



A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

1970

FEBRUARY

## YAMAHA'S TRIUMPH IN THE FIRST-EVER SNOW MOTOCROSS

### YAMAHA SNOWMOBILE'S VICTORIOUS RACING DEBUT

The first-ever snow motocross meeting was held on a grand scale on February 2, attracting a great number of motorcycle and snowmobile fans to a special circuit near Sapporo, Hokkaido, where the 1972 Winter Olympic Games are to take place.

This meeting entitled the 1st All Hokkaido Championship Motocross Meeting contesting for the Doshin Cup was planned and sponsored by Hokkaido Shinbun, influential local press, intending to offer a new winter sport to the youth in this snow-shut and inactive district. The meeting, therefore, was given overall support by the Board of Education, Sapporo affording facilities to prepare a special 800-meter track in Makomanai Natural Park.

It was cloudy with intermittent powdery snow. The temperature was 2-3 degrees below 0. But, these weather conditions were never too hard for this northern extremity of Japan.

The meeting was divided into two categories, motorcycle and snowmobile races. Each was classified into high school students, general, MFJ junior, and senior events.

The meeting was entered by over 90 enthusiasts from Sapporo, Hakodate, Shibetsu and Furano. They competed in a dynamic way for superiority in this first-ever snow motocross

events, making spectators thrilled and excited. As for motorcycle, three races were run, under 90cc, over 125cc and unlimited capacity classes. But, a snowmobile race highlighted the meeting. Snowmobiles equipped with colorful skis proved most eye-catching new faces in winter sports. They ran so fast over a

white undulatory course, and demonstrated thrilled jumping and cornering on snow to make enthusiastic spectators around open fires fully taste the pleasure of this entirely new winter sport.

Yamaha won the Cup by winning both motorcycle and snowmobile races.



◀ Every cornering gives thrill and excitement.



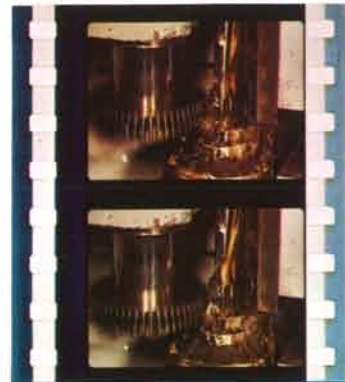
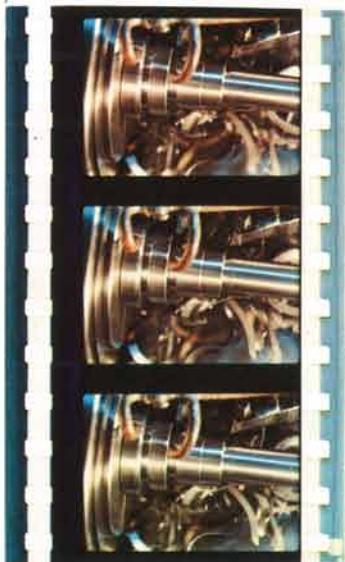
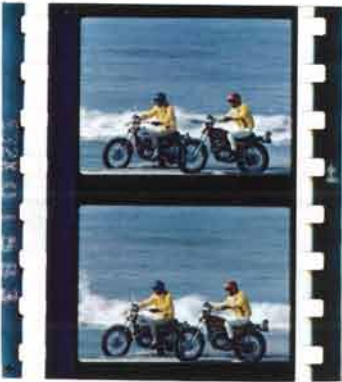
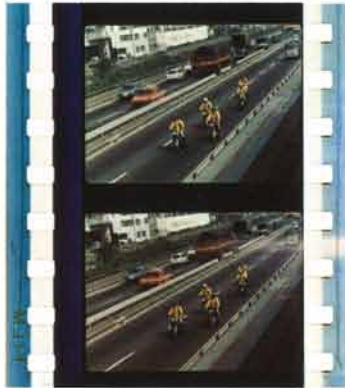
▼ A Yamaha snowmobiles are rushing on the snow course.



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YAMAHA

Joyful Yamah





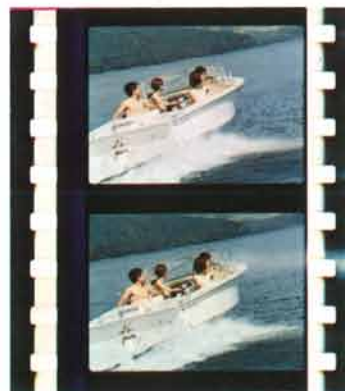
# State of evergrowing Yamaha

# A

## a PR film cranked up

Yamaha PR film entitled "Yamaha Youth and Growth" partly referred to in the October issue of last year has been recently cranked up, and final cutting has been already done for screening.

Here the summary of film is introduced again for your pertinent use.



### Novel and unique film

"Yamaha Youth and Growth" which has been produced under a fresh planning is not a mere propaganda of company. It has been completed in a novel and unique sense.

It never fails to arouse convincing sympathy from spectators, letting them grasp the real and correct state of evergrowing Yamaha in an enjoyable way by avoiding one-sided propaganda of company as is so often the case with ordinary PR film.

It is compiled with particular accents laid on scenes of dynamic, varied and impressive beauty. Its theme is focussing on the real state of Yamaha products widely used for leisure and business around the world, giving hope and pleasure to and benefiting the people for enriching their individual life. Involved in it are impressive scenes of Yamaha motorcycles to make rough nature —going spreading among the public as a youthful and healthy entertainment.

In addition, to introduce Yamaha's perfect organization, "Yamaha Youth and Growth" vividly depicts every phase of high leveled system to turn out high performance, high quality and good design products; research and development staff to constantly offer fresh and unique ideas for more marketable products; a group of plants equipped with numerous efficient machineries, etc.

### All colored

It is sized 16mm or 35mm. It is all color printed and all talkie narrated in English, French, Spanish, Chinese, Siamese, Indonesian and Arabic. The length of time for projecting is 25 minutes including 5 minutes for Yamaha industrial group introduced at its final stage. It is priced at \$350 for the 16mm one and \$720 for the 35mm one (both at US dollars). You can obtain them at half price as Yamaha will be chargeable with another half.



32000km à travers le monde ave

## 250 YAMAHA ENDURO

### Big tour for England his ancestors' land



Talking of a transcontinental travel, what means of transportation is best? An aeroplane or train may be advisably used, so far as speed and safety are concerned. These means of transportation, however, are somewhat insipid, being carried out too easily.

Then, some are inclined to make a transcontinental travel by car or motorcycle to look for a bit of romance, drama and adventure, if time and other conditions permit them.

It is undeniable that more thrill and excitement are expected from a travel by motorcycle than one by car, trotting through many different countries and people across a continent.

Here introduced is a summary of actual transcontinental trotting recently done by an Australian young man.

### Heading for India at start

Mr. M. Richard, aged 28 is an Australian architect. He come over to Japan for the purpose of studying optics, and after completing his schedule in Japan, he happened to think of visiting England, his ancestors' land, making the best of time and money left and available.

Travelling by air or sea seemed unattractive to him.

This adventurous young Australian wished to have a chance to come in

contact with many different manners and customs of the foreign peoples, touching the chord of human heart while travelling through various countries. A motorcycle was unquestionably the best means of transportation for this type of purpose.

He bought a Yamaha 250 cc DT-1 Trail without hesitation, since it had enjoyed an established fame for whatever type of rough surface riding. In April, 1969 Richard and his Yamaha left Japan for Calcutta, India, from which his transcontinental trotting was to start. First, he proceeded north to Nepal at the foot of the Himalayas, and reached Katmandu about 150km distant from Mt. Everest. From there he went back to India; and trotted into Katmandu District through Delhi.

He kept on trotting through West Pakistan, Afghanistan, Iran and Turkey across the Asian Continent vast and involving many parts undeveloped until he reached Bulgaria. Via Yugoslavia, Italy and France, he went over to his destination, Southampton Port, England in October.

His six-month trotting on a Yamaha covered a distance of 32,000 km. During his trotting, he must have had various adventurous and exciting experiences. Most of roads in Asian countries were in the worst conditions and he so often had to go on travelling under the severest climate exceeding 45°C in the daytime. It is regretted that no detail of his experience can be introduced here. But he states that in spite of numerous hardships, his adventurous travel was wonderfully enjoyable thanks to his Yamaha's marvellous reliability and toughness. No trouble but broken cable occurred to his Yamaha throughout a 32,000 km trotting.



### Contributions Invited

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

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### Welcome to Japan

South-West Asia is the cradle of ancient civilization as well as the place for the cultural exchange between the East and the West. In this area, Iran, especially famous for its poetry and literature, has been rapidly modernized with recent development of petroleum industry.

In this country recent sales promotion of Yamaha products is really noteworthy thanks to the efforts of Sherkat Bazargai Zereh, Yamaha distributor. According to Mr. Mehraban B. Zartoshy, Director who recently visited Japan, Yamaha motorcycles are enjoying the highest popularity for their outstanding performance. In particular, they are valued as the ideal means of transportation in local cities.



Mr. Zartoshy with the national flags of Iran and Japan.