



# YAMAHA NEWS

1974

NO 8

## Mr. Koike Nominated New President of Yamaha; Confidence Expressed for Another Leaping Growth



Mr. Kawakami, New Chairman and Mr. Koike, New President

Mr. Hisao Koike who had been the Senior Managing Director of Yamaha Motor for the preceding 8 years, was nominated the new Company President at the meeting of directors held immediately after the general meeting of stockholders on June 28.

Mr. Genichi Kawakami, the former President as well as the leader of Yamaha industrial group, assumed the post of Chairman for Yamaha Motor.

As the first-line leader for Yamaha Motor, Mr. Koike has continued his praiseworthy efforts for the remarkable growth of the company in every aspect of business activity for the past years, as you can see.

A grand-scale inaugural ceremony took place

in Hamamatsu on July 11, attended by a lot of people concerned with the industry.

Mr. Koike's inaugural speech was summarized as follows: "As you can see, motorcycles are now still enjoying high popularity in the world as unique, economic transport both for business and for recreation, though the recent oil shock has somewhat worsened the environmental conditions of those products. Not only motorcycles but also other products of Yamaha are finding their good markets across the world.

At this time, as the new leader of Yamaha Motor, I intend to do my best for another leaping growth of the company in close cooperation with all of you".

### Profile of New President

Mr. Hisao Koike, New President of Yamaha Motor was born in 1921 and is 53 years old now.

It was in 1941 that he joined Nippon Gakki, parent company of Yamaha Motor.

Mr. Koike was active in the first line as a member of business staff throughout the period of drastic change from war time through post war days. Then, he was pro-

moted to the General Manager of Tokyo Branch, Nippon Gakki in 1962.

On the other hand, Yamaha Motor, after separating from the parent company as a new motorcycle manufacturer in Japan in 1955, had experienced rather eventful years. In those days, the Japanese motorcycle industry itself arrived at a serious turning point after the cradle period of the late-

fifties when the market had been flooded with a countless number of models by more than one hundred manufacturers!

By 1962 most of them had gone because of their inability to survive an extremely severe share contest. In short, the Japanese motorcycle industry began to organize itself on a firmer ground, but at the same time, the hottest-ever share contest made a getaway among a smaller number of selected manufacturers, namely, Honda, Suzuki, Kawasaki, Yamaha and some others including Bridgestone, Tohatsu, Meguro, etc.

At this crucial time, Mr. Genichi Kawakami, leader of the Yamaha industrial group selected Mr. Koike for promotion to the director in charge of business division.

### Amazing growth

12 years have been the period of Yamaha's amazing growth since Mr. Koike took up this important duty in an effort to meet Mr. Kawakami's tremendous expectation.

Mr. Koike's all-round efforts have continued to cover or make contributions to every important sector of Yamaha's business activity such as the introduction of new, quality models, development of epoch-making technology, success of sport activities both here and abroad, etc.

All these factors have combined together to increase both home sales and exports at an impressively sharp curve of upswing, thereby earning Yamaha the established position as one of the most powerful motorcycle manufacturers in the world within such a short period of time.

During the above period, Yamaha has successfully expanded its business to the fields of FRP boats, outboard motors, snowmobiles, and most recently, to the construction of unique sportlands as the leader of comprehensive leisure goods industry in Japan.

Mr. Koike who was promoted, in the meantime, to the Managing Director in 1964 and then to the Senior Managing Director in 1966, is a man of being deliberate in council and prompt in action.

## "Enjoy Riding on Fine Days" Campaign

# Important 50cc Market; Mainstay for Overall Upswing



The Campaign enjoys tremendous public response.



Symbol shirt

Yamaha's nation-wide campaign is now going on in Japan. It is called "Enjoy Riding on Fine Days" Campaign which is designed to make a special appeal to as many people as possible, thereby efficiently developing the potential sector of 50cc class market.

As stated by this journal from time to time, 50cc class is one of the most important sectors for the industry.

For the past few years 50cc class has been the mainstay for the overall growth of the motorcycle industry in Japan. For example, according to the statistics, total domestic sales of 50cc class for '73 reached 820,000, a noteworthy 150,000 increase over '72's 670,000. This remarkable increase in turn accelerated the sales of larger displacement motorcycles, too, thus overall expanding the scale of market, of course.

## Yamaha's Wider Selection Lineup

Each manufacturer of Japan has directed greater efforts in 50cc class and especially, Yamaha with its wider-selection lineup of 50cc models has become one of the most successful manufacturers in this sector. Last year, as already reported, Yamaha set sharper upswing in this sector than any other manufacturer.

## Good Contributions to Yamaha Campaign Miss Sano's Around-Japan Tour



Miss Takako Sano who ventured to ride around Europe on a Yamaha RD350 last year, covering a total distance of 20,000km and visiting Yamaha distributors or dealers in various countries, is now on a journey around Japan, but on a Yamaha 50cc leisure bike, "Chappy" this time.

Maybe, it is the first around-Japan tour ever attempted by a lady rider on a 50cc bike. Visiting Yamaha distributors and dealers along her route or exchanging good wishes with many motorcyclists, Miss Sano is now helping promote the campaign mood remarkably. She is to cover a total distance of 13,000km in her tour around Japan.





## "Enjoy Riding on Fine Days" Campaign

This made greater contributions to the improvement of Yamaha's overall business system, enabling Yamaha to attain its long-expected goal of one million production for the first time in history.

Yamaha's 50cc series comprising the V50, YB50, GT50, MR50, RD50, Mini leisure bikes etc. is designed to better meet the always-growing diversification of demand for 50cc models. Among their special merits are there extra handling ease, ideal fuel and maintainance economy, reasonable prices, excellent safety coupled with spirited sporty performance, etc.

Those merits naturally enable 50cc class models to win high popularity among the users of all age groups.



Lot drawing for shirts

## Aiming at Another Growth

As mentioned above, Yamaha reached its long-expected goal of one million production last year but 1974 should be the year of another growth for Yamaha.

The Campaign which is now being promoted in close cooperation with Yamaha dealers all over Japan, is intended to make the unique merits of 50cc models better known to as many prospective purchasers as possible in order to further broaden the base sector of market.

In short, the Campaign is designed to create a life with motorcycles for lots of people. Also, as represented by the title, the Campaign is intended to specially widen the

sector of leisure-oriented users for 50cc models.

The Campaign is now making an effective appeal to the general public through TV, newspapers, magazines and other various mass communication media. Posters, handbills, calendars, stickers and banners are prepared as campaign tools for Yamaha dealers.

Especially, Yamaha-original shirts are greatly pleasing the youth, thereby helping elevate the brand image of Yamaha. 300 applicants are presented with those shirts each week by drawing.



Campaign poster

## 50cc Licence School Greater Efforts by Dealers

Along with the successful development of the Campaign throughout Japan, Yamaha dealers are now putting greater efforts in promoting the sessions of 50cc licence school. Their efforts are taking shape into much closer communication with their current or prospective customers, leading to increase in sales, eventually.

Yamaha 50cc licence school program which has long been promoted on a nation-wide scale is fast winning high public recognition, since it has helped decrease the number of traffic accidents involving novice motorcyclists.



# Yamaha Riders Set New Record

## Round 5, Isle of Man TT

### Road Race Championships

The Tourist Trophy Road Race Meeting, the 5th round of world road racing championships, took place on the Isle of Man, Great Britain for a period from June 1 to June 7.

The official Yamaha team did not participate in it (Yamaha Motor feel that the 37.7 mile circuit does not comply with modern safety requirements) and so did other factory teams.

But, for this very reason, each class race was fought closer than ever among a lot of privately entered riders.

Yamaha privateers using basically standard Yamaha racing engines scored five TT wins. It was a new record ever attained by a single make for the first time in the 67-year history of the Isle of Man TT.



## Successes run in a very impressive way

The run of successes started on Monday, June 3 when Tony Rutter won the Junior TT for 350cc machines, spearheading a clean sweep by Yamaha of the first 39 places! Rutter's average speed of 104.44 mph beat the previous record for a five-lap 350cc race, held by MV Agusta. Charlie Williams scored the second win for Yamaha at the 250cc TT on Wednesday, June 5. This time Yamaha riders took the first 28 places. Then, came a greater sensation on Thursday, June 6.

On Thursday, June 6 Yamaha scored the first ever victory in the Senior TT for 500cc machines, Phil Carpenter winning the race (postponed from the Wednesday because of extremely bad weather) from Charlie Williams and Tony Rutter—a sensational 1-2-3 for Yamaha.

The previous record of four wins in a week, set by MV Agusta in 1958, was broken on Friday, June 7 when Clive Horton scored in the 125cc race (Yamahas taking the first four places) and Chas Mortimer, riding a TZ350 Yamaha, won the Formula 750 race despite opposition from the official Norton and Suzuki teams on full-sized 750cc mounts.

Charlie Williams and Tony Rutter, again Yamaha mounted, rounded off a good week by finishing second and third.

Yamaha riders also recorded the two fastest laps of the week: Charlie Williams lapping at 106.61 mph during the Formula 750 race and Chas Mortimer getting round at 106.39 mph in the Junior TT.

In addition Yamaha machines took the first two places in the 250cc class of the Production Machine TT (ridden by Martin Sharpe and Eddie Roberts) and third place in the 500cc Sidecar TT (rider Malcolm Hobson, passenger Jack Armstrong).

## '74 Isle of Man TT Results

### 350cc TT

1st.	T. Rutter	Yamaha
2nd.	M. Grant	Yamaha
3rd.	P. Cott	Yamaha
4th.	T. Herron	Yamaha
5th.	B. Nelson	Yamaha
6th.	B. Guthrie	Yamaha

### 250cc TT

1st.	C. Williams	Yamaha
2nd.	M. Grant	Yamaha
3rd.	C. Mortimer	Yamaha
4th.	T. Herron	Yamaha
5th.	T. Rutter	Yamaha
6th.	P. McKinley	Yamaha

### 500cc TT

1st.	P. Carpenter	Yamaha
2nd.	C. Williams	Yamaha
3rd.	T. Rutter	Yamaha
4th.	B. Guthrie	Yamaha
5th.	P. Cott	Yamaha
6th.	H. Kassner	Yamaha

### 125cc TT

1st.	C. Horton	Yamaha
2nd.	I. Hodgkinson	Yamaha
3rd.	T. Herron	Yamaha
4th.	K. Daniels	Yamaha
5th.	F. Launchbury	Maico
6th.	J. Kostwinder	Yamaha

### Formula 750 TT

1st.	C. Mortimer	Yamaha
2nd.	C. Williams	Yamaha
3rd.	T. Rutter	Yamaha
4th.	P. Tait	Triumph
5th.	B. Guthrie	Yamaha
6th.	A. Hockley	Yamaha

### Production TT 1000cc Class

1st.	M. Grant	Triumph
2nd.	H. Butenuth	BMW
3rd.	H. Dahne	BMW
4th.	G. Barry	Norton
5th.	C. Williams	Honda
6th.	A. Walsh	Triumph

### Production TT 500cc Class

1st.	K. Martin	Kawasaki
2nd.	A. Rogers	Triumph
3rd.	P. Gurner	BSA
4th.	N. Tuxworth	Honda
5th.	R. Sutcliffe	Suzuki
6th.	T. Loughridge	Suzuki

### Production TT 250cc Class

1st.	M. Sharpe	Yamaha
2nd.	E. Roberts	Yamaha
3rd.	B. Rae	Suzuki
4th.	G. Benson	Yamaha
5th.	J. Kiddie	Honda
6th.	B. Robertson	Suzuki

## Post TT Event, Mallory Victory

Yamaha riders won three events at the Post-TT international meeting at Mallory Park in England. Tepi Lansivuori (Yamaha) beat MV Agusta teamsters Phil Read and Gianfranco Bonera to win the 500cc class; England's John Newbold (Yamaha) won the 350cc from Lansivuori (Yamaha) while sidecar ace Malcolm Hobson broke new ground by winning the sidecar race—believed to be the first Yamaha win in an international sidecar race.



# Dutch TT – 6th Round

## Ago's Vital Win – 500cc Class

The Dutch TT, 6th round of the 12-event world championship series on June 29 was highlighted by Giacomo Agostini's sensational 500cc win. Riding a Yamaha-four, Agostini took over the lead at the midway stage and went on to win this race, setting a new lap record at 2' 59" 8 – 95.87 mph for the 4.9-mile tricky Van Drenthe circuit. Agostini became the first man to break the barrier of 3" for this circuit.

By this vital win, he kept his championship hopes alive. Agostini's team-mate Teuvo Lansivuori secured the safest 2nd place.

## Clean Sweep by Yamaha – 350cc Class

The 350cc race developed into a battle among Yamaha riders right from the start. Chas Mortimer led the entire field during the opening lap but Agostini pulled ahead to snatch the lead on lap 2.

Agostini rode his works Yamaha to his 4th successive victory this year, setting a new lap record at 3' 2" 8 (94.26 mph). Yamaha scored full marks six times already in this class, thereby clinching the manufacturer's title for the second consecutive year.

2nd & 3rd places were taken by Dieter Braun and Patrick Pons both riding distributor-entered Yamaha machines.

## Kneubuhler's Win – 125cc Class

Angelo Nieto of Spain riding a works Derbi became the pacesetter during the opening stages of 125cc racing. Nieto cut 4.5s off Bill Ivy's record for this circuit but a broken piston ring put him out, eventually.

The race was won by Bruno Kneubuhler riding a distributor-entered Yamaha. Water Villa on a works Harley hit back in the 250cc race. Riding his yellow, black and white Yamaha prepared by ex-champion Kel Carruthers, American ace Kenny Roberts broke Mike Hailwood's lap record. But, after half a dozen laps of close-fought dicing, Roberts happened to crash heavily but restarted and pressed on to finish third behind eventual winner Villa and 2nd finisher Kneubuhler on a Yamaha.

## Race Results

### 500cc class

1st.	G. Agostini	Yamaha
2nd.	T. Lansivuori	Yamaha
3rd.	P. Read	MV
4th.	G. Bonnera	MV
5th.	C. Williams	Yamaha

### 350cc class

1st.	G. Agostini	Yamaha
2nd.	D. Braun	Yamaha
3rd.	P. Pons	Yamaha
4th.	B. Nelson	Yamaha
5th.	P. Korhonen	Yamaha

### 250cc class

1st.	W. Villa	Harley-Davidson
2nd.	B. Kneubuhler	Yamaha
3rd.	K. Roberts	Yamaha
4th.	P. Pons	Yamaha
5th.	J. Dodds	Yamaha

### 125cc class

1st.	B. Kneubuhler	Yamaha
2nd.	O. Buscherini	Malanca
3rd.	K. Andersson	Yamaha
4th.	G. Bender	Eigenbau
5th.	J. Schurgers	Bridgestone

## Moto – Cross Championships



## Torao's Brilliant Third – 250cc Dutch GP –

S. Torao riding a works Yamaha finished 3rd in the 2nd race of the Dutch GP, the 8th round of the 250cc World Championship Moto-Cross Series. The meeting took place at the sandy course of Valkenswaard on June 16. Japanese Champion Torao made a good start in the second race and pushed his way past H. Everts on a works Puch to finish 3rd.

## 250cc Series Dutch GP (8th round) — June 16 —

### 1st. heat

1st.	S. Gebores	Suzuki
2nd.	R. Boven	Montesa
3rd.	H. Everts	Puch
4th.	G. Rahier	Suzuki
5th.	T. Hansen	Kawasaki
6th.	G. Moisseev	KTM

### 2nd. heat

1st.	J. Falta	CZ
2nd.	S. Gebores	Suzuki
3rd.	T. Suzuki	Yamaha
4th.	H. Everts	Puch
5th.	G. Moisseev	KTM
6th.	H. Andersson	Yamaha

### Championship positions after 8 rounds

1st.	G. Moisseev	KTM	125
2nd.	J. Falta	CZ	109
3rd.	H. Everts	Puch	99
4th.	G. Rahier	Suzuki	81
5th.	M. Halm	CZ	71
6th.	T. Hansen	Kawasaki	66
6th.	P. Rulev	TKM	66
8th.	S. Gebores	Suzuki	59
9th.	R. Boven	Montesa	49
9th.	H. Maisch	Maico	49

## 500cc Series West German GP (6th round) — June 16 —

### 1st. heat

1st.	A. Weil	Maico
2nd.	W. Bauer	Maico
3rd.	R. De Coster	Suzuki
4th.	G. Wolsink	Suzuki
5th.	B. Aberg	Bultaco
6th.	A. Jonsson	Yamaha

### 2nd. heat

1st.	G. Wolsink	Suzuki
2nd.	A. Weil	Maico
3rd.	W. Bauer	Maico
4th.	A. Jonsson	Yamaha
5th.	R. de Coster	Suzuki
6th.	B. Aberg	Bultaco

### Championship positions after 6 rounds

1st.	H. Mikkola	Husqvarna	129
2nd.	A. Weil	Maico	104
3rd.	R. De Coster	Suzuki	99
4th.	G. Wolsink	Suzuki	78
4th.	W. Bauer	Maico	78
6th.	A. Jonsson	Yamaha	63
7th.	B. Aberg	Bultaco	44
8th.	A. Kring	Husqvarna	39
9th.	J. V. Velthoven	Yamaha	36
10th.	O. Toman	CZ	28

**For  
Sales  
Promotion**

# New Posters & Leaflets for Yamaha Outboard Motors

The lineup of Yamaha outboard motors ranging from a handy 2hp model to a powerful 55hp model is now rising to high popularity on the international market. Each model has already established a world-wide reputation for its highly dependable performance coupled with excellent economy which both fishermen and leisure-time boating fans need.

Here introduced are the posters and leaflets or catalog which are all available for further sales promotion of Yamaha outboard motors all over the world. Please apply to the AD & PR Division of Yamaha Motor for the supply of them.

## Posters(all coloured)



1. **5BS MODEL:** 2. **55AE MODEL:** 3. **5B MODEL:** 4. **ENDURO 15A MODEL:** 5. **FULL LINE:**

Action scene together with internal mechanism, English, size — 72.8 x 59.4 cm.

Action scene and model's side view, English, size — 103 x 84.1 cm.

Action scene and internal mechanism, English, size — 72.8 x 59.4 cm.

Action scene together with internal mechanism, English, size — 103 x 84.1 cm.

All models, English, size — 103 x 84.1 cm.

## Leaflets(all coloured)



**55AE MODEL**



**ENDURO 15A**



**5BS MODEL**



**5B MODEL**

55AE Model: English, size — 29.5 x 20.8 cm. (double)  
 Enduro 15A Model: Spanish/French, size — 29.5 x 20.8 cm. (single)  
 5BS Model: English, size — 29.5 x 20.8 cm. (single)  
 5B Model: English, size — 29.5 x 20.8 cm. (single)  
 Full Line: English, size — 29.5 x 20.8 cm. (double)

Catalog (all coloured)

Full Line: English, size — 29.5 x 20.8 cm, 32 pages.

**FULL LINE**

**CATALOG**



## New, Attractive Showroom

John Mutton, Yamaha dealer of Lakemba, Sydney, is certainly attracting a lot of attention with his new premises. Painted purple and bright day-glo green the dealership is on the corner of a busy intersection and is seen by almost 100,000 motorists daily.

To boost sales and to make himself known to people in his locality John Mutton staged a motorcycle display. The display was in Roselands which is a very large shopping complex near his dealership premises.



## Yamaha Dealer on Paradise Island

Seychelles is a famous summer-resort island on the Indian Ocean. It is claimed to be the last paradise on the earth, and attracts a lot of summer visitors even from Europe each year. Here on this remote island is a Yamaha shop called Abhaye Valabhji.

Yamaha products such as motorcycles and

outboard motors are now winning high popularity in this part of the world, too. Their recently renewed showroom reflects always-growing sales here.

Blue sky, white waves and sweet, fresh air—Yamaha products are fast broadening the area of pleasure on this paradise island.



## Modified Yamaha Fisherman

Yamaha FRP fishing boats are proud of their tremendous service for fishermen in Nigeria, West Africa. Here pictured is a Yamaha Fisherman F-12 with Mr. A.B. Onyanabo (left), River-Craft Transport Co. and his assistant abroad. The boat is modified in such a manner that it can also meet requirements for recreational use.



## Viva Yamaha!

Monsieur Antoine Ganamet, the eldest son of Yamaha distributor in Abidjan Trechville, Cote d'Ivoire, West Africa, is one of the most ardent Yamaha fans. His favourite bike is a powerful, dynamic trail model DT360 which provides tremendous fun and excitement.

Look at him! He is enjoying a thrill of managing a wild horse, as it were.





## Efforts Take Shape

Strenuous efforts continued by manufacturers for the encouragement of safe driving are now taking shape in Japan. According to the recent announcement by the Board of Police, fatal accidents involving motorcycles for the month of May showed a considerable decrease from the corresponding total of the previous year. That's to say, accidents involving over 51cc motorcycles decreased by 19.7% and those involving under 50cc motorcycles, by 25.0%, too.

As you can see, both sectors of motorcycles set a satisfactory rate of decrease in the number of accidents, respectively. Especially, under 50cc sector which had accounted for a larger number of accidents before, showed a sharper decline than the other. Manufacturers in Japan have long been keen to decrease the number of motorcycle accidents by promoting their own novice rider education programs in close cooperation with the public or private organizations concerned with traffic safety. Especially, Yamaha's unique driving licence school which started earlier than others of the kind, is now winning higher public recognition.



## Grading Examination System Starts

The grading examination system for motorcyclists which was adopted by the Committee for Safe Driving Promotion here has recently been put into practice. By this system every motorcyclist is officially examined and graded for his or her knowledge of traffic rules and actual driving proficiency.

Intended for inspiring higher sense of traffic safety to motorcyclists, this system is claimed to be the first of the kind ever attempted in the world.

The first session of this system took place in Kanagawa Pref. near Tokyo, attended by 33 high school students who were all licensed motorcycle riders, of course.

They were thoroughly examined for their knowledge of traffic rules and driving skill while negotiating various prearranged sections. 31 students were graded as 5th class safety riders, and 2 students who proved

themselves relatively proficient in driving, were graded as 4th class safety riders.

The Technical Center Iwata which is authorized as the sole motorcycle-specialized training center, is admitted very much contributory to motorcyclists in passing the above examination.



## What is "porpoising"?



A powered boat sometimes happens to hop along the water instead of planing. In this case, the movement of a boat is felt speedy but extremely unreliable with the bow incessantly pitching. This phenomenon is called "porpoising". But, what is causing it?

## Power is too much

"Porpoising" takes place when a boat is propelled by too much power for its size or weight. That's to say, unbalance between pitching and rolling results in such a phenomenon.

The optimum power for each boat model is recommended by the manufacturer but you

## From drawing board

may prefer a larger-type outboard motor for the size of your boat, since more power in reserve will sometimes better serve your purpose.

If your boat is equipped with a large-type outboard motor, take the following measures to prevent "porpoising" while cruising:

1. Keep cruising speed as slow as possible.
2. Adjust the angle of outboard motor installation.
3. Shift heavy loads to the bow.