamaha Towsny commercial is awarded Grand Prize

From Iwata: A bike which has been left by the roadside catches a labourer's at- tention. He looks greatly interested in the bike and begins to inspect it carefully. The bike owner appears on the scene with a smile. The following words pass between them:
"Is this yours?" "Yes, it is mine."
"What a nice one!" "Right!"
Then the bike owner rides off, leaving the labourer alone. He mutes to himself with a sigh of admiration — "What a nice one!"

This is an outline of a Yamaha Townsy commercial recently televised all over Japan. The bike owner is played by Mr. Sadao Watanabe, one of Japan's most popular jazzmen, nicknamed "Nabe Sada". The labourer is played by amateur who really works as a labourer. The commercial has achieved a tremendous PR success, thanks to its unsophisticated performance coupled with Mr. Watanabe's agreeable character. Mr. Watanabe was introduced in No. 6 issue of 1980. "Is this yours?" and "What a nice one!" — these words have already become catchphrases.

The commercial was awarded a Grand Prize and Special Prize in the 20th Commercials Festival recently organized by the All Japan Commercials Council (ACC). The Yamaha 50cc series which includes the above model has already made up the largest share of the 50cc market in Japan. In the 20th commercials festival, 2,810 works were judged for their originality and content as well as PR effect.