

A Monthly Journal for Yamaha World-Wide Dealers



# YAMAHA NEWS

1972  
May

## Joyful and Colorful Festival 11th Tokyo Boat Show

The 11th Tokyo Boat Show entitled 'Festival of Sun and Sea' took place at Harumi, Tokyo Bay during a 5-day period from March 16. It turned to be the largest and grandest event of this kind ever held in Japan, participated by a total of 91 makers including 31 newcomers and some foreign makers. Reflecting booming

enthusiasm to water recreations in this country, the show featured impressively gorgeous and sporty moods with colorful 267 boats in wide variety and 190 outboard motors in various horsepowers together with various parts and accessories exhibited. (see inside colored pages for particulars)



*Her Imperial Highness Princess Mikasa (center) in front of Yamaha consultation corner.*

### Trendsetting Yamaha Boat and Outboard Motor Models

Yamaha, unrivaled leading maker in the fields of boats and outboard motors in Japan, proved to be a powerful trendsetter of water recreations as usual, by introducing the new grandest lineup of '72 models ranging from the handrable row boat to the exciting ocean cruiser, including 4 sailboat models. The new lineup of world-renowned Yamaha outboard motors was also on display, and aroused fresh excitement and sensation among boating enthusiasts who thronged around the corner each day.





Photos: Front view of Sanshin Kogyo specialized in manufacturing Yamaha outboard motors (above) and assemble line of outboard motors (left)

# Recommended Horsepower of Outboard Motor

## Adaptability to Boats

The maximum excitement of motor boating is absolutely 'feeling of speed'. Motor boat enthusiasts are without exception speed-crazy, and every boatman wants to drive his own boat faster than others. However, there is one iron rule which all of them should follow first of all in motor boating. It is engine power's optimum adaptability to boat. So far as one is faithful to this rule, his boating fun and excitement can be developed to a maximum at any times.

## Best Choice of Horsepower

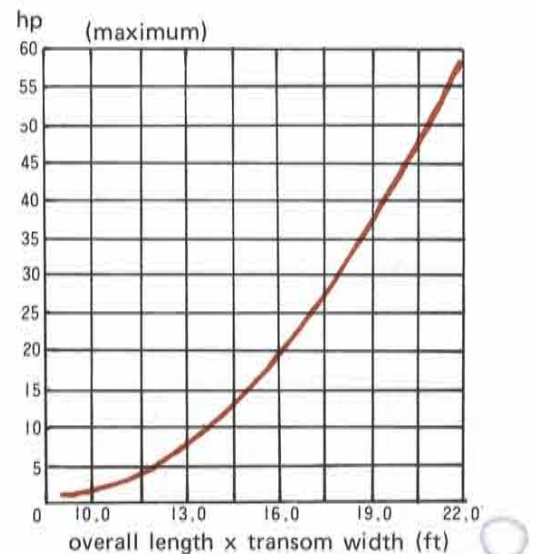
Yamaha is now providing the lineup of lightweight outboard motors ranging from the 2hp model to the 25hp model which are mainly intended for use on the boats ranging from the dinghy to the 14-foot pleasure runabout.

Some people are liable to make hasty choice of horsepower for their own boats just in pursuit of higher cruising speed. It is never an advisable practice. The higher engine's power becomes, the higher speed he can attain, indeed. But, horsepower choice must be made within a permissible limit at any times. Higher power is inevitably accompanied by more displacement and more weight, thereby delivering more torque, and these factors will adversely affect a boat, if it is too small in size for an engine mounted thereon. Such a boat will become uncontrollable, and in some cases,

will be upset, or transom may be broken. Only if this permissible limit as set for each size boat is followed, one can select the highest possible power engine for his own boat, especially, in the case of relatively smaller size one.

For example, the 14-footers which are mounted with a 10hp and 15hp outboard motors, respectively, prove to perform differently from each other in mobility, maneuverability, and cruising speed with crew on board.

In this case, it is self-evident that the higher power engine is more advantageous than the lower power one, as reserve in power will do good for the life of boat hull, when they are mounted on the same size boats separately. Thus, power choice must be done correctly in accordance with the size of boat.



## Maximum Permissible Power

Any boat catalogue specifies recommended and maximum horsepowers. These values have been obtained after various types of tests were conducted on the subject model under different circumstances. Here introduced above is a graph showing an interrelation between boat size and engine power. It is provided by OBC (Outboard Boat Club of America).

Cross axis = boat's overall length multiplied by transom's width

Down axis = maximum permissible horsepower

The-point where both axes intersect each other shows maximum permissible horsepower for each particular model.

# Beginners Must Start from Lower Powers

Boating beginners should not want too much. It is most important for them to become experienced in boat handling, and wave negotiating, first of all, as soon as possible. High power engine will not be controlled by them, even if its maximum horsepower is within a permissible limit as set by makers for their own boats.

Any beginner must not fail to follow the range of 'recommended horsepowers' as specified by maker for his own boat, or, correct boating techniques can not be acquired, and real boating pleasure will be extremely spoiled.

Correct boating experiences at this stage will make him a skillful skipper.



## Difference between Outboard and Inboard Motors

No specific standard is established for it, but in most of cases, 16-17 footers are available both for outboard motors and for inboard-outdrive motors, and boats under 15 feet are all equipped with outboard motors.

Compact size and less weight are the greatest merits of outboard motor, thereby enabling a boatman to carry or maintain it

effortlessly. For example, the 100hp outboard weighs only 110kg, while the inboard motor of the same power weighs some 200kg. Smaller in size, less in weight, and simpler or tougher in mechanism—these advantages have recently afresh attracted keen interest from boating enthusiasts around the world.



## Ideal Combination of Boat and Outboard Motor

Yamaha FRP boats in various sizes and types, and outboard motors in different horsepowers are manufactured with ideal combination thereof in mind for diversified usage on the water.

Illustrated below is, for reference, an ideal combination of Yamaha boat and outboard motor which is deemed as optimum for each particular using purpose. Follow this combination at any times, and develop boating fun and excitement to a maximum.

Boats	Usage						Outboard Motors (HP)
ROW-10							
ROW-12							
TRI-8							2
TRI-10F							8
TRI-10SP							8
TRI-12SDX							15
FISH-12							3.5
FISH-14							8
TRI-14CUS							12~15
TRI-14DX							25
STR-14							25
STR-15							(60)

\*Remarks

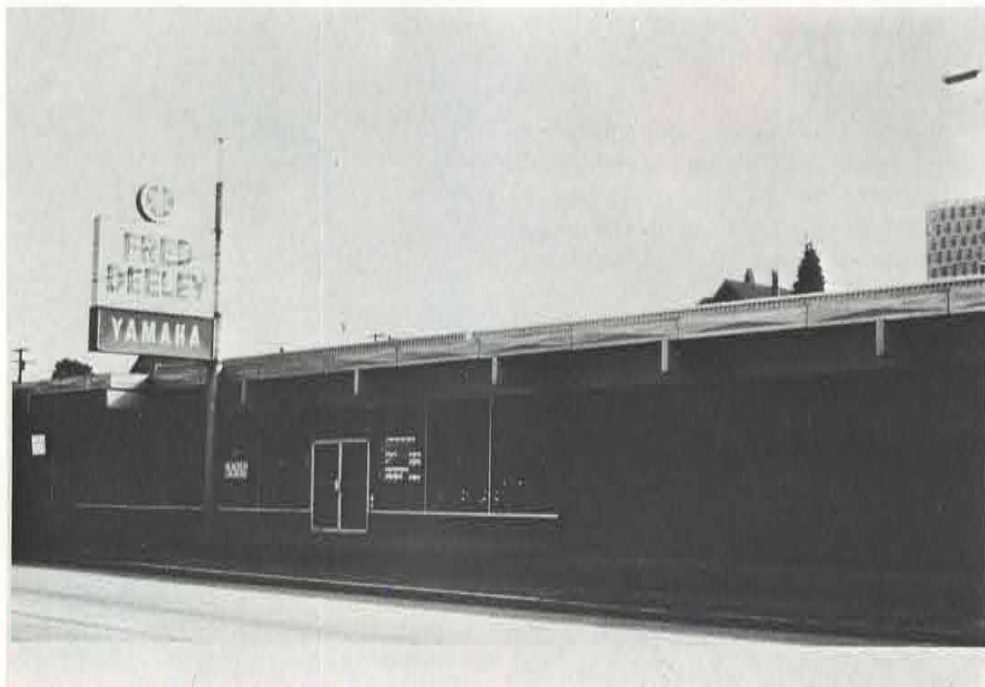
- Fishing
- Swimming
- Runabout
- Water skiing
- Racing
- Skin diving
- Trolling

# Canada, Mainstay Market for Yamaha Products

## Inexhaustible Potentiality

Canada, highly modernized northernmost country in the world, is now providing almost inexhaustible market potentiality for Yamaha products such as motorcycles, snowmobiles and outboard motors.

In Canada those products are mainly intended for the same usage as in the United States, namely, for sporty or recreational purposes on the land, and on the water. Booming increase in sales is also the case with Canada which is located just north of the United States, the largest market in the world. Yamaha will concentrate further efforts on more successful development of this promising market toward the future.



*Front view of Fred Deeley Limited.*

## Fred Deeley in Full Activity for Yamaha in Canada

Fred Deeley Limited, with its business headquarters located in Vancouver, B.C., Western Canada, has taken the initiative in sales activities for the past 6 years, as the sole distributor for Yamaha in this country. During the said period, Yamaha motorcycles and snowmobiles as well as outboard motors have attained a startling increase in sales, respectively. Fred Deeley Limited can duly claim the honor of having made the greatest contributions to this noteworthy sales upswing. In line with smooth increase in sales in recent years, the company has expanded and consolidated its sales and service setup on a large scale, intending to cover the whole area of this market more efficiently in expectation of another leap forward.



*View of the Parts Inventory Control Room, which uses the Cardex system.*



*Part of shop facilities*

## Eastern Division - Toronto

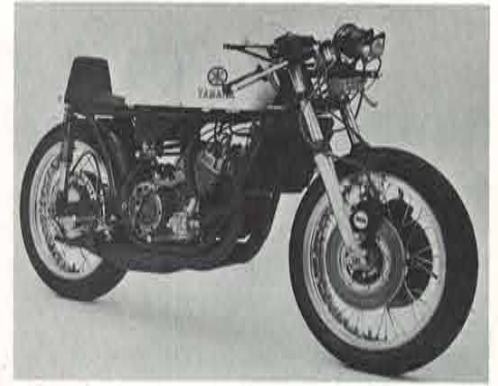


*Don Winans - Eastern Canada Branch Manager*

Fred Deeley Limited is now putting particular efforts in sales expansion throughout Eastern Canada, Toronto and Quebec of which are providing the largest market segment in this country.

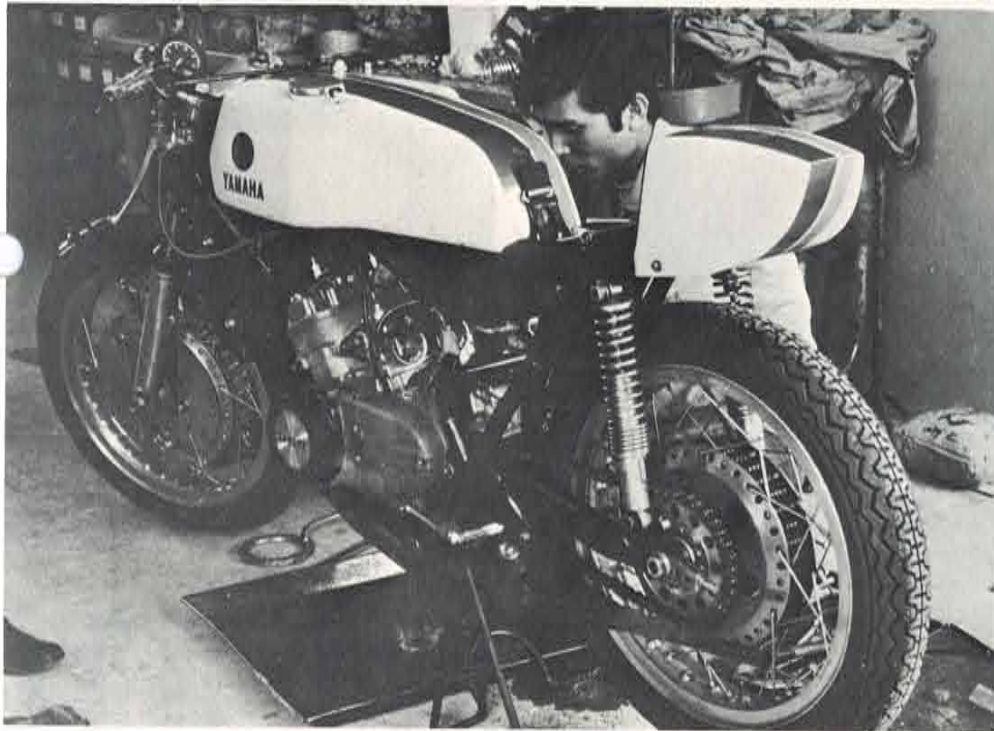
It was in 1971 that the company established its new Eastern Canada Division in Toronto just to meet evergrowing demands for Yamaha products in this area which is the heart of Canadian commercial and industrial activities and motorcycling and snowmobiling are more active here than in any other areas.

# Yamaha Water-Cooled Twin 350



The new powerful weapons have been recently introduced by Yamaha in tougher bid for this year's road race world championships. They are the newly developed water-cooled parallel twin 250cc and 350cc machines which have been based on the current production racers 250cc TD3 and 350cc TR3, respectively. Both models look quite identical to each other in appearance. No detail of technical data is available, but overall performance has been undoubtedly improved.

The 350cc machine ridden by Yamaha ace Akiyasu Motohashi made its racing debut in the opening round of this year's national championship series held at the Suzuka circuit on April 30. Despite his poor start, Motohashi never failed to fully demonstrate the fantastic speed and reliability of the water-cooled 350 Yamaha in the presence of some 10,000 spectators. According to the technical staff of Yamaha, the water-cooled 350 Yamaha can develop the max. power up to 70hp, but the focus of attention is on its newly developed water-cooling system, of course. High speed durability, or, what we may call, 'stamina' has been remarkably improved in comparison with the production racers thanks to the newly employed water-cooling system. Thus, to say nothing of the world-invincible 250cc machine, the 350cc machine is also claimed to be the most powerful title contender in this year's world championship series.



## Welcome to Japan, Snowmobile Dealers

A big party of snowmobile dealers from Canada and the United States recently visited Japan at the invitation of Yamaha. The party consisted of some 200 people (dealers and their families) who had attained very fine sales throughout the 1971-72 snowmobile season. They made a tour around the Yamaha industrial group including Iwata Main Factory and Parts Center, and they looked particularly interested in the assembly line of snowmobiles and computer-on-line system employed by Parts Center. Besides, they enjoyed a sightseeing trip around Western Japan.



*Intently looking at motorcycle engine assembly (right).*

# Pleasure plus Safety, Marine Consultation Corners

Tokyo Boat Show

In line with the grandest lineup of '72 models on display, Yamaha featured its stand with the introduction of various marine consultation corners such as safe boating, marine accessories, license and meteorological

guides, all intended for pleasure plus safety on waters. Those corners were very favorably received by lots of water enthusiasts, who wanted to enjoy safe and pleasurable motor boating in various ways.



Photos: 1. Gorgeous STR-28 CR

2. Yamaha's consultation corners

3. Yamaha FRP boats in wide variety

4. STR's roomy cabin

5. STR's deluxe accommodations

## Water Enthusiasm Evergrowing with Yamaha in Japan

Enthusiasm to water recreations tends to become larger in scale here. Yamaha's deluxe oceangoing cruiser STR-28 CR most definitely represented this tendency. It was one of the largest and most gorgeous boats ever constructed in Japan. Yamaha-developed deep V-type FRP hull with long nosed bow, roomy and comfortable cabins together with well considered and designed accommodations overall drew the keenest

attention of spectators as the symbol model of Japanese boat industry.

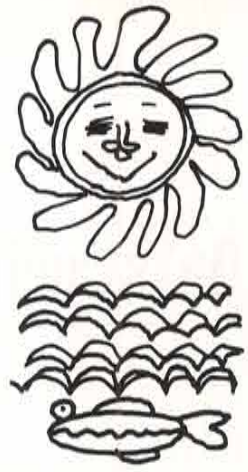
### Main technical data :

Overall length	8.40m
Overall width	2.50m
Depth	1.30m
Weight	1,620kg
Crew	13
Recommended H.P.	340 h.p.



# Leisure and Utility

Yamaha FRP boats, large or small, in combination with Yamaha outboard motors are now progressively expanding a new world on the water, both for pleasure, and for utility. Regardless of size, all the models of Yamaha ranging from the rowing 8-footer to the ocean fishing 41-footer, are made from FRP which is stronger than iron, and lighter than aluminum. It is Yamaha that introduced its exclusive mass production method of FRP boats first ever in Japan.



The cosy and handrable Yamaha 9 is one of the most popular models here at the time when real family boating age has just begun. It features unusual reliability and seaworthiness on the water, together with effortless handling, and low maintenance cost. A sail and auxiliary 2hp engine are available for this model. Yamaha's DY class fishing boats ensure safer and smoother fishing operations on the sea at any times, thereby bringing fishing people larger catches of fish. Yamaha is now rendering great service to the growth of Japanese fishery.

# Strengthened Lineup of Outboard Motors

The lineup of lightweight production models ranging from the 2hp P-45 to the 25hp P-450 highlighted the exhibition hall, and monopolized spectators' interest. Yamaha's constant efforts put in improving its products for better quality and higher performance were worthy

of the leading maker of outboard motors in Japan. It was Yamaha that opened the dawn of boating age in Japan, and it must be Yamaha, too that takes the initiative in it.



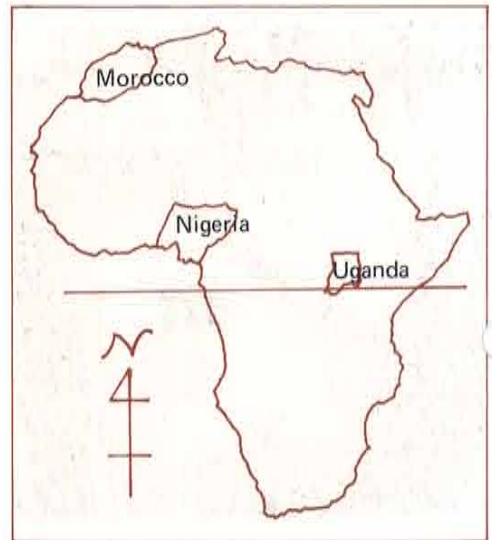
# Africans Are Now Yamaha-Favorite

## Outstanding Economy, Desirable Dependability

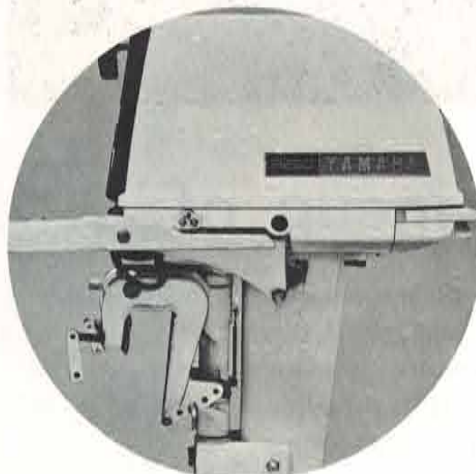
### Yamaha Kerosene Outboard Motors

Motorization of fishing method is now under steady progress in countries throughout Africa, backed by the policies of the United Nations which are designed to improve the living standard of fishing people. At this time, 'Yamaha' is now fast becoming one of their most favorite brands. Especially, Yamaha-developed kerosene models are winning unrivaled popularity among fishing people, as those models

prove to render tremendous service to the improvement of fishing method for their outstanding economy in fuel cost, and desirable dependability in operation. Those models have enabled fishing people to appreciably increase working hours daily, and that, in a very effortless way, thereby bringing them larger catches of fish at any time, and leading to the improvement of living standard, eventually.



Service and maintenance of outboard motor at Car & General Ltd., Uganda.



Yamaha kerosene type model proves to be a tremendous aid to fishing people.



Reliable performance, and less fuel cost, they look fully satisfied with Yamaha, Nigeria.



One of the typical fishing methods, Nigeria.

## Growing Market for Motorcycles, Too

Motorcycles are also gaining high appraisal among African people as very serviceable means of transport, especially, for their daily business use. Here again lightweight Yamaha bikes have already established re-

putation for their high and reliable performance to fully satisfy daily riding requirements. Enthusiasm to motorcycle sports such as road race, motocross, etc. is also steadily growing here.



Demonstration of Yamaha kerosene type outboard motor, Nigeria.



Yamaha motorcycle dealer, Nigeria.



Yamaha motorcycle dealer, Morocco.



# Spanish Boat Show

## YAMAHA Topics



### Yamaha Ensures More Fun and Utility for Water Enthusiasts

Water season begins in Europe, now. Yamaha FRP boats and lightweight outboard motors are enjoying evergrowing reputation for their numerous merits including noteworthy ruggedness and high reliable performance. Here introduced is a scene of Yamaha corner at Ledasa Boat Show in Spain. In this country, fans to Yamaha products are increasing in number at a very high rate, backed by strenuous efforts exerted by Yamaha dealing people.

## Scott Trial -New Zealand

Three Yamaha CT1 machines monopolized the first three places of the Scott type trial New Zealand Championship meeting. This particular type event lasted for 2 hours over a distance of approximately 40 miles around. In this type trial, competitors can travel as fast as they can between observed sections. The winning machine featured little modifications done for this particular competition.

Photo:

He is piloting a Yamaha to victory in the toughest ever event in New Zealand.



## Little Artist Does It -Holland

A little lovely artist of Holland furnished us with one of his drawing masterpieces. It was published in a monthly journal all made by a Dutch primary school boys and girls. In this drawing at least a couple of boats are Yamaha-made, which means considerable popularity enjoyed by Yamaha

outboard motors among them. The big boat in front is a typical Dutch steel cabin cruiser, many of which are equipped with the Yamaha Kerosene model P-250. Surrounded by countless waterways, Dutch children seem to show keener interest in boating.



# Champion of Panama



Mark's winning jump (left), and Mark with Miss Yamaha (below).

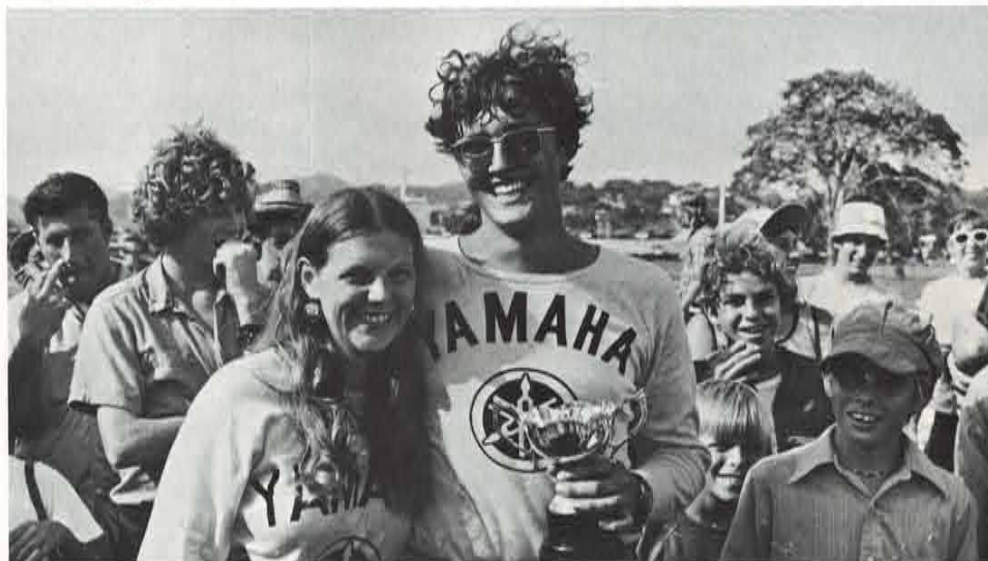
18 years old rider Mark Shnoerr won all three races of the United Fund Motocross Meeting recently held in Panama, Central America. Riding a new Yamaha RT2-M machine, Mark beat all the rivals including CZ 400 machines in a very impressive way. He has been riding for Yamaha for the past 4 years, and is now one of the most promising riders in Panama.

Motocross events in this country are fast winning high popularity among young motorcyclists, and most of top class riders use Yamaha machines which prove to be more powerful than larger displacement machines of other makes.



## Film Evening

Yamaha film evening was recently held by Gare & Mouritz Pty. Ltd., assisted by Ken George Pty. Ltd., distributor for Yamaha in Western Australia. All of those who attended it were very much impressed with the films which included 'Yamaha Youth and Growth' and 'Yamaha Trail'. After filming, supper was served, over which topics about Yamaha were lively discussed. Yamaha dealing people in this part of the world are very keen to capture every opportunity for publicizing the brand image of 'Yamaha' to expand their business to prospective customers. Topographic features in Western Australia just fit Yamaha trail models.



## New Zealand Motor Show

A grand international motor show was organized in Christchurch, New Zealand in connection with the 13th International Vintage and Veteran Rally promoted by the Silver Jubilee of the Vintage Car Club of New Zealand, attracting some 700 entries from every part of this country and from abroad. The Yamaha stand as shown here was arranged by Velvin & Cresswell LTD. in Christchurch.

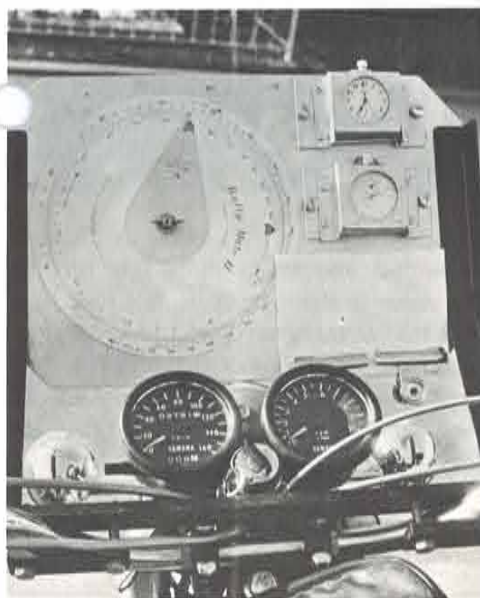
As represented by H. Anderson, ex-champion of road race, and now riding Yamaha motocross machines to win a lot of big events, this part of the world has produced many an excellent rider so far. Sport activities by Yamaha dealing people in New Zealand provide them with an excellent chance to demonstrate unrivaled performance of Yamaha motorcycles at any times.



# Car Champion Favors Yamaha, Too

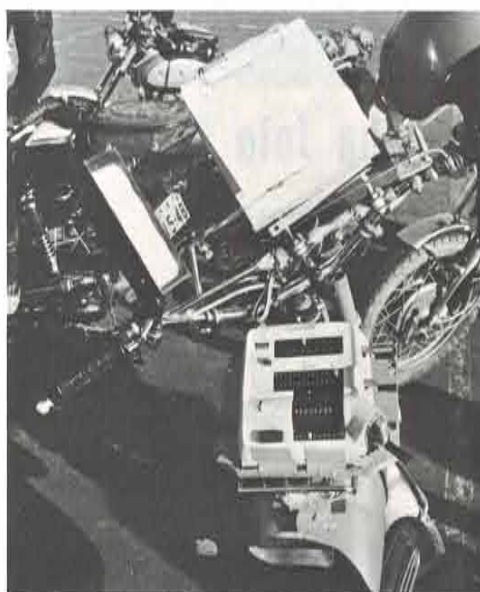
Here pictured from left to right, are J. Stewart, M. Cortini (Yamaha dealer in Italy), and N. Galli. Stewart is the reigning world champion of automobile races, and Galli is also one of the best car racing drivers in the world, as you know. They devote considerable portion of their leisure time to motocycling, and look particularly interested in Yamaha models which they have just happened to find at Cortini's shop.

They found Yamaha's attractive outlook suggestive of its high-level internal mechanism.



*Just look at a special meter panel, which he has made all for himself. A disc calculator (left), tach (right top) and stop watch (right bottom).*

*A portable calculator mounted on a bike.*



## Safety plus Pleasure-Motorcycle Rally in Japan

Auto-by (motorcycle), one of the leading motorcycle journals issued monthly in Tokyo annually organizes a motorcycle time rally which is claimed to be the largest scale event of this kind in Japan.

This year it was run recently, in the finest weather, attracting some 300 enthusiastic ralliists. Machines used in this event ranged from 50cc mopeds to 1200cc monsters,

thus reflecting a very wide stratum of rally fans in this country.

Apart from a very wide variety of machines used in this rally, particular interest was attracted to sophisticated devices which were mounted on machines, enabling riders to more accurately calculate the distance and time.

## Yamaha Licensed Shops

The program of Yamaha-exclusive motorcycle driving license school is now under steady progress on a nationwide scale. This program is very favorably accepted by the public, as it is designed to provide prospective licencees with correct driving techniques and traffic rules essential to the license tests. School sessions are carried out under close cooperation with Yamaha dealers throughout Japan. Recently, Yamaha has prepared such an emblem as pictured here, intending to make this program more widely known to the public. This emblem is displayed on the front of selected Yamaha dealing shops which play an active part in this program. The emblem reads 'Yamaha Driving License School', and 4-leaf clover is the symbol mark of safety.

'Safe and Pleasurable' is Yamaha's motto, and nationwide campaign is now under progress.



## GS Members & Yamaha

The group sound team and motorcycle are the two idols of the youth in Brazil. Here pictured are the members of 'OS IN-CRIVEIS', the most famous GS team of Brazil which has won worldwide reputation. Mr. Nene (extreme left) in Yamaha shirts, leader of the team is Yamaha-favorite, and calendars reproduced from this picture as commemorative gifts have won bursting popularity among the youth. Sales have set a new record, of course.



## Wild Pig on a Yamaha Trail



The Marrakai Plains, east of Darwin, Northern Australia abound in game, such as buffalo, geese ducks and pigs. All but wild pigs are now protected. Wild pigs roam these plains in their hundreds, and are extremely savage and sometimes dangerous with large tusks. Trail enthusiasts use their Yamaha trail

bikes to hunt these pigs, as Yamahas prove to be fast and tough runners in running pigs down to shoot them. In fact they have once shot as many as 16 in a few hours. The photo shows one of the large pigs shot by K. Carrick and R. Garner on one of their hunting trips. The pig weighed approximately 250 pounds.

## Helsinki Motor Show

Here pictured is the stand of Yamaha motorcycles arranged by Oy Arwidson & Co., AB, Yamaha distributor in Helsinki, Finland.

Yamaha models enjoyed very favorable reaction from the Finnish youth at the time when enthusiasm to motorcycle sports

here was evergrowing, as inspired by Yamaha ace J. Saarinen, runner-up to world 350cc champion G. Agostini in 1971. It appears clear that sales in this country will increase at a high rate this year, too, in line with Yamaha's racing successes, and continuous efforts by Yamaha dealing people.



## Yamaha Join Police Patrol Force

Lightweight Yamaha motorcycles have recently joined the police patrol force in Blumenau, Santa Catarina, Southern Brazil. Four units of 125cc AS3 and 5 units of 100cc L2G were delivered from Motokart Racing Ltda. Yamaha dealer in this district. Sales tend to take an upward swing in this part of the world, too, thanks to their painstaking efforts.