

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1972

March

Yamaha Establishes New Headquarters

Yamaha has recently established a new main office building in the site adjacent of the Iwata Main Plant in Iwata-shi, Shizuoka-ken, Central Japan some 250km west of Tokyo. The new office is a modern ferro-concrete building covering a total floor area of 8,755 square meters. All the major work divisions of Yamaha are now grouped together here in order to meet forthcoming upswing in every aspect of business activities, and to improve its overall business management setup. The new main office features outstandingly functional inside layout permitting smooth and flexible performance of daily works.

It started business operation in full wing on February 14 as new headquarters of Yamaha.

A look at New Main Office

New address: 2500 Shingai, Iwata-shi
Shizuoka-ken

Tel.: (05383) 2-1111

Telex: (Iwata) 4263-751

Site area: 6,600 m²

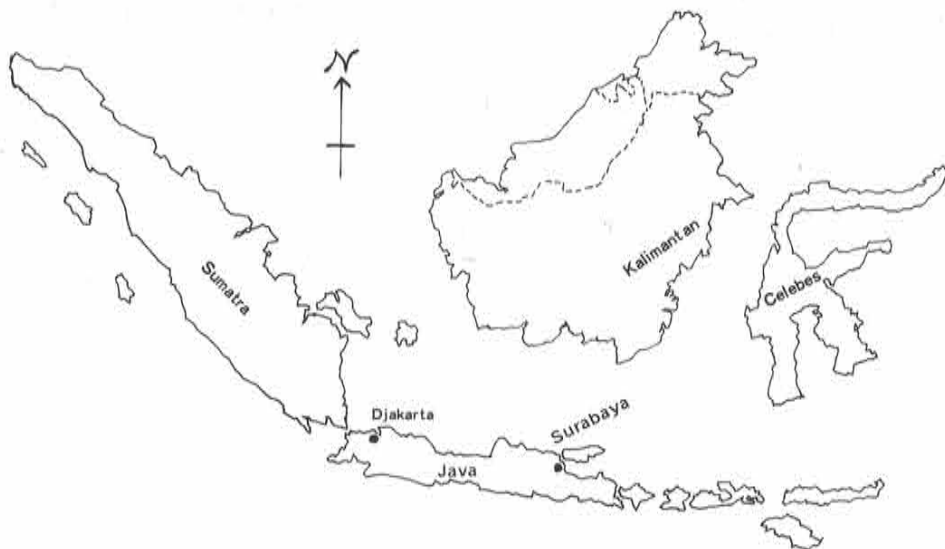
Total floor area: 8,755 m²

1st floor: 2,178 m²

2nd, 3rd, 4th floors & PH: 6,577 m²



Indonesia, Youthful & Evergrowing



Indonesia, a youthful and evergrowing country, is now also attracting particular attention as the largest and most promising market for motorcycles in Southeast Asia in line with progressive industrialization and economic stabilization policies consistently upheld by the government. Indonesia consists of countless islands on the southern Pacific, large or small, including the four largest ones—Java, Sumatra, Celebes and Kalimantan with a population of energetic and industrious 120,000,000 people who are providing tremendously potential market segment for motorcycles.

Yamaha Wins More

Successful racing activities are also considered most important for upswing in sales. Focus of public interest is on road races in this country, but motocross is also setting out to win popularity now. Yamaha proves the most successful make of motorcycle in the field of road race. More wins will lead to more sales, surely.



Outboard Motors

Another promising product of Yamaha is the outboard motor. Light and tough Yamaha outboard motors are steadily expanding their market. Yamaha-powered boats are doing much for people as means of handy transport on the water.

P.T. Harapan Motor Starts Production Indonesia



An outside view of Harapan Motor

P.T. Harapan Motor Spearheads Marketing Activities Overall

Yamaha has been long keen to develop this promising market in a very efficient way just in accordance with actual conditions and policies of this country, thereby constantly enlarging a share on the market at a steady rate with marketing efforts spearheaded by P.T. Harapan Motor in Djakarta, acting as sole agent for Yamaha in this country.

Then, came a big highlight for Yamaha's market development program in 1971 when P.T. Harapan Motor started knockdown production of Yamaha lightweight motorcycles under technical tie-up with Yamaha just to meet evergrowing demands to Yamaha products. Thus, sales increased by leaps and bounds to a level of 25,000 for the year 1971. P.T. Harapan Motor is now assembling some 2,500 units monthly, centering on 90 - 100cc business and sport models as well as Yamaha V series which is enjoying unrivaled popularity all over Indonesia, with a target set at over—50% of total Indonesian market for this year.

They Are Aggressive in Yamaha Campaigns, Too

P.T. Harapan Motor is taking every initiative in launching aggressive and unique campaigns designed to promote the brand image of Yamaha motorcycles directly leading to increase in sales.

Here introduced are just a few examples of these campaigns recently organized by the company under overall cooperation with affiliated dealers.

Service Campaigns



Efficient after-service activities are absolutely indispensable to smooth increase in sales. P.T. Harapan Motor and dealers hold themselves overall responsible for Yamaha motorcycles which they have sold. Last year P.T. Harapan Motor promoted a one-month service campaign on a big scale under tie-up with major dealers, covering all major cities of Sumatra. The campaign was designed to enhance Yamaha motorcycles in image, to educate service mechanics, and to conduct after-service on users' motorcycles by means of organizing service technique sessions, screening PR films and giving general technical instructions or guidance. The campaign was very favorably received by Yamaha dealers as well as users everywhere on this island.

Touring Festival

The biggest-ever motorcycle touring was recently organized by P.T. Harapan Motor and dealers around Djakarta. It was participated by 500 Yamaha motorcyclists, 350 from Djakarta and 150 from Bandung, who had been selected out of much more

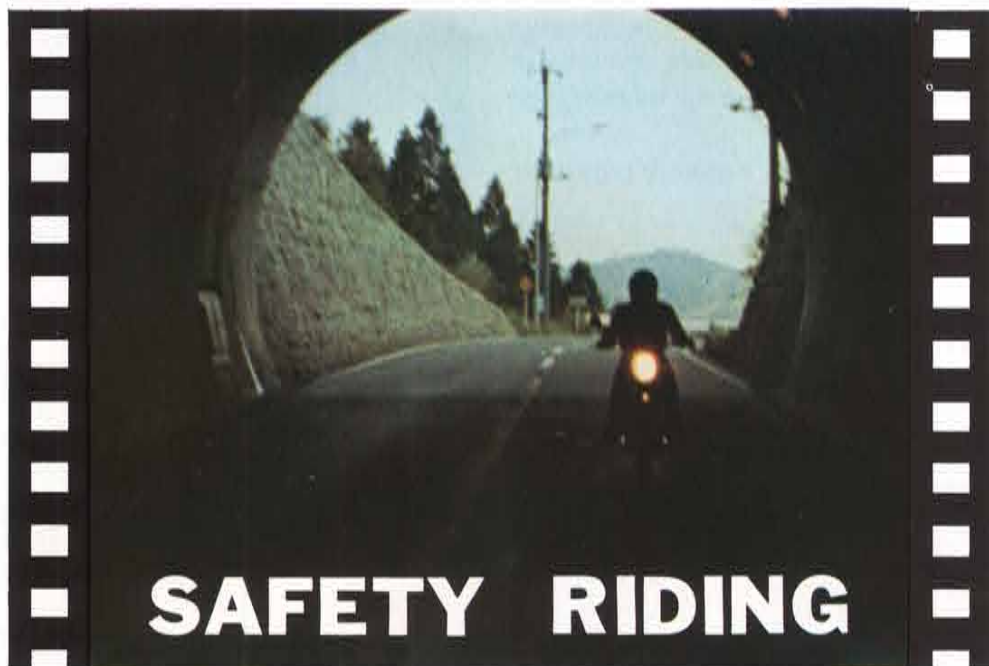
applicants. This sort of event is deemed very significant in promoting a sense of traffic safety and creating mutual friendship among riders in an enjoyable atmosphere.



Miss Yamaha Contest

'Miss Yamaha Contest' was held together with a fashion show in Jokjakaṛta to arouse a big sensation among motorcycle fans. Beauties from every part of Indonesia gathered together, and the contest winner was awarded a Yamaha V 50 which was the most popular bike in this area.

New Film for Safety Riding



SAFETY RIDING

Instructive & Pleasurable

Yamaha has prepared a new film entitled 'Safety Riding' as a link in the chain of worldwide safety campaign. The film is designed to introduce every key point of safe riding techniques as well as correct engineering know-how of Yamaha motorcycles in a very instructive and pleasurable

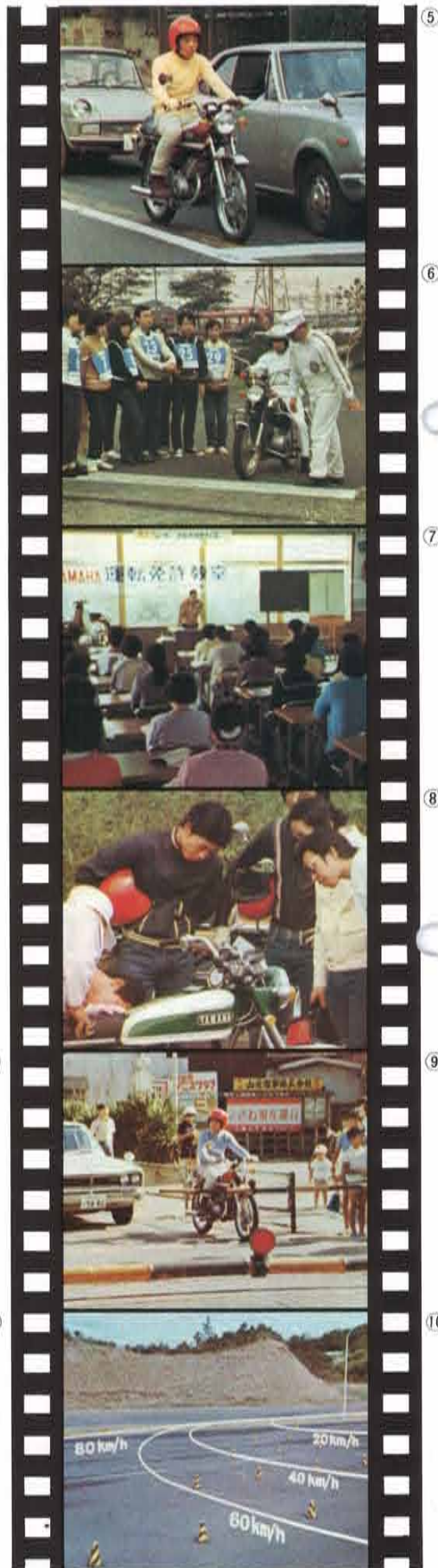
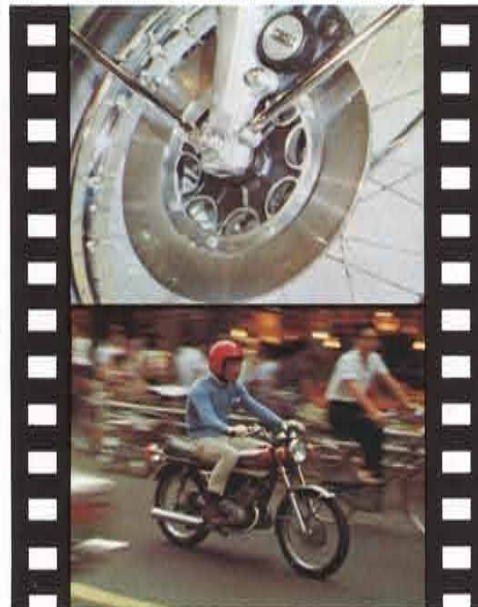
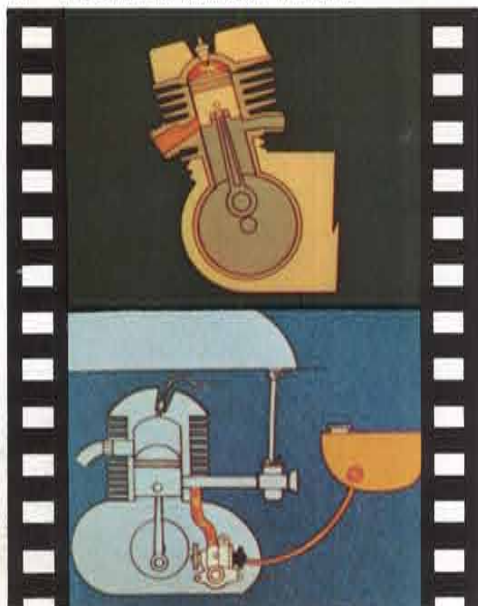
way. It is narrated in English, French, Spanish, or Chinese.

Details are shown as below:

All color 20-minute film, available in 16mm. One set will be distributed without compensation, and orders to additional ones will be accepted for US 200 dollars per set (half borne by Yamaha). Air freight payable on delivery.

1. *Combustion stroke*
2. *Function of Autolube system*
3. *High performance disc brake*
4. *Slowing through congested traffic*
5. *Never fail to stop for a moment*

6. *Instructor's demonstration*
7. *Intently listening to an instructor*
8. *Correct handling is important*
9. *Be careful at railroad crossing*
10. *Cornering curves for different speeds*



New Film for Sales Promotion



Bumper catch of fish



Periodic inspection is important



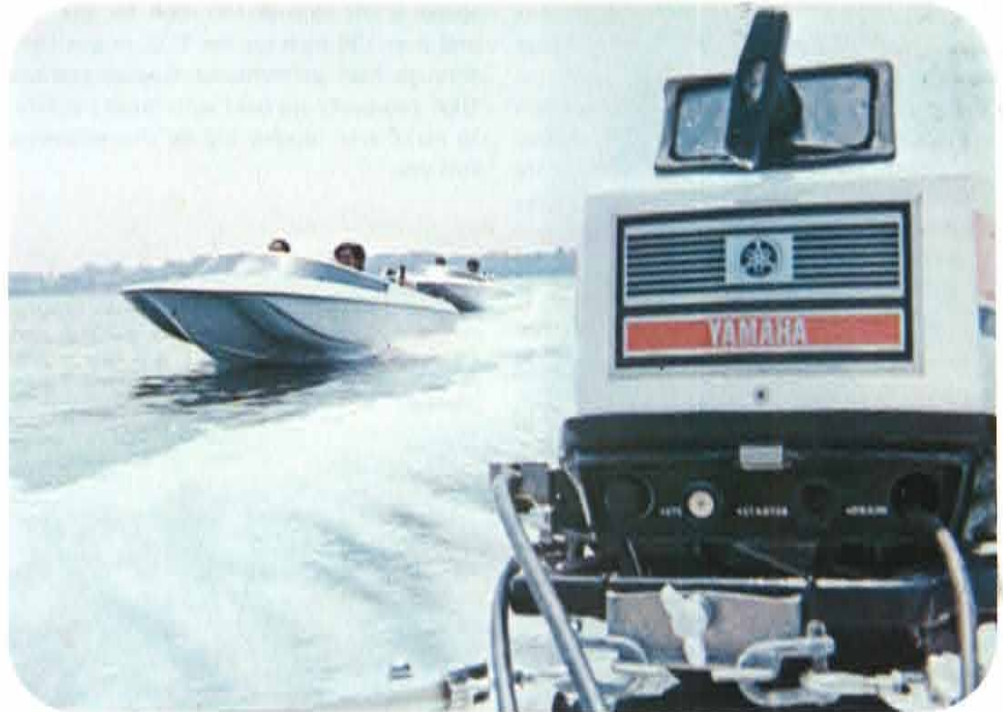
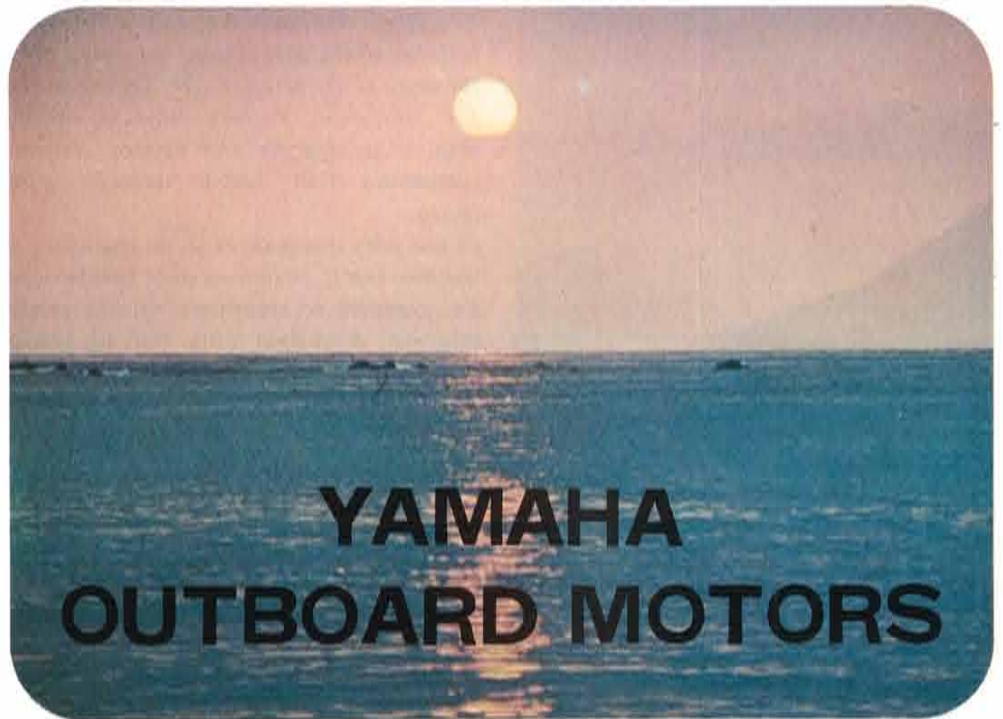
parkling pearls



She is Yamaha-favorite, too "



Fresh fun, novel excitement



Broadening water leisure

Outboard Motors in Full Operation

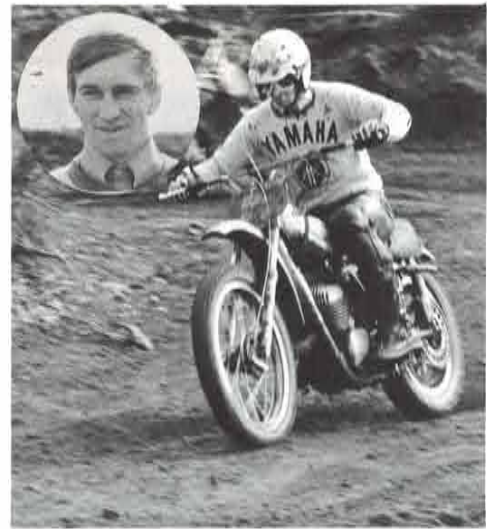
Another new film is 'YAMAHA OUTBOARD MOTORS' which introduces how Yamaha outboard motors are rendering service for utility or leisure purpose in Japan. In addition, outboard motor service tips and outline of manufacturing plant are introduced. All colored 20-minute film, narrated in English, French, Spanish, Chinese or Indonesian, 16mm - US 350 dollars, 35mm - 720 dollars half borne by Yamaha.

Yamaha to Challenge World MX



Recently Yamaha made a sensational announcement that the company would launch its first-ever attack onto the '72 world GP motocross championship and other international events with a team consisting of T. Hallman, C. Hammargren, H. Andersson and J.V. Velthoven. Primary objective of this plan is to improve and develop Yamaha production trail models through actual racing.

In line with this plan, ex-world champion T. Hallman and C. Hammargren of Sweden who are expected to spearhead Yamaha attack this year, conducted initial tests on special motocrossers at various circuits in Japan. They looked quite satisfied with both performance and handling of their machines.



Yamaha Production Racers

-250ccTD3 & 350ccTR3-

Yamaha withdrew its world-beating works team from GP scenes in 1969, but since that time fantastically fast production racers of Yamaha have made each event even more exciting and hectic than ever, as they have proved to be well-matched or even more powerful in comparison with works machines of other makes.

The 250cc TD2 ridden by R. Gould of Great Britain won the championship in 1970. It was the first glory ever attained by the production racer in the history of world motorcycle road race.

P. Read repeated this brilliant success in 1971 riding his TD2 machine. In addition, a lot of top class riders around the world became the TD2-favorite, as it assured them of more chances to win a race.

The 350cc TR2 also proved to be the most powerful and reliable production racer in the world by beating G. Agostini's MV works machine more than once at the world GP or big international event.

Yamaha production racers literally swept big international events in recent years.

Now, the new versions of those models are unveiled under the designations of the 250cc TD3 and 350cc TR3, respectively.

Both models look similar to each other in appearance, except for a longer exhaust pipe of the TR3. The 2-stroke 5-port parallel twin powerplant delivers the max. power of over-54 hp/9,500 rpm for the TR3, and over-44 hp/10,000 rpm for the TD2. Top

speed is hit at over-140 mph for the TR3 and over-134 mph for the TD3, respectively, through high performance 6-speed gearbox. High prospects are held with those machines to make even tougher bid for championships this year.

Yamaha 350cc TR3. 250cc TD3 looks identical except for its somewhat shorter exhaust pipe. The most noteworthy innovation is new 6-speed gearbox to take the place of former 5-speed gearbox.

250 TD3

PERFORMANCE

Max. speed range: 215km/h(134mph) plus

Climbing ability: —

Min. turning radius: 4,490mm (176.8in.)

ENGINE

Type:

2-stroke, 5-port, parallel twin

Displacement

247cc

Bore x Stroke:

54 x 54mm

Compression ratio:

7.6 : 1

Max. power:

over 44hp/10,000rpm

Max. torque:

over 3.17kg-m/9,500rpm

350 TR3

PERFORMANCE

Max. speed range: 225km/h (140mph) plus

Climbing ability: —

Min. turning radius: 4,490mm (176.8 in.)

ENGINE

Type:

2-stroke, 5-port, parallel twin

Displacement:

347cc

Bore x Stroke:

64 x 54mm

Compression ratio:

7.04 : 1

Max. power:

over 54hp/9,500rpm

Max. torque

over 4.18kg-m/9,000rpm



Audio Visual Transmitting System

A TV camera transmits every information such as the name of model, shipment destination, quantity, etc., which is received by a TV set installed at each workplace of package line. Thus, every workflow of package line is smoother and quicker.



Photo 1. (left)

An information board reads 'GF1: Great Britain 2, FS1PD: Holland 150, L2G: Martinique 6, Singapore 2, Borneo 2, AS3: France 100'

Photo 2. (below)

Every information is received by a TV set. Quicker and smoother package works ensure flawless export shipments.



Telemail System

This system is employed for efficient general control of workflow. What he has written can be transmitted to workplaces concerned as it is, by means of telemail receiver for the sake of accurate disposition of information.



Dutch Yachtmen

A pair of young Dutch yachtmen recently visited Japan at the invitation of Yamaha. They were twin brothers, Wouter and Tom van Essen who won the '71 "470" class world championship.

Skipper Tom and crew Wouter demonstrated their wonderful yachting skills on the lake of Hamana near Yamaha Main Factory, working at their own boat "470" Gemini. They also had a test run aboard the prototype "470" of Yamaha, and looked quite satisfied with steering and performance. The said boat is intended for use by Japanese college students.

Special Caravan — Australia



Here pictured are Mr. John Tyrell and his wife, who are now travelling around a vast continent of Australia. Their car is towing a caravan equipped with a special rack for a Yamaha V75. A lightweight motorcycle is indispensable to this sort of trip as supplementary means of transport.

Compact in size, tough in performance, nimble in maneuverability, and carefree in maintenance—the Yamaha step-thru. V75 proves itself most suitable for their particular purpose and makes their extended holiday tour much more enjoyable.

YAMAHA Topics

Joyful Yamaha Kids



In line with overall motorcycle enthusiasm in Australia, motorcycle clubs by school children are increasing in number throughout this country. The Montrose State School Motorcycle Club is a group of the most active junior motorcyclists. Here pictured is a scene of holiday touring.

Yamaha Dragsters

Tough and reliable Yamaha engine just fits drag races, too. In a event recently held in Dominica Yamaha dragsters entered by Mtorambar S.A. won 100cc and 125cc classes. Such racing successes will surely lead to increase in sales in this country.

Photo: A. Abreu (right, 100cc winner) and M. Rodriguez (left, 125cc winner).



Tests on Yamaha P-450

Mr. Grima, Spanish distributor for Yamaha recently conducted tests on the Yamaha outboard motor P-450. He was quite satisfied with the performance and handling of this model, and also got much more con-

fidence in sales drive, it is reported.

In this part of the world Yamaha outboard motors are now highly appraised for various recreational purposes.

Champion of Suisse



Piloting a 125cc Yamaha to victory is a rider sponsored by Hostettler AG, distributor for Yamaha in Suisse. Throughout 1971 season, he scored a lot of wins on his fast and dependable 125cc Yamaha, and clinched the title. He is also expected to make a strong bid for this year's title, riding a Yamaha.

He Tries Harder



Yamaha trail bikes often prove to be excellent trial runners. Here pictured is Mr. Rayer riding a 360cc RT2 sponsored by Sonauto, French distributor for Yamaha. He ranked 2nd overall in 1971 French championship trial.

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.

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