



A Monthly Journal for Yamaha World-Wide Dealers

YAMAHA NEWS

1969
JUL./AUG.
ANNEXED

Fall in love with Yamaha.... entrusted to the future

Young American tackles Japanese auto dealer

Even in Wakkanai city, located in northern Hokkaido, Yamaha autocycles enjoy ever increasing popularity. One dealer who is making steady sales progress is Tako Motors. Ever since Yamaha was first established, Tako Motors have been right there in the van of all new developments and models. At

the moment they are dealing with a wide variety of Yamaha products including autocycles ranging from 50 to 350 cc, sports models, scramblers and trail models, in fact, 44 different types of Yamaha autocycle. Other Yamaha products on show at Tako Motors are motorboats, outboard motors, snowmo-

biles etc., etc. The Manager of Tako Motors, Mr. Tako himself, was once bitten by the auto-race bug and could be seen riding around Hokkaido following the circuit. His shop is always full of autocycle enthusiasts creating a really heat atmosphere.

(continued to next page)



With Mr. Hidehiro Tako, manager of Tako Motors.

Recently a young foreigner was living above Tako Motors and used to take a hand with sales and equipment etc. His sales technique was quite good and many a customer got a surprise when he spoke; as his Japanese was pretty fluent. As soon as the telephone rang he'd pick it up and say "hai" (yes) and then get down to business. His biggest customer was the U. S. Army service station where he had a monopoly on sales and services. His name, by the way, is Bruce Brown aged 22. He was drafted into the U. S. Army when he was eighteen and after serving in Turkey got a transfer to Wakkanai Air Station where he stayed for three years working at the service station. A good worker, conscientious, and an excellent salesman.

Mr. Brown first got acquainted with Mr. Tako at a motocross. He was greatly impressed with Mr Tako's sincerity and experience. Since then, he's been staying at Tako Motors spending all of his spare time in sports, business and service. Last October he came third in the Shibetsu motocross held by the Japan Motor Cycle Society.

Mr. Brown, who has become an experienced manager of Tako Motors, has some great plans for the future. That is to work for Yamaha. After his hitch in the Army was over, he went back to Boston where his parents live but because he still had his plans for the future, he came back to Japan to work for Mr. Tako again.

His plan entails him being trained in advanced sales techniques by Mr. Tako and, if possible, he wishes to finish off his studies at Yamaha's head office in order to go back to the States as a fully trained sales engineer. Mr. Brown fully understands that the auticycle is the ideal machine for both sport and business: practical, convenient, inexpensive. He also knows that in the future the demand for autocycles will grow and grow and Mr. Brown hopes to grow with it.



Mr. Bruce E. Brown . . . Studying Yamaha know-how for sales and services, regards all fellow shop workers as teachers.

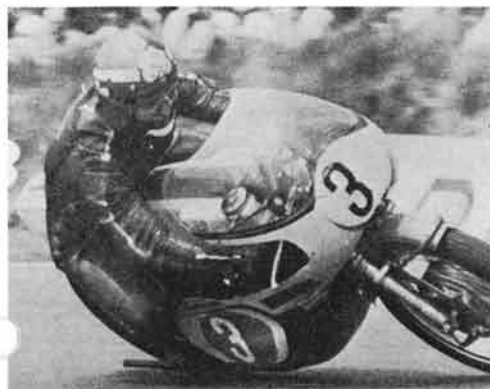


◀ Mr. Bruce E. Brown monopolises the Yamaha market of this U. S. Army Service Station. His tactful technique, as a sales engineer, has made his fellow soldiers Yamaha's great fans.

▲ On holiday, riding an auticycle through the hills with his friends. His own improved scrambler is quite a machine.

TR-2 (R. Gould) triumphs over MV 500 (G. Agostini)

Yamaha Racing Highlight



Giant-killer Ron Gould stams his Yamaha twin through the Esses on his way to scintillating victories

Gould beats Agostini shock Mallory

IMAGINE ANYONE having the audacity to head Giacomo Agostini and his 500 cc MV Agusta

R. Gould streaming to victory. (Motor Cycle)

Quite a sensation was caused at Mallory Park, England during an International race meet. In this race Ron Gould on a Yamaha 350 TR-2 won over Italian G. Agostini riding a MV 500 works racer. The surprise took place during the main event, a 20 lap race for 1,000 cc bikes. R. Gould, who had already studied the course before the race, displayed amazing skill and staying power to beat G. Agostini one of the top class racers. During the race, R. Gould led the field and matched dust with the Italian ace, finally flashing past the finish line in a well-earned victory.

Entered in the race were BSA's, Triumph's and Norton's, all on their home ground, but it was Yamaha who stole the show with it's 350 TR-2 displaying powerful accelerating, marvelous brake control and superior steering. Right through the races it seemed it was Yamaha's day with a victory by R. Gould followed by P. Read and from there until sixth place all riders were on Yamaha 250 TR-2's. In the 350 cc class, first place went to R. Gould, second to Charterton and third to P. Read: all members of the Yamaha team. Yamaha's initiative in all races was most impressive to all present.

"Yamaha's victory"

—Finnish GP—

Riding a Yamaha production racer 350 TR-2, Kent Andersson brilliantly won the 350cc race of the Finnish GP, the 9th round held on the 3.7 mile Imatra circuit on August 3.

K. Andersson, a Swedish snowman attired in a brand new set of white leathers, led the field in a shocking and spectacular way. For the latter stage of 21-lap race, he made his lead unchallenged, setting a new lap record of 2' 32" 1, breaking the old record made by M. Hailwood on a works Honda in 1966. Hurling a high performance Yamaha and beating all of works machines such as MZ, Ossa and Benelli, K. Andersson finished first to grab the second win in the '69 title contest.

Yamaha Outspeeds MV

—Czech Grand Prix—

R. Gould riding a Yamaha TR-2 gave G. Agostini on a works MV one of the



Rod Gould (Yamaha) ahead of Giacomo Agostini (MV) during their great 350 cc race

R. Gould on a Yamaha giving an Italian ace one of the hardest races.

Photo: Motor Cycle

hardest races of the season at the Czech. GP, the 8th round of the '69 Championship Series held on the 8.7-mile Bruno circuit on July 20.

For almost half of the 350cc race, Gould duelled with the Italian ace. Again and again he notched the lead from Agostini exciting over 100,000 spectators around the course. Gould on a two-stroke twin TR-2 set the fastest lap of

the race, though he finally settled for the second place. Agostini barely managed to take his three-cylinder MV home first making the best of handling and stamina advantages. Gould's Yamaha, however, deeply impressed spectators with marvellously high performance and reliability. His fastest lap was only 2 seconds outside M. Hailwood's record (Honda works racer).

Nylon Shirts (A)(B)(C)
\$2.00



Running shirts: Priced at €65 for medium size and €70 for large size. An attractive youthful white shirts with an illustration of mini racer printed on left chest.



Morning cup: Priced at €34, colored in white, 240 cc capacity. Garnished with the illustrations of Yamaha's 125cc four and 250 cc four champion racers combined with the flags of nations where they won the GP races.

"Yamaha Accessories We



Purse: Priced at €20. A chic coin container made of leather-touch vinyl with leaf spring used for a clasp and with a world champion machine, Yamaha 4-cylinder racer panted on the white-colored front side. Back side colored in black, 8.5 cm in width and 7.5 cm in length.

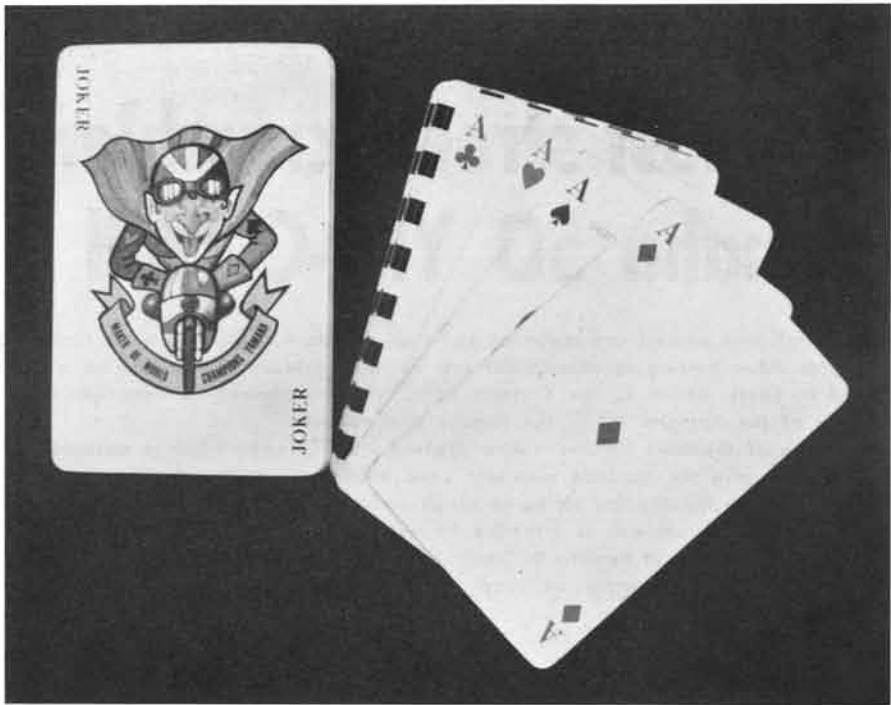


Ash tray: Priced at €...
shaped in a helmet fir...
Garnished with an illu...

Playing cards : Priced at €50. Each back side is garnished with a chequer flag. High-sensed cards will make playing more enjoyable.



Bracelet : Priced at \$1.20. Garnished with "WORLD CHAMPION YAMAHA" to enchant Yamaha enthusiasts.



Welcomed By Customers"

Yamaha has made chic PR accessories available for your use. They will be of some service to your sales promotion program. They are all marked with Yamaha's world-famed triple tuning-fork. Please try to make a proper present to your customer at a proper time. It may be one of the secrets for good business. Any bit of your extra care will bring you back much more benefit.



50. Yamahao original china ash tray finished in white, 12.5 cm in diameter. Illustration of Yamaha 250 DT1.



"Yamaha CM Films available"

Yamaha's new CM films have been completed. Please make the best of them for your advertisement purpose. These films are introducing Yamaha products of higher performance and superior quality in an enjoyable atmosphere. There are scenes of Yamaha's elastic going, closeups of products, and so on with hospitable explanations of features in a film. Now two sorts of film are made available, one for South-east Asia and the other for other areas of the world. For South-east Asia two types of film are prepared.

They are a 180-second film and its digest edition, a 60-second one, which are narrated in 5 languages such as English Chinese, Siamese, Indonesian and Vietnamese. Only a 90-second film is available for other areas. It is narrated in 4 languages such as English, French, Spanish and Chinese.

Sizes and prices are as follows.

	16mm	35mm
90-sec film	\$ 16.00	\$ 30.00
180-sec film	\$ 28.00	\$ 56.00
60-sec film	\$ 15.00	\$ 24.00

(not inclusive of tariffs)

Road Test

Low cost street scrambler Yamaha 50 YF5-C Trail

New trail bike models are sprouting up in all shapes and sizes to meet trail enthusiasm hotting up throughout the world. The latest trail model introduced in South Africa is the Yamaha YF5-C which is basically a redesigned version of the Yamaha YF5-S, the famous mini roadster.

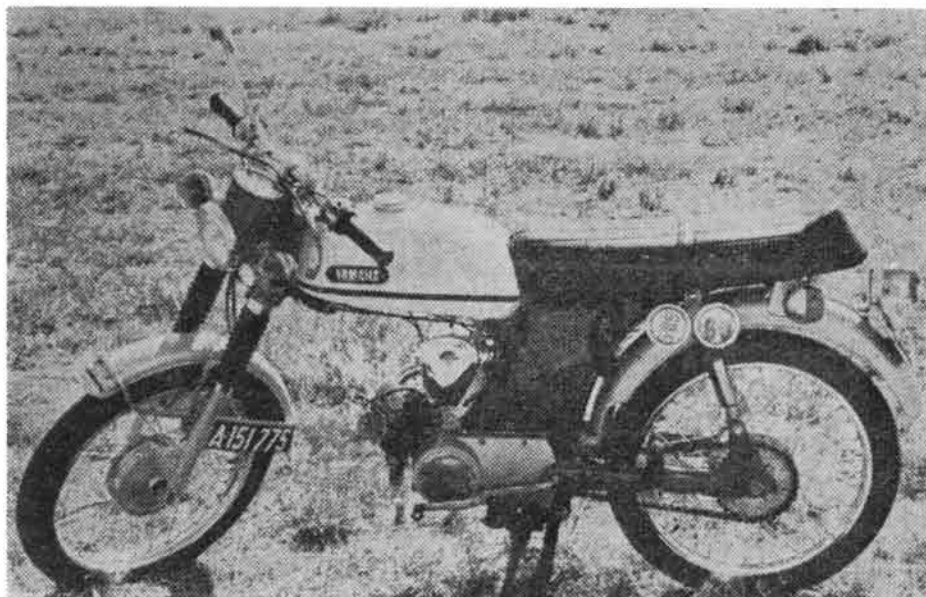
The frame of the trail version is of a pressed steel T-design which is suitably versatile to give the machine excellent road holding on the normal road as well as enough rigidity for riding in rough surfaces.

This new mini trail version is intended to meet every demand of novice enthusiasts increasing in number in South Africa.

The following is a summary of road test conducted by a veteran rider of S. A. Motor Cyclist.

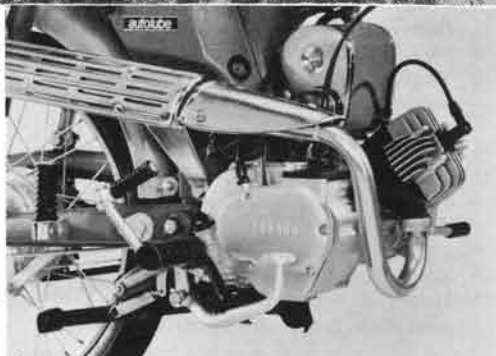
Rugged & Attractive Look

The tank is squat and nestles into the saddle and steering head to give the machine a suitable trail look. The bike is finished in candy red producing a wonderful harmony with the tank finished in white.



▲ Yamaha's mini trail YF5-C has a single-cylinder rotary valve engine, developing a healthy 5 b.h.p. deriving through a four-speed gearbox. Top speed is over 50 m.p.h.

► Mini Yamaha's compact power-unit displaying marvellously high and reliable performance for such a small capacity.



The saddle has an upswept rear section and is covered in non-slip vinyl. Other trail features include upswept and cross braced handlebars.

Effective Heat Guard

A well-silenced exhaust tube is upswept and covered by two separate heat shields, one for the lower U-tube section and



▲ The Yamaha 50 YF5-C is a rare quality mini street-scrambler for novice trail enthusiasts. Dry weight of only 163 lb is a good feature.

the second for the muffler proper. The rear shock-absorbers and front forks give the machine a comfortable ride wherever it goes. But it could do better for trail purpose with somewhat stiffer damping.

Satisfactory Performance

Maximum power output is 5 b.h.p. at 5,800 r.p.m. which is sufficient to handle most riders up to 160 pounds, and provides the machine with a top speed around 52 m.p.h.

Yamaha Autolube system is a standard equipment which does an excellent job of keeping the machine properly lubricated most of the time.

Gearbox is a four-speeder, using the same ratios as the roadster. The multi-plate wet clutch is fault-free and the same can be said for the gearbox which will work always smoothly.

The speeds through the gear respectively 15, 25, 40 and 53 m.p.h. for first, second, third and fourth. The little Yamaha is considerably quicker than many of the same capacity. This is due to the merits of gearing.

Off the Road

Turn off the road for a while and the little Yamaha performs so well with plenty of torque and an outstanding degree of climbing power for an engine of this capacity.

Stopping power with front and rear leading-shoe brakes is excellent. They always work well, stopping the machine in 32 feet at a speed of 32 m.p.h. Lights, fuel consumption and flickers are all up to present day standards or more, and will keep the rider safe at all times. The mini Yamaha trail proves a rare quality bike to satisfy every requirement of novice trail fans here.

TRAGIC DEATH OF BILL IVY

B. Ivy, one of the entrants for the East Germany Grand Prix International road race series 7, was killed while riding a Czechoslovakian JAWA works racer on July 12. While riding on the Sacsenring circuit next to G. Agostini on a MV 350, he was thrown from his machine and landed head first on the concrete wall. The accident was due to an overheated piston rod which raised the rear wheel and locked it. Unfortunately, as he was thrown, his safety helmet came off resulting in a fractured skull. Taken to the nearest hospital and given emergency treatment B. Ivy just couldn't make it and passed away a young 27.

Ivy rode a Yamaha works racer in 1965 and was entered as a fulltime member on the Yamaha team. In 1966 he displayed splendid racing skill while riding in various international championship road races. In 1967, he became the first to win titles on a Yamaha 125 works racer, and in 1967 he overcame the 100 m.p.h. barrier while riding in a T. T. race in the 125 cc class.

Though he was only 157 cm tall and 52 kg. he ran a pretty shrewd race. Off the circuit and on he was known to his friends as the "Light matchmaker" or the "Little giant". In 1969 he changed stables from Yamaha to JAWA works racers but despite the change he gave all his many fans plenty of thrills. We sincerely regret his passing and offer our condolences to his family.



Victorious Records made by B. Ivy on a Yamaha

1966			
Dutch T. T.	125 cc Class	Win	
Isle of Man T. T.	"	"	
Japanese G. P.	"	"	
1967			
Spanish G. P.	125 cc Class	Win	
French G. P.	"	"	
"	250 cc Class	"	
Belgian G. P.	"	"	
E. Germany G. P.	125 cc Class	"	
Czech G. P.	"	"	
Ulster G. P.	"	"	
Italian G. P.	"	"	
Canadian G. P.	"	"	
Japanese G. P.	"	"	
1968			
W. Germany G. P.	250 cc Class	Win	
Isle of Man T. T.	"	"	
Dutch T. T.	"	"	
E. Germany G. P.	"	"	
Ulster G. P.	125 cc Class	"	
Italian G. P.	250 cc Class	"	
"	125 cc Class	"	



B. Ivy spurting his Yamaha to the 125cc win of the Japanese G. P. It was his last classic win.

YAMAHA Topics

Contributions Invited

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

YAMAHA MOTOR CO., LTD.
NAKAJO 1280, HAMAKITA
CITY, SHIZUOKA PREF. JAPAN

Motorcycles are not rarely used in moving pictures, and it is admitted that Yamaha stars in them oftener than any other make. An elastic but dynamic Yamaha is symbolizing the modern youthfulness. Pictured here are Yamaha motorcycles starring in "Alice's Restaurant" recently released in America. The film is in a hippie vein and appeals to the younger generation with folk music star, Arlo Guthrie.



104.82 m. p. h. marked up by Yamaha's 100 YL-1

Reviewing the speed records marked up by the A. M. A. (American Motorcycle Association), Yamaha chalked up some pretty good points. The photo shows the Yamaha 100 YL-1 in the recent issue of "Motor cyclistist". Rick Besco, record holder, with a 104.82 m. p. h. record, is being watched with keen interest by all motor cycle fans.



Pictured here is a prospering scene of Australian dealer meeting held in Sydney recently. In this country, tremendous utility of Yamaha bikes for farming and grazing has been recognized. In preparation for upcoming sales drive they are exchanging active views.



Fortune smiles on K. Andersson

Mr. Kent Andersson, a champion in Sweden, is fast becoming a really grand star rider. The photo shows Kent with his parents and pretty Miss Monika who's been seen about with him a lot lately. Kent is 24 years old with a great future in front of him. We are looking forward to some spectacular racing from him in the near future.