



A Monthly Journal for Yamaha World-Wide Dealers

YAMAHA NEWS

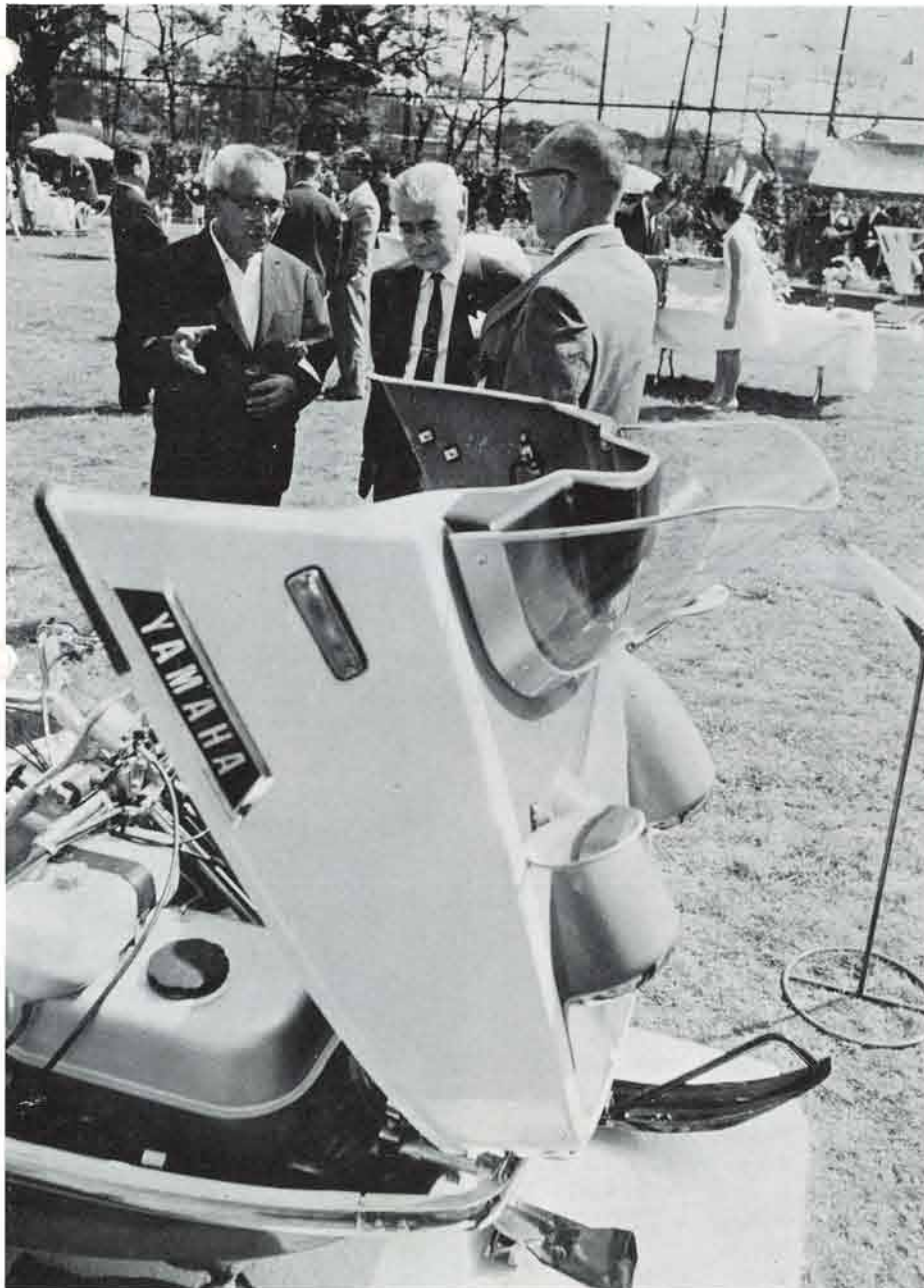
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YAMAHA SNOWMOBILES LAUNCH ONTO MARKET

Unveiling of Yamaha Snowmobile : A gala unveiling party of Yamaha Snowmobile, announced last year, was recently held prior to the start of sales this fall. The hall of the Takanawa Prince Hotel where the party took place was crowded with representatives of the press, U. S. Army procurement authorities, Government and public bodies concerned, etc., who gathered to examine the newborn means of transportation for snowy areas.

Yamaha President Kawakami, addressing the guests, stressed the new vehicle will greatly relieve transport difficulties in snowy areas. He made plain Yamaha will put on sale larger snowcars in the near future.

Snowmobile cuts an impressive figure at the party, a cocktail party-type affair.



Pres. Kawakami addresses guests.



Guests intently listening to explanation



A whole view of the hall



Merits of attached wheels are demonstrated

YAMAHA FISHING BOAT: Yamaha's technical staff has completed a new fishing boat by making the most of their techniques for manufacture of Yamaha's F. R. P. pleasure boat. The new product is certain to prove a big boon to fishermen so far inconvenienced by heavy wooden fishing boats, which decay fast. In particular, the use of outboard motor has increased the speed and efficiency of fishermen's work marvelously. Fishing experts say that in the not distant future, fishing villages throughout Japan will be bustling with brand-new Yamaha F. R. P. vessels.



YAMAHA TRAIL CLASS: Since Yamaha Trail went on sale, its fans have shown a steep increase throughout Japan, giving birth to Trail Fan Clubs one after another. In response to mounting requests for appropriate pointers on how to ride Trail properly, Yamaha Trail Classes are now being held in various parts of the country. Lectures on tuning and riding techniques are given in the morning, followed by practical exercise and mock race in the afternoon. These classes, it is believed, will do much to expand the number of Trail fans.



A veteran motorcyclist shows how to jump.



Trail Men in array, waiting for Yamaha flag to give a starting signal.

P. READ CAPTURES 250CC TITLE-ITALIAN GP

The 250cc class rider's crown was fought at the Italian GP, the final round of the 1968 series, and that, between P. Read and B. Ivy, both on Yamaha 4-cylinder recers. In the 250cc class, a couple of Yamahas screamed along on the rain-drenched Monza circuit, lapping the entire field. First, Ivy took a slight lead, but a few laps later Read went ahead to set up a commanding lead. At the closing stage of race Read was in front by nearly 2 minutes. Read crossed the line first in this most important race. Both riders tied at valid scores for the title. But, according to the FIM rules, time decided the case. Read had an advantage of 2' 14" 3 over Ivy in the total time of races in which both finished.

125cc class-18 laps 64.13 miles

1. B. Ivy Yamaha 36' 23" 8 106.40 mph
2. P. Read Yamaha 42' 41" 8 90.37 mph
3. H. G. Anschmidt Suzuki 17 laps
4. D. Simmonds Kawasaki "
5. L. Szaba MZ "
6. D. Braun " "

Fastest lap-B. Ivy, 1' 58" 2 108.82 mph

250cc class-22 laps 78.56 miles

1. P. Read Yamaha 42' 35" 4 110.73 mph
2. B. Ivy Yamaha 44' 26" 4 106.07 mph
3. S. Herrero Ossa 21 laps
4. G. Keith Yamaha "
5. J. Findlay Yamaha 20 laps
6. R. Butcher Suzuki "

Fastest lap-P. Read, 1' 53" 6 113.22 mph



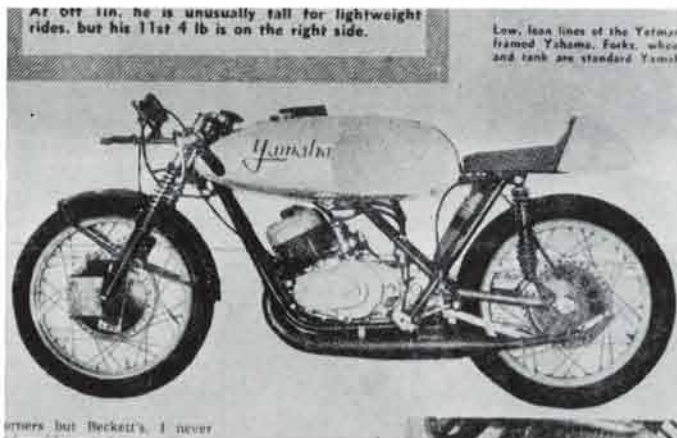
YAMAHA Topics

AS1 and Sports Girl: Miss Mitsuko Yamamoto, 18, of Machida, Tokyo is a sports enthusiast. She is particularly good at swimming, judo and motorcycling. She goes to judo training school by her favorite AS1. She is very popular among neighbors who have nicknamed her "sports girl".

Miss Yamaha with judo uniform sits astride AS1, displaying youthful charm.



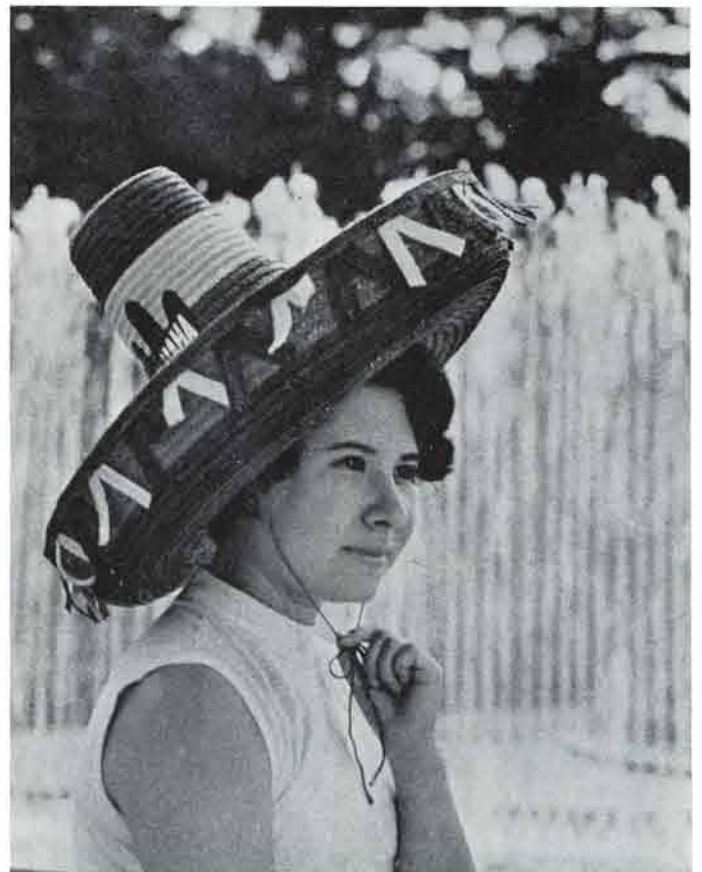
Standing 170 cm tall, she has an attractive body that makes one wonder if her swimsuit might burst at seams.



7-PORT YAMAHA: A TD1 Yamaha racer with its 5 ports increased to 7 ports is attracting keen attention in Britain. The increase has been made by Mr. D. Browning. The remodeled Yamaha has proved its high performance at various races.



YAMAHA'S SHONAI BUSINESS OFFICE OPENED: This structure, marked by traditional Japanese style, is the office of Goto Motors, recently established in Shonai, Yamagata Prefecture in Northeast Japan. It is bound to become a major base for the sale of Yamaha motorcycles in summer and Yamaha Snowmobile in winter when the region has much snow.



YAMAHA GUMMA Selects Miss Sombrero: Yamaha's "Sombrero Sales" campaign scored a signal success throughout Japan this summer. To mark the drive, Yamaha Gumma in Gumma Prefecture selected Miss Sombrero. Miss Setsuko Kogane, 21, crowned Miss Sombrero by the vote of Yamaha Mate fans and Yamaha's dealers, promptly donned a Yamaha-made Sombrero and thanked Yamaha fans.

News From Japan

The growth of YAMAHA Motorcycle over the past two or three years has been something of a marvel to the eyes of the world. The simple reason for this is that all of you have made every exertion to reach as many people as possible with the knowledge of our

quality products. The growth of YAMAHA in Japan is due to the extensive sales made by the YAMAHA stores all over Japan. Starting with this issue, we are introducing all the wives who are playing a major part in serving their customers at their shops in Japan.

WORKING DAY AND NIGHT WITH HUSBAND

MRS. AKIKO OKAZE, WIFE OF OKAZE RINGYO CO.
IN YAMAGATA CITY, YAMAGATA PREFECTURE



Mrs. Akiko Okaze, 26, wife of the operator of Okaze Ringyo Co. in Yamagata City, Prefecture. Her husband Kimio, 30, founded his firm in 1958 at the age of only 20.

As soon as she got married, therefore, she entered an extremely busy life.

Of course, she had no knowledge of motorcycles and bicycles. But watching her husband at work, she learned how to fix a puncture, change chains and render proper services to customers.

Years passed as she worked hard day and night. But as her husband worked busily through most of the day, she got afraid he might fall ill. After consulting with Mr. Okaze, she asked customers to bring in machines for repair not later than 8 p.m. Recently, Akiko's younger brother Tomoyoshi, 16, has started to help the Okazes at their shop. The closely knit trio are now doing business several times as much as that of other dealers. Akiko can spare only morning and night hours for housework. So lunch is ordered every day from a nearby lunch maker.

All clerical work of Okaze Ringyo is also in the charge of Akiko. She even makes out tax returns without the help of professional accountant. With an amiable smile, she said: "This year, our sales in the first six months were already about equal to the total for last year. But profits didn't increase so much. Maybe, my husband is giving too good services to our customers". Mr. Okaze, tenderly looking as his devoted wife, said: "Well, I think my business has grown smoothly. I appreciate my wife's contribution".



"We had a tough time when we expanded the shop. For the money for that was all borrowed. But now we have paid off all the debt".



"Some customers, impressed with a woman fixing a puncture, pay twice as much regular charge", says Mr. Okaze.



Gasoline is supplied in front of the shop for customers' convenience. This serves to deepen the shop's contacts with customers. A customer is on the right.