

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1976

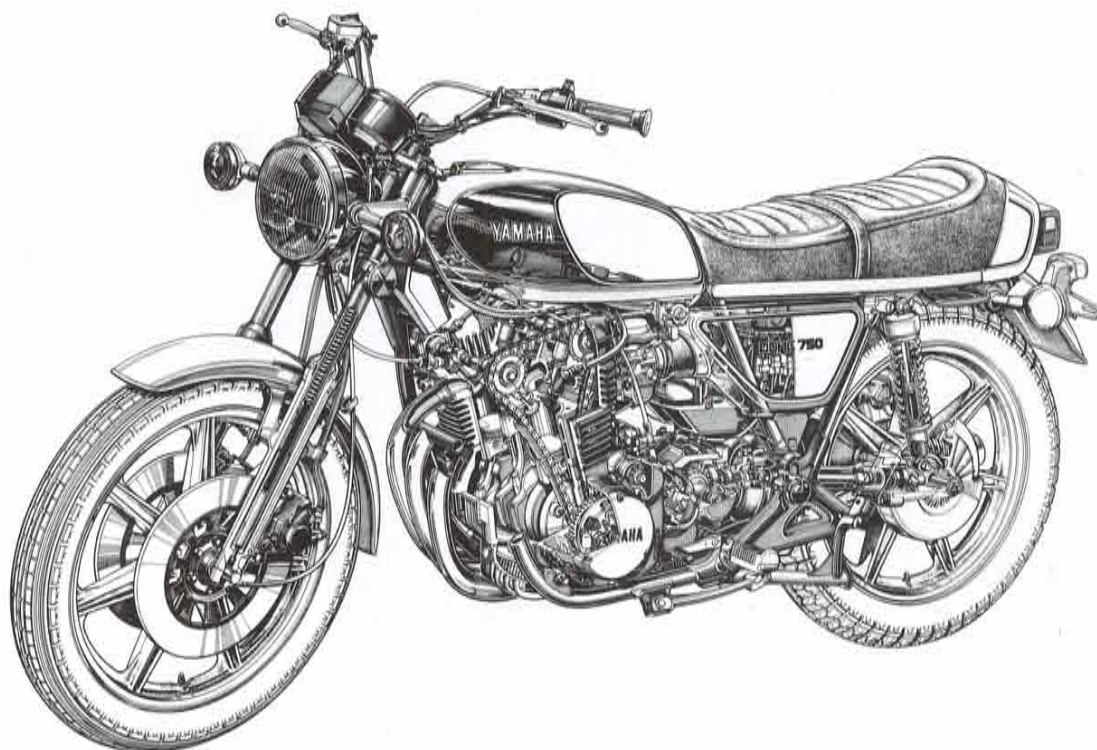
NO. 7

**New
Model**

YAMAHA STREET XS750C

Leading a new
Yamaha range of
4-stroke models

All-new Yamaha Street XS750C! It is a long-awaited 4-stroke superbike model literally covered with exciting technical innovations and refinements. Summing up all the essences of Yamaha's advanced modern motorcycle technology, the XS750C is a positive answer to world's big bike fans wishing to lead a more sophisticated motorcycle life. The newly-developed 4-stroke engine features an in-line 3-cylinder DOHC design with a shaft drive system — a super-refined mechanism developing 60hp/7,500 rpm smoothly and dependably while allowing the overall slim, handsome configuration of a machine.



Exciting drive train; Super-smooth transmi- ssion

The directly-driven valves have no rocker arms and allow easier replacement or maintenance. The 120° unit crank offers a wide torque range while minimizing vibration. A wet-sump lubrication system pressure-feeds oil to all moving and bearing surfaces.

The shaft-drive mechanism requires no maintenance virtually.

With this exciting new drive train, power is more efficiently transmitted to the rear wheel and torque is almost instantly available at the rear wheel whenever needed.

A constant-mesh 5-speed transmission ensures smooth operation over the entire power band of the engine. With a wide overlap in between ranges, fewer shifts are required under various riding conditions, thus adding extra pleasure to riding.

(Continued on page 2)

Japanese trace Lewis/Clark route

American people are celebrating the 200th anniversary of founding their country in 1776. It was in May, 1805 that an expedition team led by M. Lewis and W. Clark embarked on their adventurous trip around the frontiers of the West by order of President T. Jefferson who wished to obtain all necessary data on this vast, undeveloped area in connection with purchasing Louisiana from France. Aboard a 18-m wooden boat, the team continued an exploring trip up the River Missouri until a new waterway to the River Columbia running into the Pacific Ocean was discovered.

Thus, they opened the Rocky Mountain "gates" to the Pacific northwest! Spelt by this adventurous trip, four Japanese college students ventured to trace the route, using a rubber raft propelled by a Yamaha outboard motor.

They did it very much as that the Lewis/Clark team had done first in 1805.

(Continued on inside pages)

XS750C

4-stroke 3-cylinder DOHC shaft drive

- 4-stroke WOHC in-line 3-cylinder engine, 68x68.6mm, 747cc
- Compression ratio 8.5:1
- Max. torque 6.0kg-m/6,500RPM
- Top speed 190 km/h



Disc brakes

The 267-mm double disc brake on the front and the 267-mm single disc brake on the rear are hydraulically operated for extremely smooth stops under all riding conditions. The master cylinders are constructed of a polyethylene material so that the fluid level can be seen at all times.

Cast alloy wheels

These durable and nice-looking wheels add a sporty flavour to this superbike. They are able to maintain the bike in good balance by responding to the most severe road conditions. Also, there is no need for periodical spoke tuning.

Blow-by gas prevention system

In an effort to further reduce air pollution, the engine incorporates a blow-by gas prevention system which induces the unburnt or partially burnt gases from the crankcase to the air cleaner. These gases are then mixed with fresh air and sent through the carburetor for perfect burning in the combustion chamber.



Muffler

Each cylinder of the new XS750 is individually exhausted for a more efficient operation. These three pipes are gathered into a single muffler that contains special baffles which reduce engine noise without appreciably affecting engine performance. This lightweight muffler also has a protective cover to shield the rider and passenger from the heat generated. Also, this handsome trumpet-type muffler blends itself along the right-hand side of the bike for more aerodynamic stability.

Suspensions

The front forks have a 175-mm stroke which absorbs or softens most vibration and road shocks.

Also, the rear 80-mm-stroke shock absorbers can be adjusted so that the rider can have maximum riding comfort under varied surface conditions.

Frame

The frame is of a proven double-cradle tubular design featuring high-tensile strength. It supports the power-plant at a point to yield the best center of gravity, and carries the rider at an optimum position for comfort and maneuverability.

Road test

Yamaha Street XS750C

The Yamaha Street XS750C is fast rising to popularity on the market. Fans' response to this model is found much more tremendous than was expected. It is claimed to be a real model bound to set an entirely-new trend of superbikes. The staff of "Auto-by", one of the most widely circulated motorcycle magazines here, have recently taken up this model for their road test.

Their report is summarized as follows:

A long-cherished model

It had long been rumoured even before the Tokyo Motor Show '75 that Yamaha would introduce an entirely-new line of 4-stroke models on the market. The rumour came true last autumn when a full line of new models was unveiled in the United States. Also, Yamaha monopolized the topics of the day at the Tokyo Motor Show '75 by introducing a full range of both 2-stroke and 4-stroke machines. Especially, the newly-developed 4-stroke 3-cylinder DOHC shaft drive XS750C was most demonstrative of Yamaha's long-accumulated, world-renowned motorcycle technology.

Grade-up tourer

As you know, a superbike age opened during the First-Seventies and it is most certain that the age has already reached the second stage. Engineered and built as a grade-up tourer, the Yamaha Street XS750C is a positive answer to enthusiasts with more sophisticated big bike needs or taste.

The newly-developed shaft-drive mechanism is intended to eliminate most of maintenance work on the chain.

This must be a special advantage for the rider attempting to use his machine for a longer touring.

Three exhaust pipes are grouped into one leading to a large-size muffler, thus holding exhaust noise to a low level.

The frame utilizes an orthodox double-cradle tubular design but is overall improved and strengthened for the sake of higher rigidity. Also, taper roller bearings used on the pivoting points of the steering head and rear swing arms are similar to those on works machines. Both suspensions feature a larger stroke plus a high performance damper so that soft and comfortable riding can be enjoyed under all touring conditions.

The front double and rear single disc brakes with a single-piston floating caliper are specially designed and constructed so that

even extremely hard use can be met. The large-size, rectangular tail light has a unique alternately-reflective housing design which allows the light from the lamps inside to be seen from the rear while also being able to reflect the light that comes from traffic behind the bike. The tail light incorporates two lamps inside for extra safety. Those lamps are designed to glow even more brightly when the brakes are applied.

The head light can be automatically changed from high beam to low beam or vice versa when either becomes inoperative.

The meter panel is mounted at a 45° angle just in front of the handlebars over the headlight. It contains a precision tachometer, speedmeter, ignition switch, and various indication and warning lamps. Both meters are softly back-lighted at night so that every reading can be easily taken.

Feel of dynamic torque

Some may have a temporary feel of physical incompatibility with a massive fuel tank, if they have long adapted themselves to a slim, kneegripped tank. But, never mind it at all. The rider will soon find himself in the most natural riding position, since Yamaha has

designed and constructed this big bike with utmost consideration given to every factor affecting the riding position more or less.

The starter motor enlivens the 3-cylinder engine very smoothly. Running noise is really "superbikelike", as it were, but quieter than was expected. Clutch operation is smooth enough to minimize shaft-drive shocks. The same thing can be said of shift operation while riding.

Torque is flat yet dynamic indeed. Torque development is something unlike that of a 4-cylinder or a twin machine, though not easy to express. At any rate, that's a real one by a high-performance 3-cylinder machine. Especially, torque development over a range of low-to-medium speeds is exceptionally impressive.

For example, the machine with a throttle kept open can pass other vehicles even through normal city traffic, just like a twin bike. This will in turn greatly ease a rider's mental burden.

Advancing in a beeline is also wonderful and worth special mention. As speed increases, even more reliability is felt. This is the case with some of the quality European superbike models, too.

The Yamaha Street XS750C is short of nothing to set a new trend of long-distance touring.



New Models

All-New 4-Stroke XS Series

Tractive force for Yamaha's Another Advance

The all-new 4-stroke street XS series with the XS750C placed at the top is expected to take a very important role as a tractive force for Yamaha's another upswing. The series has three other models in addition to the already-mentioned XS750C, each of which is claimed to be one of the best sellers in its own class.

XS650C

Directly descended from the XS1 which marked Yamaha's successful advance into the field of 4-stroke motorcycle engineering about seven years ago, the new XS650C features an orthodox SOHC vertical twin engine layout. This is a long-proven, most successful layout method for a big twin road model mainly intended for a long-distance touring. Overall configuration is so slim and compact that a rider can take his most natural riding position while riding around the countryside or town for a long time. The precisely engineered 5-speed transmission, dependable front disc and rear drum brakes, extra-low-noise mufflers, durable double-cradle tubular frame plus special wear-resistant valve seat add up to the performance.

XS500C

Here launched onto the market is a real cafe racer type XS500C developed and built through Yamaha's successful experience of 4-stroke engine technology. Carrying a direct lineage from that on Yamaha's world-renowned 4-stroke TX500 model, a forward-leaning DOHC twin-cylinder engine with a unique 8-valve mechanism most plainly characterizes the new XS500C.

Front and rear disc brakes are hydraulically operated and powerful enough to control this dynamic machine for sure and safe stops under whatever riding conditions.

Rugged but sporty cast alloy wheels are standard equipment. The engine, transmission and clutch are always kept ideally lubricated by a wet-sump system. Also, an integrated circuit (IC) system ensures more positive regulation of charging voltage.

XS360C

Also new from Yamaha is the XS360C, a long-awaited medium-weight 4-stroke street sport model. The 4-stroke forward-leaning SOHC twin-cylinder engine develops a smooth surge of power over the entire range of speeds, fed by constant velocity Mikuni carburetors. Front disc and rear drum brakes are dependable enough to be a good match for this machine's spirited performance.

The six-speed, close-ratio transmission provides a positive advantage for long commuting through city traffic and for cruising along a highway alike.

Rear shocks can be set at five different positions so that the load on a bike or road surface condition can be best met. Included among other features are a large sealed-beam headlight, illuminated tachometer and speedometer, and an integrated assembly of a fuel tank, dual seat and rear fender.



- 4-stroke OHC parallel twin engine, 75 x 84mm, 653cc
- Compression ratio 8.4 : 1
- Max. torque 5.5-kg-m/6,000 rpm
- Top speed 185 km/h plus



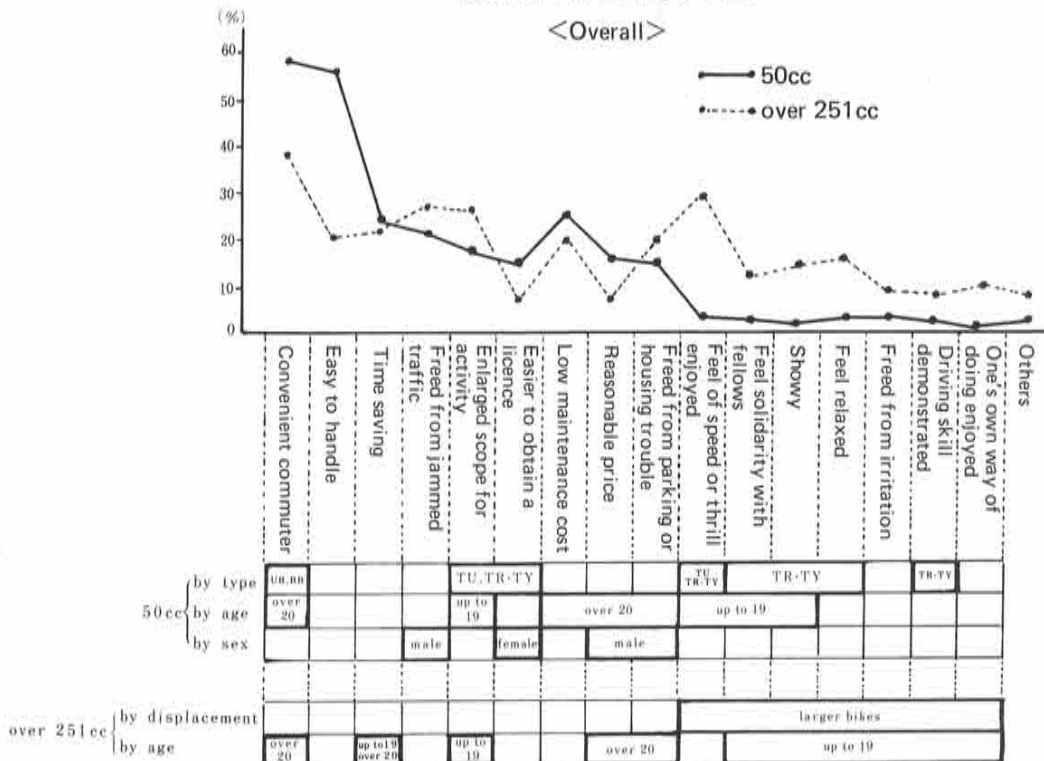
- 4-stroke DOHC parallel twin engine, 73 x 59.6mm, 498cc
- Compression ratio 8.5 : 1
- Max. torque 4.5-kg-m/6,500 rpm
- Top speed 180 km/h plus



- 4-stroke OHC parallel twin engine, 66 x 52.4mm, 358.5cc
- Compression ratio 8.7 : 1
- Max. torque 2.8-kg-m/7,500 rpm
- Top speed 160km/h

Review of Japanese Motorcycle Market – Part IV

Reason for riding a bike



Note: 50cc bikes

- UB — Underbone type
- BB — Backbone type
- TU — Touring sport type
- TR — Trail sport type
- TY — Trials sport type
- LE — Leisure type

Reason for riding a bike

To probe into why they use bikes — it was naturally one of the most important objectives for this survey.

The users of 50cc bikes in general cited "convenience" or "handling ease" as the most important reason for their riding bikes. Came next "price" and "maintenance cost".

Thus, those users rode their 50cc bikes for rather simple reasons, which was in turn suggestive of a direction which the industry should follow in developing or improving those bikes toward the future.

On the other hand, however, the users of over 251cc bikes referred to much more varying reasons for their preference. One of the most noteworthy findings was that a considerable number of those motorcyclists thought much of "feeling" such as speed thrill, freedom, etc.

Also, it drew special attention that not a few of the users riding 50cc sport bikes, mostly, at the age of under 20 years, preferred "speed thrill" or "freedom" to anything else, just like the users of over 251cc bikes.

It was also revealed that the users of larger models, aged up to 19 years, were mostly feeling-minded motorcyclists.

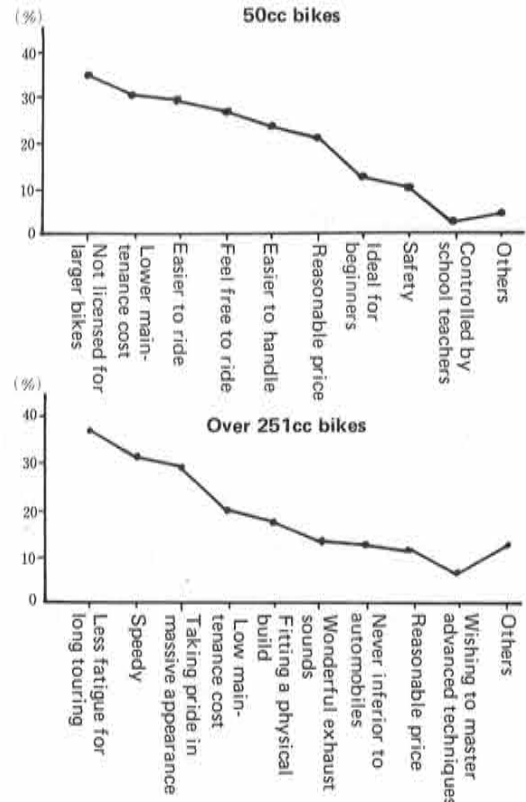
How to choose a bike

Then we have to know by what standards or for what reasons they chose bikes. It was considered quite reasonable that many of the users bought 50cc bikes for the-time-being use merely because they had no large bike licence.

Therefore, this may lead to a conclusion that those motorcyclists would step up to larger machines when they have become eligible for such a licence.

Also, among major reasons were "handling ease" and "fuel or maintenance economy", so far as 50cc bike buyers are concerned. On the other hand, it appeared that "performance" and "styling" were the factors of far greater importance for over 251cc bike buyers. See charts for all other particulars.

How to choose a bike



Important incentives

It is extremely important for any manufacturer to accurately grasp the buying public's different incentives to buying particular models. There were three major incentives, apart from personal preference to the performance or styling of a machine itself, say, "patronage to some particular brands", "recommendation by dealers" and "recommendation by fellow motorcyclists". Also, it was disclosed that mass communication media such as newspapers, magazines, etc. had an incentive influence upon over 251cc bike buyers at least.

Looking for a world of grand, manly roman

Four young Japanese from St. Louis to powered rubber



Enjoying a nice sight-seeing trip on the water just before starting St. Louis

Giant, swift-running Missouri is tossing a tiny boat.

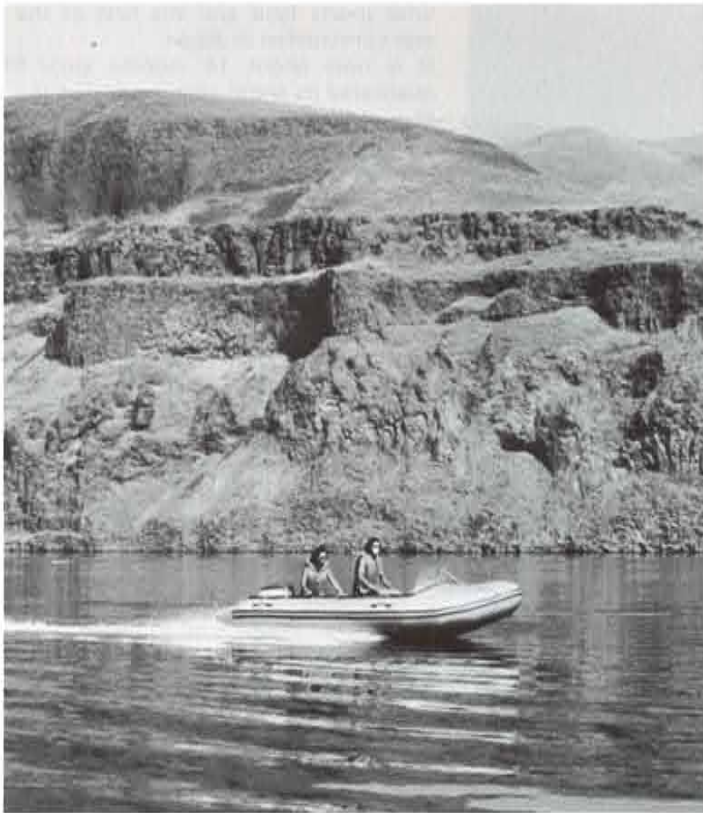


The greatness of the West is overwhelming, indeed! Their adventurous trip is coming to the zenith.



Apart from a Yamaha-powered boat used, they did it very much as that of the Lewis/Clark team had done.

Japanese cover 2,450 miles to Astoria on a Yamaha- boat



Yamaha's convincingly high, dependable performance!

That was an adventure to their great satisfaction! Four Japanese young men challenged the pioneer spirit of the days when the U.S.A. got its independence — through meetings with American people of different ages, to find out their different ideas or philosophies.

They planned to travel the trail of the Lewis and Clark expedition attempted for the frontiers of the West.

Under the guidance of Takashi Okada, the expeditionary team leader, Yasuhiro Ide, Miki Sotomura and Hidekatzu Iijima left St. Louis, on May 14. Three men were aboard the boat powered by a 25hp Yamaha up the River Missouri, while the fourth drove a station wagon that followed by the closest available highway, carrying their supplies and overnight camping gear.

The team traveled 1,780 miles up the River Missouri suffering only a roughwater-damaged keel.

They had planned to cross the Rocky Mountains by walking 345 miles but settled for an automobile, eventually.

Then it was back to the boat and into the Snake and Columbia Rivers for a 451-mile float to Astoria, Oregon facing the Pacific Ocean.

Exceptional fascination

"The journey was made because I had been fascinated by the greatness of the West in the U.S.A. ever since walking the Oregon Trail in 1971", said Okada.

"We have had idea exchange meetings at the different cities and towns that we have passed through. We have found very kind, very good people. They took care of us and provided lodging and food"

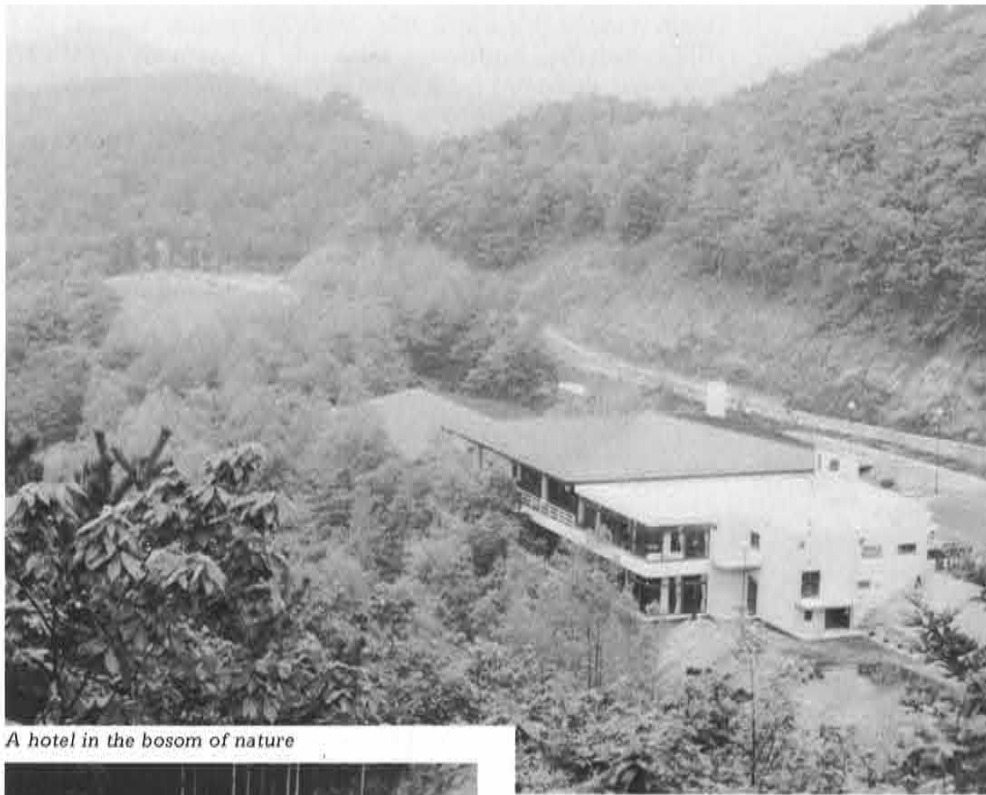
"As Lewis and Clark made their report to President Jefferson and we have in mind to arrange a meeting with the present president, if possible", added Okada.





SUGO

Pushing forward through with the promotion of healthy, enjoyable leisure-time sports



A hotel in the bosom of nature

SUGO — It's a unique, giant-scale leisure-time sports land and the first of the kind ever constructed in Japan.

It is now about 14 months since SUGO celebrated its grand opening during the first-May of 1975.

Located around a vast hilly area in the suburbs of Sendai, the largest city in north-east Japan about 220 miles north of Tokyo, SUGO is replete with a rich variety of leisure-time sport facilities such as adventure bench, long sea-saw, mountain boating, net climbing, sleeper hurdling, archery ground, etc. in addition to a 2,654m road race circuit, 2,150m motocross course and 2,000-m trials course for motorcyclists.

SUGO is intended for use by both motorcyclists and the whole family wishing to enjoy healthy leisure-time sports to their hearts' content in their own way and that, quite safely in the bosom of nature.

For the past months SUGO has been making a rich variety of leisure-time sports more popularized among a lot of people.



Proceeding to a trials course



A vehicle corner



Net climbing



A visitor from abroad



A lovely kid



A ball-shape swing

World championship road racing

Cecotto's walkaway – Italian GP – 350cc Race

Reigning 350 champion Johnny Cecotto further strengthened his chances of defending the title when he scored an easy win at the Italian GP, the third round of the series held at Mugello on May 16.

Despite a heavy crash during practice, Cecotto walked away from all rivals including Walter Villa on a works Harley-Davidson.

Cecotto made a clear getaway closely followed by Giacomo Agostini riding an MV four.

Agostini managed to set a pace for the first two laps but had to pull into the pit because of gear troubles at the end of the third lap.

With Agostini out and Villa lying astern, Cecotto relentlessly went on to accelerate his mono-cross Yamaha. Cecotto eventually won this race more than 30 seconds ahead of F. Uncini, an Italian rider on another Yamaha.

Katayama finishes second – 250cc race

P. Korhonen of Finland on an Arwidson-entered Yamaha maintained his lead for the first six laps. T. Katayama on another Yamaha was in hot pursuit of Korhonen. In the meantime, Villa was fast recovering his lost grounds.

During the latter half stages of this 23-lap racing, Villa pulled ahead of both Yamaha riders and took his Harley-Davidson machine home first.

Yamaha's double class victory – Yugoslavian GP

Yamaha riders swept both 250cc and 350cc races of the Yugoslavian GP at Opatija on May 23.

250cc class, 21 laps – 78.25 miles

1st.	D. Braun	Yamaha
2nd.	T. Herron	Yamaha
3rd.	O. Chevallier	Yamaha
4th.	P. Fernandez	Yamaha
5th.	C. Mortimer	Yamaha
6th.	B. Kneubuhler	Yamaha

350cc class, 25 laps – 93.15 miles

1st.	O. Chevallier	Yamaha
2nd.	C. Mortimer	Yamaha
3rd.	T. Katayama	Yamaha
4th.	B. Kneubuhler	Yamaha
5th.	T. Herron	Yamaha
6th.	G. Choukroun	Yamaha

FIM Prize Formula 750

Spain – Round 3 – May 9

1st.	M. Rougerie	Yamaha
2nd.	V. Palomo	Yamaha
3rd.	P. Pons	Yamaha
4th.	G. Choukroun	Yamaha
5th.	J. Samaranch	Yamaha
6th.	J. Mallol	Ducati

France – Round 5 – May 30

1st.	C. Estrosi	Yamaha
2nd.	P. Coulon	Yamaha
3rd.	G. Agostini	Yamaha
4th.	G. Nixon	Kawasaki
5th.	R. Ruiz	Yamaha
6th.	G. Choukroun	Yamaha

Belgium – Round 4 – May 23

1st.	G. Nixon	Kawasaki
2nd.	D. Potter	Yamaha
3rd.	M. Grant	Kawasaki
4th.	J. Newbold	Suzuki
5th.	E. Ferreira	Yamaha
6th.	R. Bron	Yamaha

Championship status

1st.	G. Nixon	Kawasaki	47
2nd.	M. Rougerie	Yamaha	40
3rd.	S. Baker	Yamaha	30
4th.	J. Newbold	Suzuki	23
5th.	V. Palomo	Yamaha	16
5th.	P. Hennen	Suzuki	16
5th.	P. Pons	Yamaha	16

Final results

350cc class, 25 laps – 81.43 miles

1st.	J. Cecotto	Yamaha
2nd.	F. Uncini	Yamaha
3rd.	J. Dodds	Yamaha
4th.	P. Korhonen	Yamaha
5th.	T. Herron	Yamaha
6th.	K. Ballington	Yamaha

250cc class, 23 laps – 79.42 miles

1st.	W. Villa	Harley-Davidson
2nd.	T. Katayama	Yamaha
3rd.	P. Korhonen	Yamaha
4th.	C. Mortimer	Yamaha
5th.	J. P. Balde	Yamaha
6th.	B. Kneubuhler	Yamaha

Championship status

250cc class

1st.	W. Villa	Harley-Davidson	30
2nd.	P. Korhonen	Yamaha	23
3rd.	O. Chevallier	Yamaha	20
4th.	G. Bonera	Harley-Davidson	16
4th.	T. Herron	Yamaha	16
6th.	D. Braun	Yamaha	15

350cc class

1st.	J. Cecotto	Yamaha	42
2nd.	W. Villa	Harley-Davidson	31
3rd.	O. Chevallier	Yamaha	25
4th.	J. Dodds	Yamaha	21
5th.	J. Balde	Yamaha	20
6th.	T. Katayama	Yamaha	19
6th.	T. Herron	Yamaha	19

World championship observation trials

The 12-round series was already half finished with the West German round held on May 16. World championship status after the said round was announced as follows:

1st.	M. Rathmell	Montesa	59
2nd.	M. Lampkin	Bultaco	56
3rd.	Y. Vesterinen	Bultaco	53
4th.	C. Coutard	Bultaco	41
5th.	M. Soler	Bultaco	36
6th.	M. Andrews	Yamaha	24.5
7th.	N. Birkett	Suzuki	23
8th.	R. Edwards	Montesa	22
9th.	U. Karlson	Montesa	21
10th.	A. Lampkin	Bultaco	18

Yamaha Outboard Motors

Woman divers, master hands of catching abalones and wreath shells — Japan

Abalone catching or seaweed gathering is now at the height on the sea around the Boso Peninsular about 100 km southeast of Tokyo. Woman divers have long been taking the most important role in this particular sort of fishery operation in Japan.

Important teamwork

Catching grounds are usually 100–200m off the shore and woman divers go under water to a depth of 30–50 meters for abalones, wreath shells or seaweeds. They formerly used to swim as far as their favorite catching grounds alone just by the help of a floating barrel. But, this method involved something dangerous while work efficiency was not so satisfactory. A wooden boat with a rower replaced the above method and enabled woman divers to continue catching or gathering operation longer than before. Teamwork between a diver and a rower naturally became the most important thing. In most of cases husbands served as rowers for their wives.

More modernized method

The traditional method of this fishery operation has recently been more modernized in such a way that wooden row boats are replaced by powered FRP boats. The new method has greatly improved both work efficiency and safety for woman divers. It goes without saying that Yamaha products are making greater contributions to them than any other products. Some are dauntless enough to drive their own powered boats as far as catching grounds where they engage in this operation alone with boats lying at anchor at the spot, though most of woman divers prefer "pair" to "solo".

Protection of marine resources

Their mastery over this particular operation is something amazing, really. Their own strength, swimming skill and lung capacity are all that they can count for this work. They do not use any modern diving equipment including them catch much more abalones or wreath shells at much less labor but there is one exceptionally important reason for their avoiding such a method.

They are attaching the greatest importance to "protection of marine resources". The method by modern diving equipment will inevitably lead to "overfishing". It is an agreement among them that no diving equipment can be used and catching operation should be limited to the period from April through September each year. Woman divers are mostly at the age of over 40 years now. One of their most serious apprehensions is to have very few successors to them.



Their great reliance on Yamaha



Just taking a rest



Moving to another ground



A nice catch!

Can you believe it?

'Indescribably ridiculous?'



Yamaha MX100 is ridden under the waters of Lake Michigan

Fred Specht who is employed as a sales manager for the Yamaha Performance Center, Evergreen Park, Chicago, made this indescribable attempt and set a new record of motorcycle ride underwater—4 minutes and 55 seconds! But, how should we call it? Scubacycling?

It starts as a joke

The idea started just as a joke. "I've been taking scuba diving classes at Argo High School while I've also been selling motorcycles", explained he. "Some of the guys at work suggested that since I am constantly involved with both, why don't I do them at the same time".

It took him one and a half years to modify his standard Yamaha machine for this unusually special use.

To prepare for the dive, Specht removed the seat of the bike and mounted a scuba tank in its place for engine purposes.

An old regulator was used for a one-way exhaust valve and the bike was weighted with 90 pounds of lead. Both tires were filled with water, although he suffered a blowout in the back tire because the bike was too light in that spot and the tire was spinning so fast.

Equipped with a small scuba diving tank containing 15-minute oxygen, Specht wheeled under the depths at speeds up to 10 miles per hour.

A pretty smooth ride

"The newness of it all makes it exciting", said he, "The water efficiently cushioned the shock, so it was a pretty smooth ride".

The water pressure, however, pulled harder at higher speeds. Nobody could have advanced any faster than 10 miles per hour, according to him. He was really sore when he came up from fighting the weight and water pressure.

At times, he found it very difficult to see the route he was riding at the bottom of Lake Michigan. The varying degrees of water pressure told him whether he was going into deeper water or inland. The water was so dirty and it is difficult to read the compass.

Specht reached depths of 13 feet at 300 feet from the shore and continued his "scubacycling" for 4 minutes and 55 seconds.

What is next? "Ramp-to-ramp jumps—underwater", he said.



News around industry

Yamaha's brisk production clearly reflects upturning sales both here and abroad

It is worth noticing that Yamaha's production activity has been brisk since early this year. All production departments of motorcycles have already switched over to non-holiday operation. This clearly reflects upturning sales both here and abroad. In fact, total production for the Jan-May period of this year has already reached 500,000. It is most certain that monthly production will run up to a level of 100,000 later than June.

Accordingly, yearly production will likely exceed 1,200,000 this year, even with some temporary slump for the Jul-Aug. period due to summer vacation. Thus, Yamaha has officially decided to raise its production target by some 10% to 1,200,000 from original 1,100,000, requesting all affiliated parts manufacturers to cooperate with Yamaha along this renewed production plan.

Booming exports

Export shipments to North America are constantly increasing with particular concentration on new large-size machines such as XS750C, XT500C and RD400C. The tone of the market is now getting better quite unlike before.

Shipments to the market of Europe are also booming. In addition to large-size road models, DT or TY off-road models are also fast rising to popularity on the market.

The markets of both Canada and Australia are now taking a complete turn from a previous slump.

Yamaha is pushing forward with a CKD production program in the areas of Central/South America, Southeast Asia, Middle/Near East and Africa. Sales are sharply rising, especially, in Iran, Indonesia, Venezuela, etc.

Domestic dealer network strengthened

As already reported, Yamaha secured approx. 30% of industrywide home sales last year. This greatly helped Yamaha further strengthen its dealer network here.

Total sales for the Jan-Apr. period recorded a noteworthy 20% increase over the corresponding period of 1975.

A new line of Yamahas features the richest variety ever achieved so that users can find their need or taste better met. Now, Yamaha models ranging from 50cc to 750cc are becoming the pace-setters of the home market.

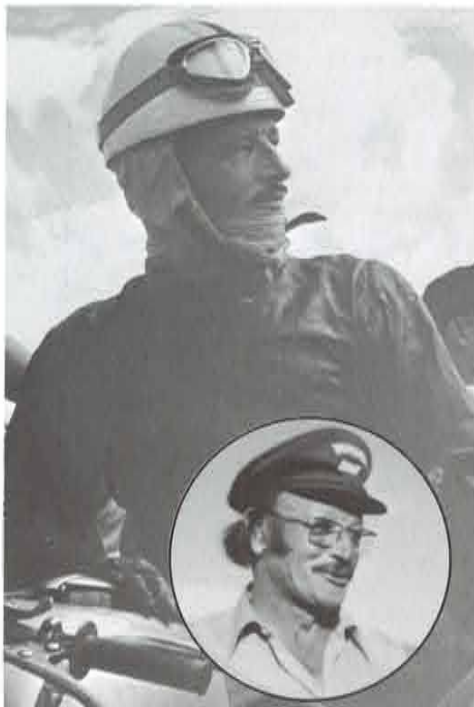
"XS750C is my best choice" says an old fan — Japan



Unforgettable scenes

Who is he?

A moment of the utmost tension! A rider's look tells that racing is just to start. Who is he? Yes, he is Mr. Andrea Ippolito. He was once one of the most successful riders Venezuela has ever had. This picture was taken when Mr. Ippolito sitting astride a Norton racer was at a start line in an international event about 19 years ago. His vast experience and knowledge of racing are still utilized for Jonny Cecotto, reigning 350 world champion to the fullest extent.



Victor lane

A couple of young riders is smiling over their success. Do you know who they are and when it was taken? Pictured right is Mr. Fumio Ito, former ace of the Yamaha factory team and left, Mr. Don Vesco. Ito won a lightweight race at 1963 Daytona with Vesco second, both on Yamaha 250cc racers. Vesco, as you know, became the first man to break the barrier of 300 mph piloting a Yamaha streamliner last autumn. But, in those days, who dreamt that young Vesco would grow into the greatest speed man ever?



As reported from time to time already, sales of Yamaha's 50cc bikes have been rising in a steady curve since early last year. In addition, the larger bikes of Yamaha, especially, newly introduced 4-stroke models, are fast becoming the best sellers in their respective classes here.

The Yamaha XS750C with numerous technical innovations has had the strongest impact onto the market of heavyweight bikes. Despite a stiffer licensing system, this model is making a special appeal, to an increasing number of veteran motorcyclists here.

Mr. Iwao Shigeta, a 72-year old motorcyclist engaging in a survey work concerning insurance business, is claimed to have the longest experience of riding a bike in Japan. According to him, his riding career started about 50 years ago when he was nominated a member of the Imperial Guards. His first bike was a big Harley-Davidson imported to Japan.



"Ever since, I have ridden many of the world's renowned brands including BSA, Triumph, Ariel, Indian, Honda, BMW and Yamaha", says Mr. Shigeta, "I am a man born toride a bike, as it were. I have never driven a car in order to ride a bike in the best possible condition, mental or physical. I take pride in my accident-free riding career. It is quite true that Yamaha has been among my best favorites and I have, up to now, used more than 10 machines of Yamaha make, each of which satisfied me very good.

I was one of the first to buy a big Yamaha, I believe. Nothing has disappointed me. Especially, in my opinion, the new shaft-drive mechanism does a big talk for overall dependable performance. I cover a distance of some 150 km daily riding through the town or along the highway for my survey work. I am very happy to have such a quality bike as it promises me a better and more pleasurable life".