



A Monthly Journal for Yamaha World-Wide Dealers

YAMAHA NEWS

1970

JULY

Yamaha's Victorious Parade - Lightweight TT -

Yamaha Racing Highlights

A group of Yamaha riders undisputedly or outright dominated the 6-lap Lightweight 250cc Tourist Trophy Race, 4th round of the 1970 World Championship Road Race Series.

It was staged on the treacherous 37.75-mile mountain circuit, Isle of Man, Great Britain on June 8. It turned to be a battle fought between a horde of Yamaha riders and S. Herrero riding a Spanish Ossa works machine, and eventually, K. Carruthers on a 250cc TD2 led the race all the way to repeat his last year's success.

R. Gould also on a Yamaha fought and secured a long way battle for second place two minutes ahead of G. Bartusch on a MZ.

Triumphal screaming

Carruthers astride his fantastically fast Yamaha streaked away as soon as a signal turned green, closely followed by a group of Yamaha riders and dauntless Herrero. Carruthers upheld his leading position throughout the opening lap with P. Smart, another Yamaha rider lying second. During the second lap Carruthers never eased his high pace, gradually increasing his time margin over Smart. At the third lap Gould advanced into second place to chase the leader who had enjoyed some 90-second advantage over him by that time. The race got into its latter stage. Carruthers still led the way and Gould lost his second place to S. Wood on a Yamaha at the fourth lap, but recaptured it during the fifth lap. In the meantime, Herrero was pressing on behind a couple of Yamahas. At the final lap Herrero rocketed his Ossa single machine to close a gap, but a disaster hit him.

Melting tar over the surface caused him to crush at the left-hand bender. Poor Herrero was seriously injured to death. Carruthers' TD2 screamed in triumph to cross the line, with Gould finishing second.



K. Carruthers on a Yamaha led a long battle from start to finish to repeat last year's glory.

FINISHING ORDER

250cc class, 6 laps—226.5 miles

1.	K. Carruthers	Yamaha	2h 21' 19" 2	96.13 mph
2.	R. Gould	Yamaha	2h 24' 54" 0	93.75 "
3.	G. Bartusch	MZ	2h 26' 58" 4	91.95 "
4.	C. Mortimer	Yamaha	2h 27' 44" 2	91.93 "
5.	P. Berwick	Suzuki	2h 27' 46" 0	91.93 "
6.	A. George	Yamaha	2h 28' 35" 0	91.42 "

Fastest lap—K. Carruthers (Yamaha), 23' 05" 4 98.04 mph 7th—24th places were all taken by Yamaha riders.



Runner-up R. Gould has a chat with Mr. M. Naito, Technical Research Section Head, Yamaha Factory.

(taken immediately after racing)

Yamaha scored again -French GP-

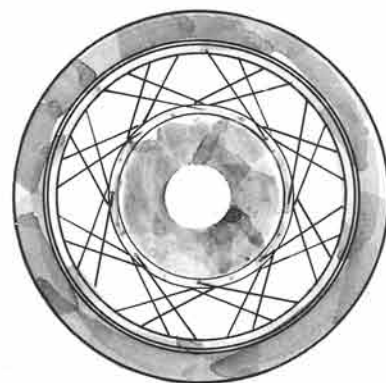
Rodney Gould riding his Yamaha TD2 production racer sponsored by Yamaha Motor N.V. in Amsterdam won his first-ever classic victory in the 250cc race of the French GP held on the 2.7 mile Le Mans Bugatti circuit on May 17.

In this race Gould got away together with K. Andersson, his teammate and S. Herrero on a Ossa works machine. A pair of flying Yamahas led the field with Herrero staying third.

Herrero made several attempts to catch

Yamahas, but eventually in vain. On lap ten, Andersson had to retire because of his racer's mechanical trouble. Gould, however, relentlessly accelerated his fast Yamaha to increase a gap. Herrero desperately tried to close on Gould, slicing 1.5s off his own lap record. But the effort was too much. He slid off on the hairpin leading to the finishing straight. With his rival's setback, Gould's Yamaha roared home comfortably.

Round 2, 1970 Series



DT1 Makes Brilliant Racing Debut Abroad

Two Yamaha Trail 250 DT1s ridden by the Japanese national moto-cross champions made victorious racing debut at the 250cc event of the Dutch National Championship Moto-cross Meeting recently held. Japanese senior class champion T. Suzuki rode his Yamaha to win the first heat with H. Suzuki, junior class champion on another Yamaha finishing second. In the second heat T. Suzuki led the entire field, piloting his high performance Yamaha in a flawless way to be an outright winner of the event, which caused a big sensation among Dutch spectators.

FINISHING ORDER

250cc class, 30 laps—82.41 miles

1.	R. Gould	Yamaha	1h 00' 11" 0	82.15 mph
2.	S. Herrero	Ossa	1h 01' 11" 1	80.88 "
3.	L. Szabo	MZ	1h 01' 11" 9	80.82 "
4.	J. Saarinen	Yamaha	1h 01' 29" 3	80.41 "
5.	A. Bergamonti	Aermacchi	1h 01' 41" 8	80.16 "
6.	B. Granath	Yamaha	1h 02' 04" 2	79.72 "

Fastest lap—S. Herrero (Ossa), 1' 58" 1 83.70 mph (record)

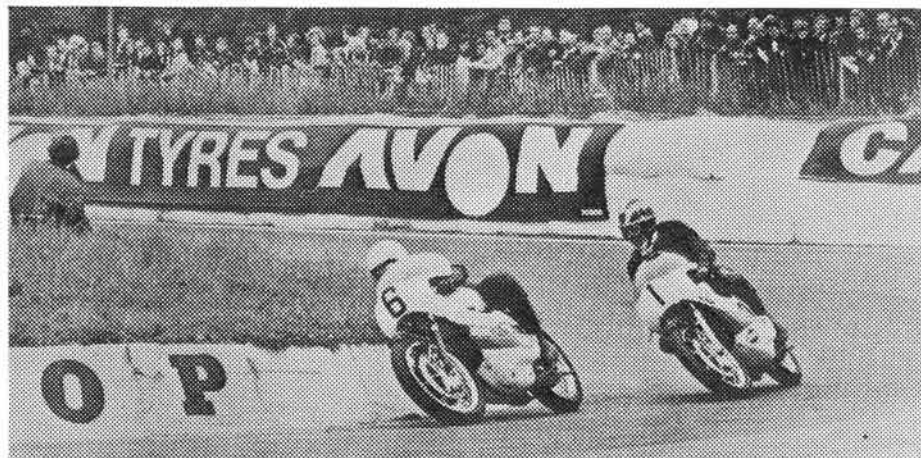
Sensational Mallory

Ex-champion Phil Read who had missed the 1970 TT because of injuries on a wrist displayed his wonderful skill, riding Yamaha racers to snatch wins in the 250cc and 350cc races of the Mallory Park post-TT international meeting.

He won a nail-biting 250cc battle just by a wheel after the closest duelling with P.

Smart and K. Carruthers both on Yamahas throughout 15 laps. His winning speed was 87.14 mph at 13' 56" 6.

His 350cc victory was comparatively comfortable. He crossed the line first well ahead of R. Gould at an average speed of 88.66 mph.



Photos:

Above: T. Suzuki became the first-ever Japanese rider to win an international moto-cross race.

Left: P. Read is catching K. Carruthers around a corner, both on Yamahas.

Helpful for sales promotion

Yamaha PR Items

Yamaha have recently prepared a number of PR items such as posters, catalogs, brochures, handbooks, slides, films, stickers, and so on designed to enhance the brand image of products for the sake of sales promotion around the world.

All of them are now made available for Yamaha world-wide distributors and dealers for more effective sales activities. Make full use of them and capture better sales opportunities not only in or around your shop but everywhere groups of people gather.

Such activities as riding schools, technical service campaigns, trail schools, new model shows, tourings, etc. will be conducted much more successfully with these PR items.

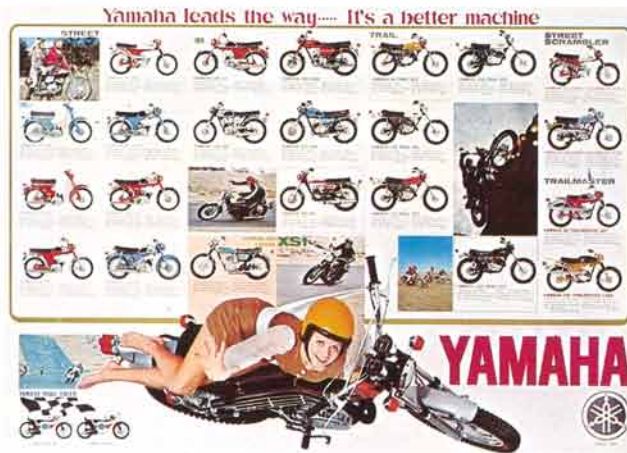


The Catalog and Poster for Yamaha Full Line

It is an amazing selection of better machines ranging from the 50cc U5 to the 650cc XS1 including a couple of fabulous production racers, 250cc TD2 and 350cc TR2.

The poster can be hung on a wall inside your store for extra pleasing accent.

Prepared separately in English, French and Spanish.



Catalog for Trail Series

Introducing the world-famed Yamaha trail series consisting of five different-sized models to just meet the requirements of customers over the widest-ever range.

Prepared separately in English, French and Spanish.



Publicity Materials for Three Big Campaigns

See Yamaha Advertising Campaign Manual for further information.

Yamaha have launched into three entirely-new campaigns to run simultaneously on a grand scale under the designations of "An Image-Building Campaign", "U5/U7 Campaign" and "FS1/F5/F5C Campaign", intending to fully promote sales opportunities and

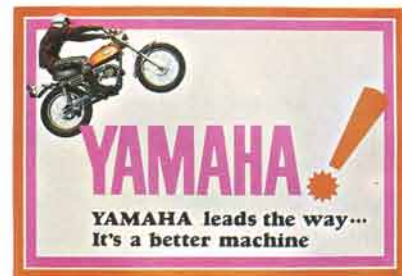
profits during the months to come. All of publicity materials as described here are made available and will be helpful for distributors and dealers to attain their best-ever results around the world.

A. MATERIALS FOR IMAGE-BUILDING CAMPAIGN



Banner

Made of vinyl and desirably resistant against rain and wind. 400 x 52cm @ US \$3.40



Poster

Visually appealing to prospective customers, emphasizing the high quality, excellent performance and good design of Yamaha motorcycles. 119 x 84cm @ US \$0.56



Window sticker

Designed to be displayed on the dealer's show window to attract the public attention. 24 x 18cm @ US \$0.23



365 x 244cm
@ US \$3.75

Field sign

Designed to be erected along a highway or at a street corner to draw the public attention.



Slides

Intended to enhance the brand image of Yamaha products.

35mm 5 PCS. per set
@ US \$5.00



@ US

\$18.00 for 16mm

\$35.00 for 35mm

Motion picture (60" commercial film)

Used together with "Yamaha Youth and Growth" to fully promote the sales opportunities of Yamaha products.

BI. MATERIALS FOR U5/U7 CAMPAIGN



Hanging screen

Colorful cloth screens to be put at the entrance or wall of the dealer's store.

105 x 175cm
@ US \$3.20



Slides

Designed to enhance the image of Yamaha U5/U7 models.
35mm 5PCS. per set @ US \$5.00



U5/U7 catalog

Introducing every detail of U5/U7 models.



Motion picture (60" commercial film)

Used together with "Yamaha Youth and Growth" to fully promote the sales opportunities of U5/U7 models.
@ US \$18.00 for 16mm \$35.00 for 35mm

BII. MATERIALS FOR FS1/F5/F5C CAMPAIGN



Slides Designed to enhance the image of FS1/F5/F5C models.



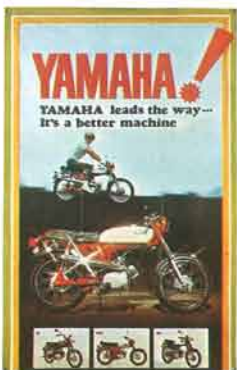
Direct mail postcard

A set of four colorful postcards where some of Japan's representative landscapes together with Yamaha motorcycles are printed.



Mobile display

Designed to be hung from the ceiling.
70 x 150cm @ US \$1.60



Hanging screen

Colorful cloth screens to be put at the entrance or wall of the dealer's store.

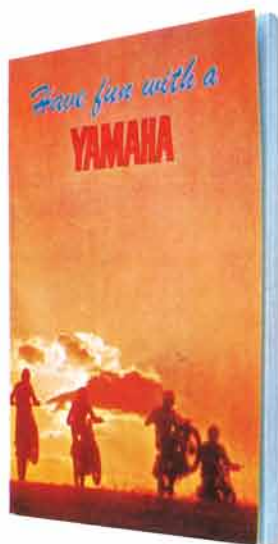
105 x 175cm
@ US \$3.20



FS1/F5/F5C catalog

Introducing every detail of FS1/F5/F5C models.

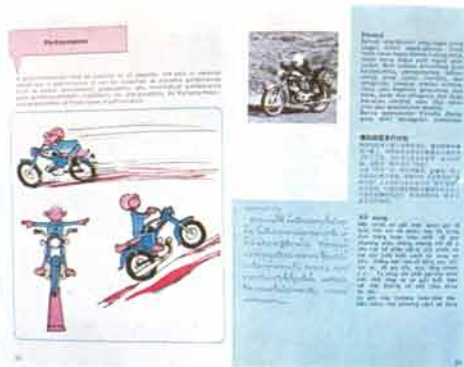
GENERAL MATERIALS FOR "THREE-CAMPAIGNS" USE



User's handbook

Compiled to provide every detail of know-how of motorcycles and motorcycling.

Two different sorts of text are available. One is written in English, French, Spanish, Arabic and Persian, the other in English, Chinese, Vietnamese, Siamese and Indonesian. (13 x 18cm @ US \$0.80)



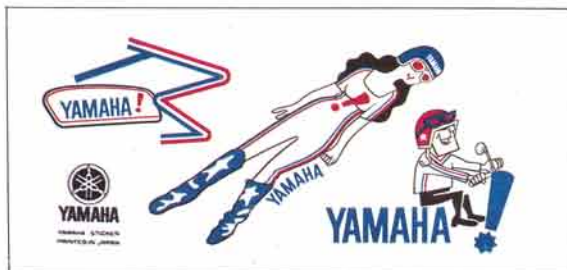
Yamaha PR Film

A 25-minute 16mm/35mm film entitled "Yamaha Youth and Growth" designed to introduce a real state of evergrowing Yamaha. (@ US \$350/720)



Sticker

Nicely designed to be displayed on all Yamaha motorcycles. (24 x 11cm @ US \$0.06)



Music tape

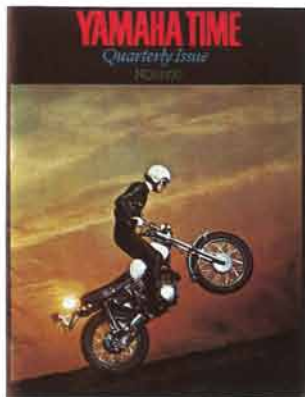
Designed to impress the image of Yamaha upon the public mind by means of a vibrant rhythm. Prepared in three different sorts of rhythm—folk, samba and vosanoba.



(@ US \$4.00)

Yamaha Time under way

Yamaha's quarterly journal Yamaha Time was first published in Mid-May for the purpose of more strengthening Yamaha's world-wide sales networks through deeper mutual understanding and closer cooperation between the maker and sales agents. The No. 2 issue of this journal is now under way to inform you of interesting and useful news of Yamaha Friends activities around the world in wider variety at the earliest possible time.



Contributions Invited

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences-any-thing 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

Tremendous Success

Yamaha G1F 80 *Road Test*

Stable Popularity

Rivalry is getting stiffer in the under-100cc motorcycle markets in the world, but popularity established with the 80 G1F, Yamaha's quality light roadster is more than stable.

It features everything asked of a vehicle for so-called ride-to-work motorcyclists. Road tests conducted by British monthly magazines, *Motorcycle Sport* and *MECCANO Magazine* respectively will tell you how it is used and valued by them.

Quality lightweight bike MECCANO Magazine

Some ten years ago a motorcycle's performance was fairly accurately guessed by its engine size. According to the standard in those days, a bike of around 100cc used to be fitted with a two or at most three speed gear-box, and be capable of 45 m.p.h. at best. But, nowadays it is not so simple. An engine size bears little relationship to its performance. Some small bikes are well capable of beating some larger ones so often.

We regard the Yamaha 80cc as one of those good examples. It is a very attractive small machine in anybody's eye. Paint finish is excellent, and unsparing use of polished alloy and chromium give it a sparkling overall appearance. A beautifully smooth, well silenced and powerful 73cc engine starts under all conditions with one or two prods of the kickstarter. Four speeds are standard fitting on the G1F, operated by the "heel-and-toe" arrangement.

Its top speed of around 53 m.p.h. may not be particularly high, but its wonderful reliability well makes up for some modesty of speed. It is admitted an ideal feature of smaller bike primarily designed for normal road use. Yamaha's separate oil injection system "Autolube" keeps the power-unit best lubricated at all times.

Ideal commuting vehicle, Motorcycle Sport

The Yamaha 80 is intended to be a commuting bike, and, as such, it is proven capable of doing everything asked of it, or even more.

The forward-inclined engine includes among its benefits a lower center of gravity and improved cooling. The rotary disc valve on this Yamaha has a crankshaft-mounted disc that controls the induction of petrol from the crankcase-mounted carburettor. The engine effortlessly develops its maximum power of 6.5 b.h.p. at 7,000 rpm. Its top speed is claimed to be around 53 m.p.h., which is now deemed reasonable for the sake of more stamina and reliability of such a small town use bike, though another 10 m.p.h. could have been added to that figure, if Yamaha had wanted.

Let's show an example. The Yamaha climbed a mile-long hill, setting a throttle at 40 m.p.h. in top during our test run. We found the Yamaha losing only 3 m.p.h. in climbing. Nobody will deny that such an outstanding reliability is preferable to another 10 m.p.h. for a 80cc bike primarily intended for ride-to-work motorcyclists.

When you realize that a man living 15 miles distant from his work can use such a small bike as a commuting vehicle in half the time he'd take by car at a fuel cost of 7s 6d a week, it is a wonder more people have not decided to seriously investigate the merits of motorcycles.

The Yamaha 80 G1F is enjoying established popularity.



As a conclusion, we can say that the Yamaha is a superb little lightweight bike worthy of serious consideration.

We feel it is the best machine for ride-to-

work motorcyclists and youngsters of around 16 to 18. It is offering them a tremendous amount of utility as a commuting vehicle.

YAMAHA Topics

Brisbane Motor Show

A total of sixteen Yamahas on show drew much attention at the annual Brisbane Motor Show, Australia.

The Yamaha corner finished in eye-catching white-orange was presenting a

wonderful harmony with sparkling Yamaha products. A 250cc DT-1, popular trail model was exhibited in the center to attract most spectators.

Yamaha is excellent

Mr. Noor Ghani, supervisor of Pakistan Cables Ltd. is very fond of motorcycle touring to see historical places around Pakistan. For this purpose he always uses a 100cc Yamaha in which he has full confidence. His Yamaha shows no trouble at all but occasional punctures due to road conditions.

(offered by S.M. Jawaid & Co.)



Yamaha skate team

Yamaha dealers in the Province of Castellon, Spain have recently formed a skate team as a link in the chain for sales promotion activities. The team has captured the Provincial Title by scoring wins in all matches contested to attain a maximum PR result directly combined with sales increase.

(offered by Mr. J. Marco)



Hostettler Dealer Meeting

Hostettler AG, Swiss distributor of Yamaha products sponsored a dealer meeting attended by some 100 Yamaha dealers. Lively discussions were exchanged among them for further sales pro-

motion. Yamaha PR films "Yamaha Youth and Growth" and "1968 Isle of Man" were screened to introduce every aspect of evergrowing Yamaha and brilliant racing successes.



Pictured here are Mr. F. Hostettler, company owner (center) and his younger brothers.



Inside view of Hostettler's spare parts shop. Work flows so smoothly here. (offered by Yamaha Motor N.V.)