



A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

1971

MARCH

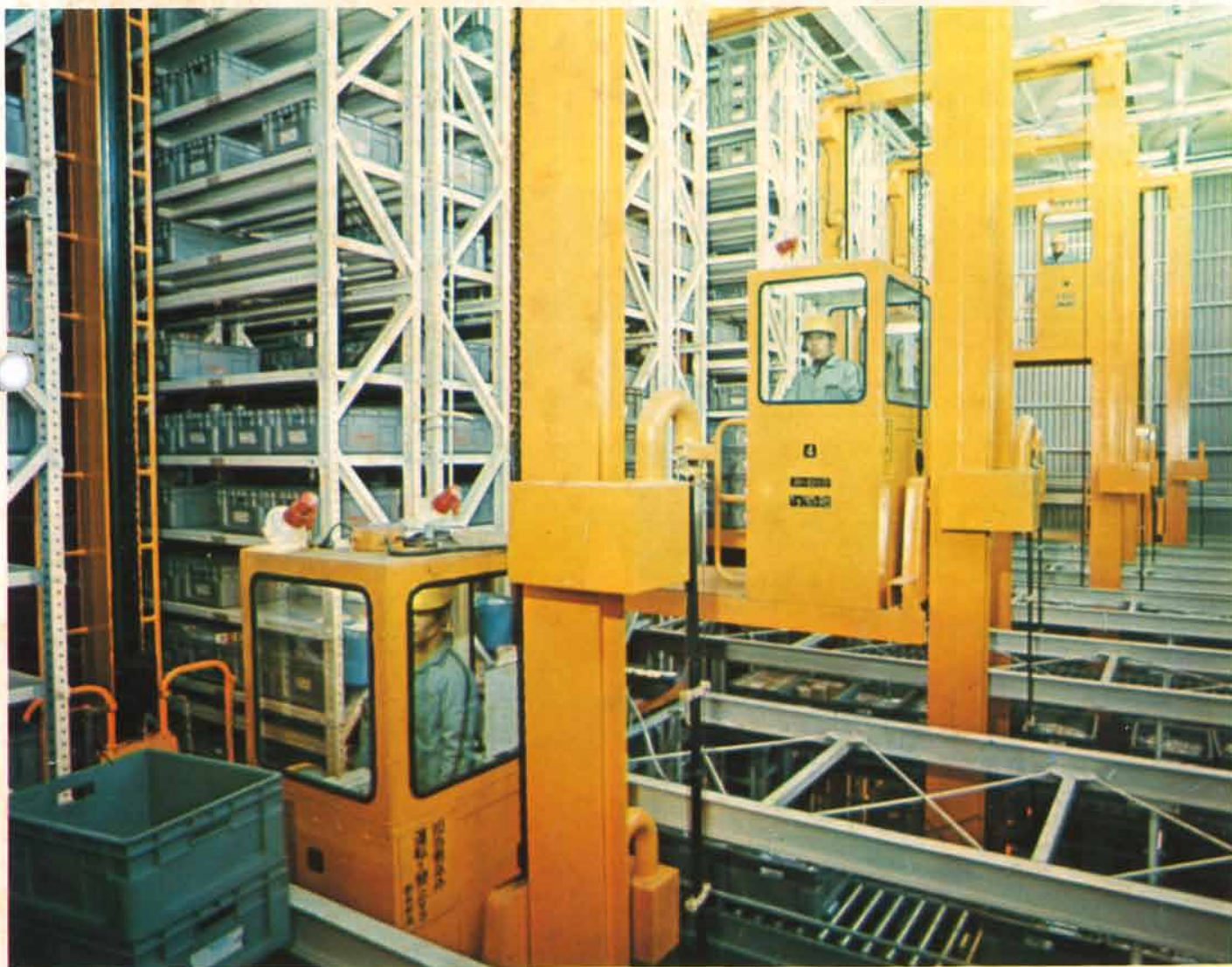
Toward Perfection of Service System

## YAMAHA PARTS CENTER IN OPERATION

As a link in the chain of complete production and service setup program, Yamaha has established the Parts Center

covering a building area of some 14,375 square meters in the site of the gigantic Yamaha Iwata Main Plant.

The inside of rack house. Monolifts are running through the house to pick up parts quickly and accurately.





Conveyor system. Every shifting process from incoming down to outgoing can be performed on efficient conveyor systems.

# Noteworthy Functional Features

With the completion of this Parts Center, Yamaha has incomparably strengthened its parts supply system to just meet its scheduled upswing in production and sales of motorcycles for the year 1971.

The Parts Center features such noteworthy functions as follows;

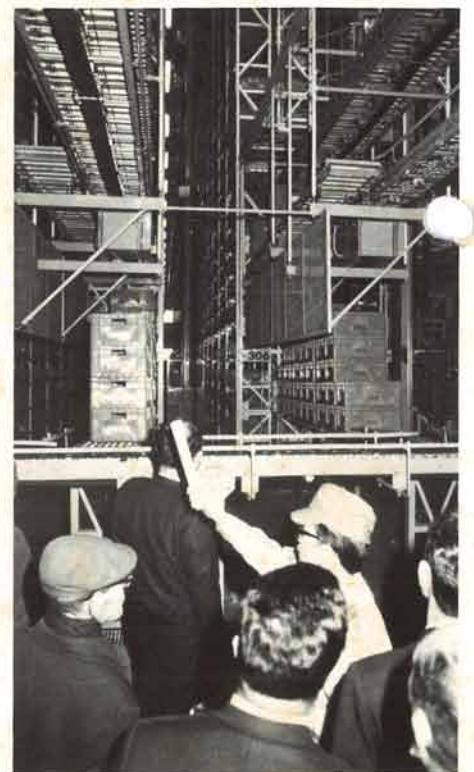
1. All processes from reception down to dispatch are performed more consistently, efficiently and quickly than ever

on computer on-line systems.

2. It incorporates full conveyor systems to shift incoming and outgoing parts. Ultra modern devices such as a chain diverter and chain transfer just like track switching systems induce all parts onto their respective lane as scheduled. These devices are ready to operate at a light prod of key.

3. Lofty racks are another unique

feature. They are 12 meters high, and 80 meters long, covering a total area of 1,643 square meters and a storage space of 2,100 square meters to house in a total of 53,760 boxes of such oftener outgoing items as electrical and engine-related parts. Running through 16 lanes are 8 monolifts to pick up parts as requested, which has improved the working efficiency to the fullest extent.



# Less time and labor for higher efficiency

Fully automated systems have saved the company considerable time and labor in its stock and supply works, improving notably working conditions. Smoother supply of spare parts will directly benefit sales promotion of Yamaha products around the world.

1. Inspection line. Parts incoming on conveyors from parts makers are labeled as Yamaha Genuine Parts after passing the closest inspection.

2. Inventory register terminal. All parts are registered as "Stocked" after they are labeled.



3. A key toucher induces all buckets of parts from the main entrance line to their respective lane.

4. Check line. Parts are automatically sorted out by destination. They are checked at the end of 15-lane diverging line by order.

5. In-out parts can be automatically sorted out thanks to this sophisticated memory circuit.

6. Overall automation has brought on tremendous saving in time and labor.

(1)

(2)



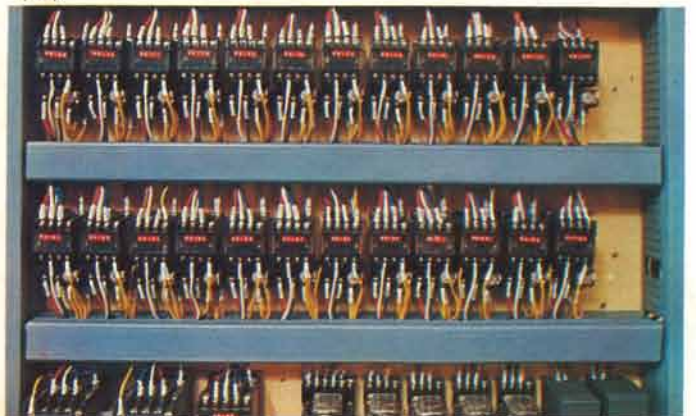
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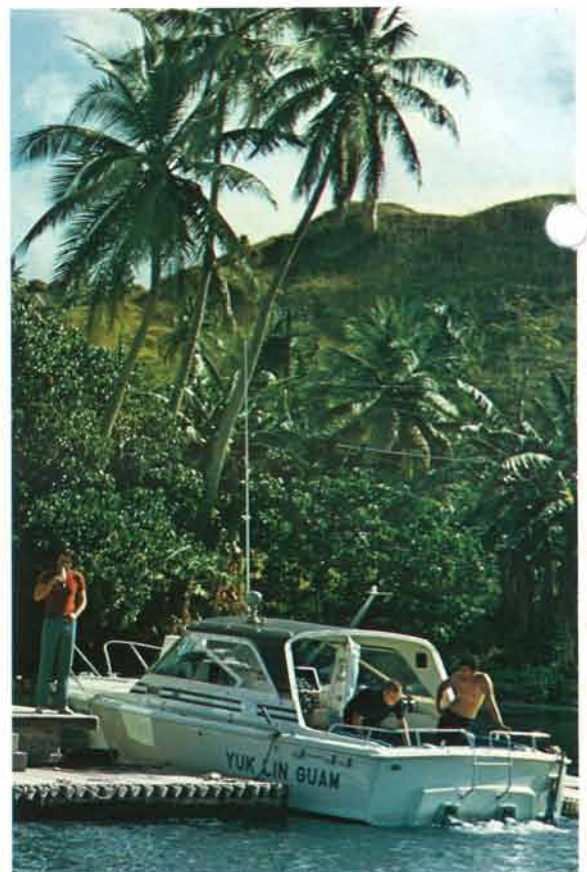




A Yamaha STR-25 mounted with a Yamaha engine is widely used for off-shore cruising.



Paved roads running through the island



A Yamaha STR-25 at moor

# Blue Sky, Blue Sea



Vivid colors of coconut palms are impressive against blue sky.

## graphic report from Guam



A motocross starts now. American soldiers set a trend of sport enthusiasm here.

Evergreen Guam is situated at the southernmost tip of the Mariana Islands on the Southwest Pacific Ocean. It covers an area of some 540km<sup>2</sup>, and is populated with approx. 70,000 inhabitants. There extends a stretch of hills about 400 meters high on the southern part, and tablelands under 200 meters above sea level on the northern part. A yearly averaged temperature is around 27 degrees with rainfall amounting to some

2,000mm per year.

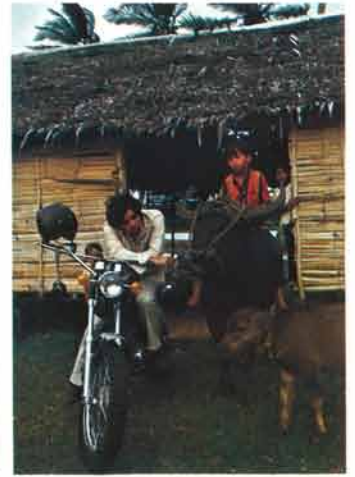
Vast blue sky overhead, surrounding blue sea and fresh sweet air, it may be an ideal place to live in except for typhoons to attack it so often during a rainy season from June to November each year.

Here on this part of the world Yamaha products are used for resort and sport purposes rather than for utility purposes. Far East Cyclery, Yamaha distributor takes an active role in sales.

Jungles add adventurism to trail fun. Sea breeze is refreshing.



A Yamaha and buffalos.

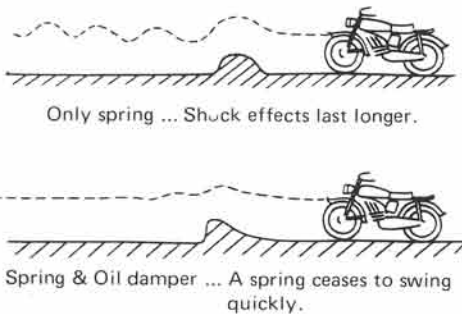


# Oil Damper

A running motorcycle is subject to various shocks from road surfaces. A shock absorber is to minimize those shocks to assure a rider of maximum riding comfort and reliability.

The Yamaha motorcycle incorporates a telescopic oleo (a leading link oleo for the smallest class road models) for a front wheel, and a swing arm oleo for a rear wheel. "Telescopic" derives from a telescope, and means the elasticity to expand and contract. A swing arm suspending a rear wheel swings upward and downward to absorb shocks from varied riding surfaces. "Oleo" is a prefix of words relative to "Oil". As for a shock absorber, "Oleo" means an oil pressure type. A shock absorber, briefly speaking, consists of a coil spring and oil damper. A coil spring's elasticity is made use of for cushioning shocks. Cushioning, however, only by a

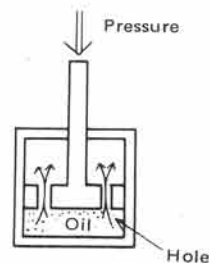
coil spring is never satisfactory. For a spring is left swinging upward and downward longer after a bike goes over an obstacle, which may often result in discomfort to a rider. Therefore, an oil damper must be incorporated therein to make a telescopic cushioning function more efficient as shown in the following illustrations.



## Mechanism of Oil Damper

A piston-shaped part moves upward and downward to induce oil into holes. In this case, oil is reluctant to go through these holes because of its own viscosity and hole's narrow diameter, which somewhat weakens the movement of piston.

An oil damper makes use of such an oil resistance against a moving piston for the purpose of smoothly adjusting a spring elasticity.



## YAMAHA Topics



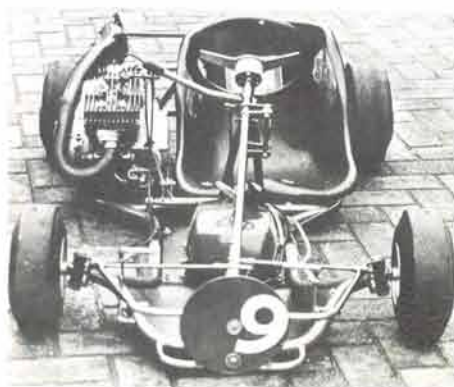
## AT1 go-kart performs well

Yamaha lightweight engines are displaying excellent performance as a go-kart powerplant, too.

The picture shows a go-kart equipped with a 125cc AT1 engine which is participating in races in the Netherlands. In spite of its handicapped hand-operating

transmission against other makes' automatic ones, it never fails to perform very well ranking high in each race.

A driver aboard it is Mr. J. Moerkerk, President of Het Motorpaleis, Yamaha distributor who imports over 10,000 units of Yamaha 50cc motorcycle yearly.





The Championship Race of Uruguay won by a Yamaha rider

## Sport enthusiasm hotting up

Motorcycle sport enthusiasm is increasingly hotting up in Central-South American countries which are blessed with ideal climate.

It is Yamaha, of course that leads this notable trend. Yamaha motorcycles invariably dominate every important sport event held throughout this part of the world, which directly combines with sales promotion of products.



### 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

## Garden Party

Mr. M.A. Rasheed, Sales Manager of Shaikh Autos, Yamaha distributor in West Pakistan, recently held a garden party for the users of Yamaha motorcycles in Karachi. Right in the picture is Mr. Rasheed, and in the middle is Mr. N. Ahmed, university student who is one of the most ardent motorcycle fans. After having used products of other makes for the last few years, he bought a Yamaha 100cc L2G from Mr. Rasheed's store, and is delighted to find it most suitable for him.

Seen in the background is the monument of Mohammed Ali, founder of Pakistan.

**Snap -  
shots**



## Yamaha jumps high

Piloting his special Yamaha 250cc DT1, Australian stunt rider T. Willis is taking off to jump high. The man holding a plank is J. Schulz, expert speedcar driver. Willis's excellent riding skill coupled with Yamaha's outstanding performance made the adventurous attempt a big success.



# YAMAHA Topics

## Yamaha Mini arrives now —Venezuela

A cozy Mini Yamaha alongside a massive RT1. This picture was taken at the show room of Venemotos, Yamaha's distributor in Central America. In this part of the world Yamaha motorcycles are enjoying a particular upward trend in popularity with a market share of over 50%. A newly delivered Yamaha Mini is also promised to be a trendsetter in its own class.



## Float Contest in Honduras

Honduras in South America is Yamaha's relatively smaller market, but all dealers are making steady efforts to increase sales of Yamaha products. Here shown is a Yamaha float prepared and exhibited for a recent contest held as an attraction of

festival.

Smart Yamaha motorcycles coupled with cute girls produced special effects for advertising products. It took 3rd place in the contest, eventually.

