

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1972

February

Smooth Flow of Shipments to Every Part of the World; Bright Prospects Held with Exports This Year, Too

The port of Shimizu near Hamakita becomes brisk with shipments. All the products of Yamaha are shipped to every part of the world from here. Shipment schedule is going on very smoothly now, with massively strengthened production system, and very favorable trend of demands to Yamaha motorcycles, snowmobiles and outboard motors all over the world for backgrounds. Prospects for this year's exports are bright overall, too.

As already announced, Yamaha will put great efforts in knockdown exports, in order to establish better local production and service system in conformity with progressive local industrialization program. At the same time, complete unit exports are also expected to run high at a considerable rate of increase.



Work Group of Yamaha *Knockdown Department*

Increasing Importance

Knockdown Department, so called KD department, is one of the unique work groups of Yamaha. The staff of this department are handling the final work process concerning knockdown shipments of Yamaha products, especially, motorcycles, snowmobiles and outboard motors to overseas markets.

Yamaha has already laid a plan to direct great efforts to knockdown exports this year. At this time, no one can deny that their work will become increasingly more important, as the program of knockdown exports develops further.

Mr. E. Tsuzuki, middle-aged energetic manager of department is supervising the work group of some 300 persons including outside contractors.



Outline of Work

Their work is divided into two categories. One is the disassembly of complete units. Motorcycles and snowmobiles, after thoroughly tested, will be disassembled into several packages, which must be made as compact as possible just for the sake of less transportation cost.

The other is so called KD shipments. Some countries set the ban or impose much higher tariff on complete unit imports. Therefore, products must be exported to those countries in the form of half-assembly intended for complete assembly in countries concerned. This method is called SKD. To what extent products must be assembled by Yamaha for shipment will depend on the level of local technologies.

On the other hand, Yamaha is now carrying forward its own local assembly program of motorcycles or outboard motors in Thai, Malaysia, Indonesia, Taiwan, Mexico and Korea. In each of those countries, the government is particularly keen to promote its own local industrialization program.

Yamaha is exporting products in the form of parts to those countries. The said parts are assembled into complete units by local plants which are capitalized by, or under technical or commercial tie-up with Yamaha. It is CKD export system.



Thorough One-point Check System; Almost Errorfree Shipments Ensured, for Elevation of Brand Image

The most important point is that every item of parts to form a complete unit must be of flawless quality and performance, whether products are disassembled or assembled. Thus, every process of work must be performed with utmost cares. Any wrong or defective item will extremely spoil the quality and performance of products.

Every process of disassembly or assembly is being performed on perfect check system so called one-point check system. It means that one person is responsible overall for checking one point as to whether each item is correct and flawless, or each unit is complete with correct and flawless parts, before they are conveyed to a package line handled by outside contractors. This system has resulted in nearly non-claim work efficiency. According to them, claim has reduced to only 0.01% since the said system was adopted. It is a marvellous attainment, indeed.

They are now handling some 3,500 - 4,000 kinds of parts. It is never easy to check promptly and correctly such a large number of parts which include seemingly similar items. But, they are really proficient in their daily work of dead earnest. They can tell which part is intended for use on which model by destination just by taking a look at parts.

Such skills of the staff are definitely benefiting smoother and quicker supply of correct and flawless parts to a package line, thereby ensuring smooth shipment schedule, and elevating the image of Yamaha brand abroad eventually.



Strenuous Efforts on Work System Improvement



The technical staff of the department are always strenuous to better and improve every process of work including package specifications, design and test. Every package of products must be made as compact and handrable as possible for less handling and freight charges. It must also be delivered to importers in the safest and quickest way.

Thus, the importance of their work can not be too overemphasized at the time when export sales are expected to show another upward swing.

Especially, export sales on CKD system will increase to a level of 10,000 units monthly in foreseeable future. In order to meet such forthcoming increase, the work system of this department will become automated by adopting a full conveyor belt system as is the case with the Parts Center. Reception, inspection, sub-package after checking, and full package, these processes will be consistently performed for better work efficiency to result in much manhour saving.

Their work is showy in no respect, but undeniably forms one of the mainstays to support Yamaha's evergrowing sales abroad.

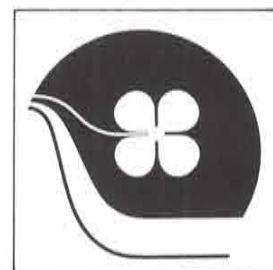
Safety plus Fun; Yamaha Will Take Giant Strides toward New Target

Yamaha will launch more positive campaigns than ever, intending to create new demands to motorcycles, and to improve environmental conditions of motorcycles this year.

As already reported, Yamaha attained a startling level of 760,000 in output last year. Flawless supply and service system backed by massively strengthened production capacity largely accounted for this spectacular upswing. On the other hand, unique efficient campaigns for sales promotion such as driving license school, trail school and sport school which were organized on a nationwide scale, undoubtedly had very desirable effects upon sales increase by resulting in closer link or communication between users and Yamaha dealing people.

This year Yamaha will develop big double-aspect campaigns which are designed to be in pursuit of "Safety plus Fun", thereby elevating the brand image of Yamaha motorcycles.

It is Yamaha's hope that those campaigns as outlined here would be of some aid to all of you as a guideline in setting campaign plans for your own territories.



Details are shown as below:

1. 50cc license session
This is intended for the general public as well as those who want to obtain 50cc licenses, for the sake of better popularization of traffic rules.
2. Motorcycle license session
This is designed to fit those who want to obtain motorcycle licenses.
3. General session
This is promoted for those who have licenses and want to understand traffic rules better, and to train their riding skills more correctly.
4. Grading
Attendant's riding techniques and knowledge of traffic rules are graded as 1st class or second class. It is very important for a rider to know of his own skill, or to what extent he has mastered traffic rules.

Safety Promotion Program

Yamaha has been always keen to promote a sense of traffic safety among motorcycle users, in a form of driving license school which began in 1969. During the past three years, this unique program has not only resulted in more desirable communication between users and dealers, thus directly leading to increase in sales, but won higher

public appraisal.

For the year 1972 Yamaha has laid a plan to train some 1,200 instructors who will take the most active role in this program, giving lectures and demonstrating correct riding techniques for attendants whose applications have been received by dealers.



Yamaha Sports Leisure Program; – New Discovery, 2&4 – for Boundless World of Sports

Yamaha Sports Leisure (SL) program has been very successfully carried forward for the past years in the forms of trail school and sport school in line with the progress of Yamaha Trail Land program.

This year Yamaha is intending to develop the SL program in much wider scale than ever under a newly established slogan "New Discovery, 2 & 4 for Boundless World of Sports".



Yamaha Grand Sports Festival

Yamaha will organize a big scale sports meeting called "Yamaha Grand Sports Festival" in summer for the action-loving youth in Japan.

It will be the grandest event of SL program ever promoted.

The program will be set in wide variety including motocross meeting, safe driving contest, gymkhana, auto-camping, and so on.

As a trendsetter in the world of sports, Yamaha will for sure score again by attracting fresh public interest to this program.

It will also provide dealers with a golden chance to make a very efficient approach to prospective users in their own territories.



Yamaha Trail Cup Motocross Championship Series

40 Trail Lands of Yamaha are now in full activity all over Japan, thus greatly increasing motocross enthusiasts in number along with the very successful organization of trail school sessions for novice trail riders. Yamaha has introduced a new exciting program for all the motocross fans in Japan.



It is a 7-block motocross championship series to be organized under the title of Yamaha Trail Cup Motocross Championship Series during a period from March through October. 6 to 9 rounds will be contested to decide a champion by block.

Each round will have 50, 90, 125, 250 and unlimited capacity classes. In addition, Mini Enduro class will be run to attract as many novice riders as possible.

Public reaction to this program proves very favorable even now.

It must bring on fresh topics among motocross fans around Japan, and will also result in closer link and communication between users and dealers.

Those who have taken major placings in the series will be eligible for Yamaha Motocross Meeting to be organized in summer.



News Flash

YAMAHA DOES IT AGAIN

—'72 Eagle River Snowmobile Championship Derby—

Mike Trapp riding a Yamaha SR-643 snowmobile won his second consecutive Snowmobile World Championship at Eagle River, Wisconsin. Mike took the lead on the second lap of the 15 lap event and was never in serious trouble as he outdistanced Gaston Ferland on a factory Ski Doo.

Trapp became the first ever to win two consecutive championships on the 0.6 mile oval course at Eagle River.

1st	Mike Trapp	Yamaha SR-643
2nd	Gaston Ferland	Ski Doo 800cc
3rd	Ed Shubitze	Ski Doo 800cc
4th	Bob Eastman	Polaris 800cc



Yamaha Riders Dominate 1st Round

'72 Snow sport season in Japan opened with Yamaha's sweeping victory in the 1st round of All Japan Snow Scramble Championship Series held on a specially prepared circuit near Sapporo, Hokkaido, Northernmost Japan on Jan. 16.

Yamaha fielded the most powerful 5-man team for 300cc, 400cc and unlimited capacity classes. Yamaha machines quite like the previous year proved themselves unrivaled outright in each class event, as follows:

300cc class

1st	M. Aoki	Yamaha
2nd	A. Tanji	Yamaha

400cc class

1st	A. Tanji	Yamaha
2nd	M. Aoki	Yamaha
3rd	N. Otsuki	Yamaha

Unlimited capacity class

1st	M. Aoki	Yamaha
2nd	N. Otsuki	Yamaha
3rd	A. Tanji	Yamaha

In addition, Yamaha riders outright dominated All Hokkaido Cup Events.

300cc class

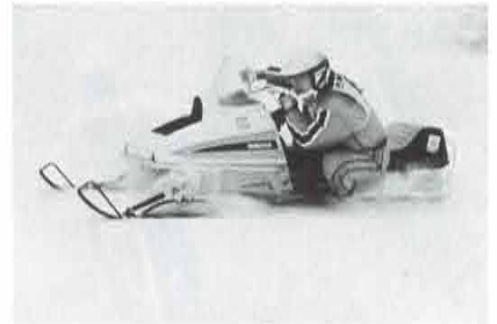
1st	T. Kanesaki	Yamaha
2nd	S. Okeda	Yamaha
3rd	T. Yano	Yamaha

400cc class

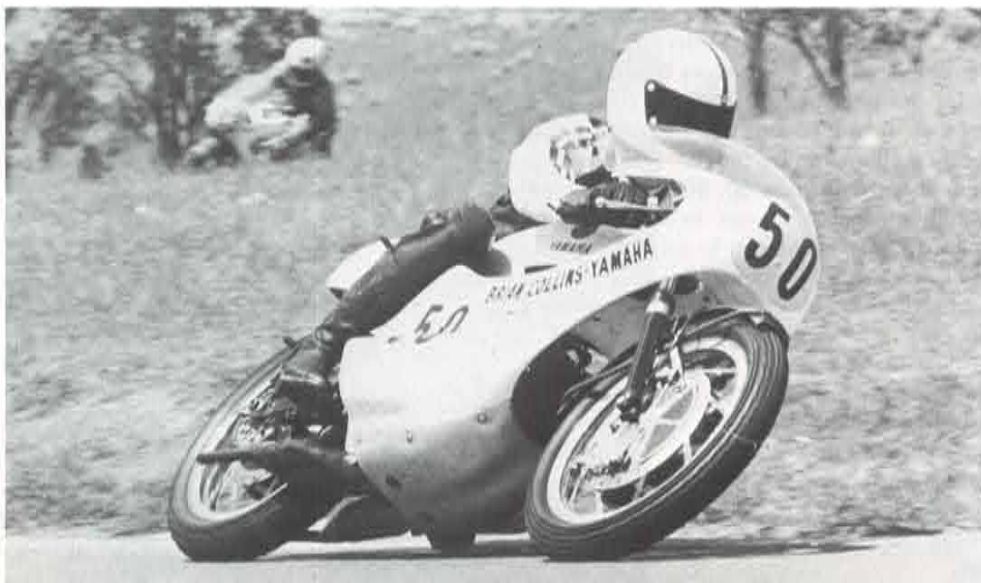
1st	T. Kanesaki	Yamaha
2nd	S. Okeda	Yamaha
3rd	K. Kamei	Yamaha

Unlimited capacity class

1st	S. Okeda	Yamaha
2nd	T. Kanesaki	Yamaha
3rd	K. Kamei	Yamaha



Hindle Beats Agostini — Australia



Australian ace Bryan Hindle riding a 350cc Yamaha beat reigning world champion Giacomo Agostini who made his first outing in Australia, riding his fantastic MV works machine.

In the race for 350cc machines staged recently at Oran Park Raceway near Sydney, Hindle on a Yamaha displayed spectacular riding skills against this 10-time world champion. Hindle rode his Yamaha to a 6.9 sec. lead over Agostini, and set a new outright lap record of 50.3 sec.

He won a storm of applause from a crowd of 10,000 who witnessed him defeat Agostini.

Hindle became the only Australian rider to beat Agostini visiting Australia riding the world-dominating works racer of MV.

Black XS-2 in Australia

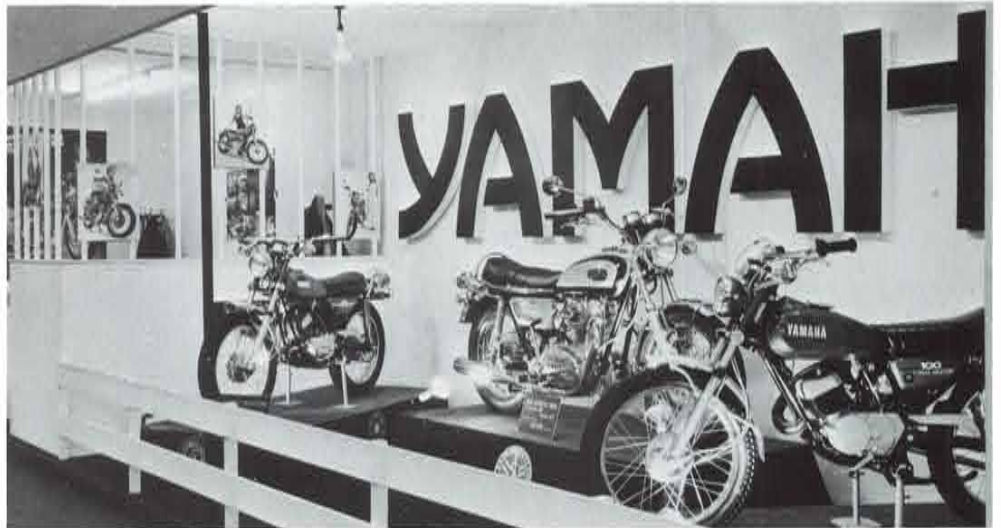


Special accessories being fitted to Yamaha XS2 machines for use by the New South Wales Police Force. This prestige contract won by N.S.W. Distributor McCulloch of Australia Pty. Limited is typical of the rapid increase in Yamaha sales. McCulloch found it necessary to greatly increase storage space for assembled cycles to meet sales demand which has in six months since June 1971 exceeded sales for the previous twelve months.

Governor of Shizuoka Visits Brazil Yamaha

Mr. Takeyama, governor of Shizuoka Prefecture, accompanied by other VIPs of the prefecture recently visited Yamaha Motor do Brazil in São Paulo. Mr. Takeyama who spared time from his busiest 2-day schedule for this visit, looked deeply impressed by a real state of evergrowing Yamaha.

A couple of employees of Yamaha Motor do Brazil, Sr. Tugano and Sr. Casarini are now sweeping big road race events in Brazil. Their brilliant successes are doing much for enhancing the brand image of Yamaha.



Mr. Takeyama, 4th from left.



Sr. Casarini wins 250cc title on a Yamaha 250cc DS7.

Racing & Sporting Motorcycle Show-London

The '72 Racing & Sporting Motorcycle Show recently took place on a grand scale in London. It is one of the most important international events of the kind in Europe. The Yamaha corner was impressively arranged by Mitsui Machinery Sales (UK)

Ltd., distributor for Yamaha. Spectators' interest focussed on a lineup of new Yamaha trail and street models, and glamour girls coupled with the exciting Yamaha 650 XS2 made the corner more agreeable to youngs.

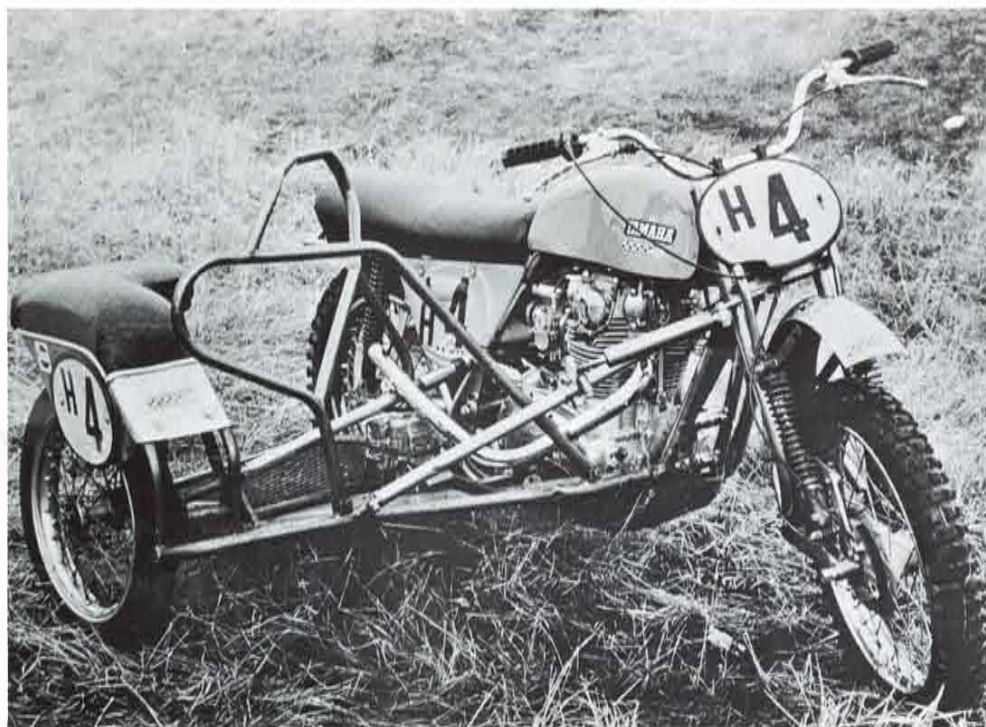


Yamaha Motocross Sidecar

Mr. Joop Kruisinga, a Dutch sidecar race rider as well as a skillful machine tuner, has recently introduced a new weapon mounted with a 650cc Yamaha engine. The machine was built in close cooperation with Mr. Moerkerk of Motorpaleis, distributor for Yamaha in Holland. It seems to have a very good chance for the national 750cc title despite a 100cc handicap in displacement against 750cc rivals.

The machine can smoothly climb a wet grass dike in second gear, and gear shift is light and fully accurate at any time. The pedal on the left side goes up for first gear, and down for rest.

Speed and handling are both impressive. They regard all of engine characteristics as most promising for racing circuits, but may increase displacement, if they deem it as necessary for title contest.



H. Anderson Wins Motocross, Too

Hugh Anderson, ex-champion of world GP road race, appeared before footlights again, not as a road race rider, but as a motocross competitor this time. Riding his Yamaha machine, Anderson made almost clean sweep of the motocross events recently organized by Taumarunui Motor Cycle Club at Taupo's Centennial Park.

He piloted a 250cc DT2 MX to victory in up-to-350cc and over-351cc races in a flawless way.

He also easily won the North Island 350cc miniature TT, and the New Zealand 500cc miniature TT, riding a 250cc DT2 MX and 360cc RT2 MX, respectively.

'71 Italian Championships Won by Yamaha



Riders on Yamaha machines sponsored by Italjet S.A.S., distributor for Yamaha in Italy won '71 Italian Championships in connection with the 250cc senior and junior classes. They were awarded golden medals and diplomas as shown here for their excellent achievements.

According to them, they feel confident that they will be able to repeat this success this year, too.

Italian people are most enthusiastic to motorcycle sports, and Yamaha machines scored a lot of wins everywhere in Italy throughout last year.

