

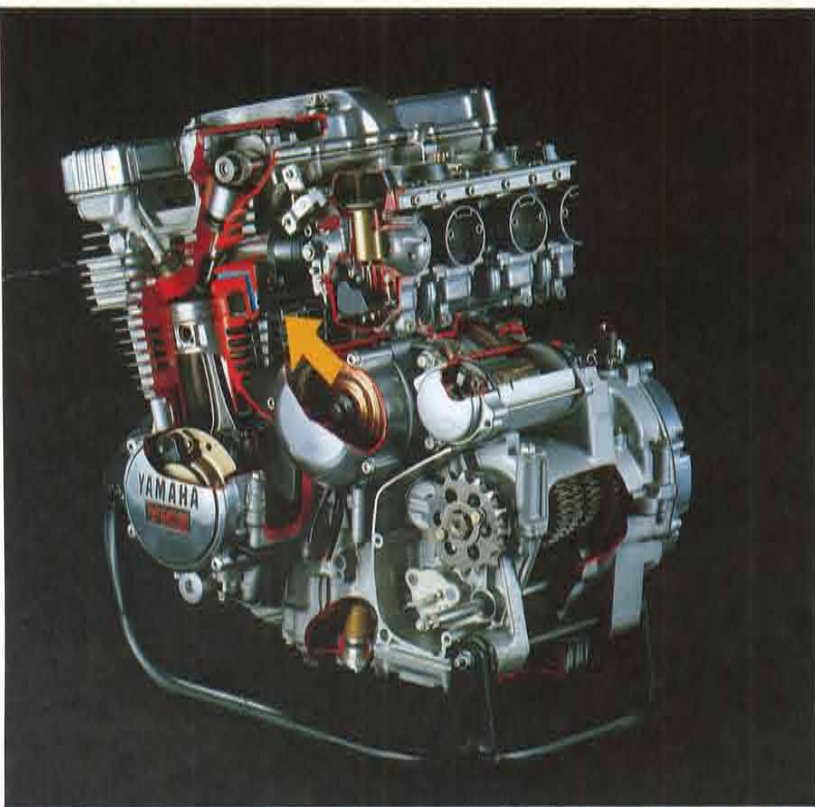


YAMAHA MOTOR CO., LTD. AD & PR DIVISION
2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111
Telex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata

Inside:

- Yamaha motorcycles appear on the world F-1 stage.
- 200cc is just the right size for beginners.
- Pin-up: Yamaha SR500
- Overseas response; Super Sports RD350/250LC
- A 50-day service campaign in Pakistan
- Colombian sales promotion campaign

Yamaha's leading engine technology



New fuel saving engine systems, the Y.I.C.S. & the Y.E.I.S.

Yamaha has officially announced two entirely-new fuel-saving engine systems, the Y.I.C.S. (Yamaha Induction Control System) and the Y.E.I.S. (Yamaha Energy Induction System).

These systems, which are arousing a tremendous sensation among motorcycle experts worldwide, are being made ready for use on production models. It is already confirmed that some models of the '81 range will feature these revolutionary systems.

As reported already, Yamaha's proven low-pollution 4-stroke engine technology has given birth to the Y.I.C.S. This system functions to induce a swift swirl of air/fuel mixture into the cylinder so that combustion efficiency is raised to a maximum and fuel economy is improved as well, especially over the range of low to medium speeds.

The Y.E.I.S. works to increase power output and reduce fuel consumption by keeping the speed of the intake stream as constant (flat) as possible, thus allowing the ideal carburetor setting at all times.

Both systems feature simple construction that holds the increase in manufacturing cost to a minimum as technical modifications are focussed on the intake system alone. In addition, the system can be fitted into a conventional engine with no modifications made to the basic engine design. The Y.I.C.S. can be incorporated into any kind of 4-stroke engine, regardless of the number of cylinders, cylinder shape, cooling method, etc., with only some minor modifications made to the design of the latter. According to fuel consumption tests using a ten-mode system (Japan) or LA4-mode system (U.S.A.), the Y.I.C.S. engine driven vehicle consumes 10% less fuel than a conventional engine driven vehicle in the same class.

The Y.E.I.S. is intended for use on a 2-stroke engine but its working principle can be applied to a 4-stroke engine as well. According to tests conducted on a 2-stroke racer and 2-stroke standard road bike, some 10% better fuel economy has been attained.

(see the 25th anniversary special issue No.8 for more details)

A 100% alcohol driven RX125 sets a new lap record! — Copa Brazil —

Brazil is making every possible effort to switch to 100% alcohol fuel from gasoline for all motorized vehicles during the next seven years. At this time, Yamaha Motor do Brasil is winning higher customer trust by marketing the unique gasohol model running on 20% alcohol fuel as a step toward the use of 100% alcohol fuel. The new 100% alcohol fuel engine has also been developed and is ready for approval by the government.

Keeping pace with this trend, the company offered 100% alcohol driven RX125 bikes for use in the Formula Yamaha of the Copa Brazil held recently on the Interlagos racing track in São Paulo. One of these machines set an absolute 125cc lap record of 3'59"04 for the track. The machine was a slightly modified standard RX125 model and demonstrated Yamaha's technical superiority in this field.



Yamaha motor-cycles appear on the world F-1 stage!

Yamaha Motor N.V., the European headquarters of Yamaha Motor in Amsterdam, launched a large-scale PR campaign for the unique U.S. Custom range of motorcycles in May in Monte Carlo where the famous Formula One car race took place, attracting a crowd of over 100,000 spectators.

The campaign was named the "U.S. Custom Operation Monte Carlo" and came as a very effective PR activity at the outset of motorcycle season in Europe.

The aim of the operation was to bring the new U.S. Custom range to the attention of journalists and opinion influencers who would communicate with the non-enthusiast group, which is considered to be the promising market for this range.

Yamaha's superstars Kenny Roberts, Barry Sheene and Patrick Pons rode the U.S. Custom machines over the Monte Carlo circuit to appeal to a large crowd of spectators.

The operation was very favorably received by a lot of F-1 drivers and motor journalists as well, and was successful by linking the Yamaha brand image with the glamour of Formula One.

From Yamaha Motor N.V.: Once a year Monaco is completely dominated by a very long lasting fashion: the Monaco Grand Prix of Formula One car racing which is in every respect an extraordinary event. Its characteristic blend of tradition, heroism and fashion is without peer.

Yamaha selected this year's Monaco Grand Prix to introduce a new motorcycle fashion, the US Custom range.

— U.S. Custom Operation Monte Carlo by Yamaha Motor N.V. —

The following activities were carried out during the course of the five days of the operation:

A cocktail party was held on May 14. Representatives of motor-racing press, Formula One teams, organizers and local opinion formers were invited to it.

A number of useful contacts were made and an interview was carried out with Kenny Roberts and Barry Sheene for the BBC's major Saturday radio sports program.

Jackie Steward, the former World Formula One Champion, attended the party and was pictured with the Yamaha riders.

On the first day of official practice Roberts, Sheene and Pons rode round the circuit during the break between practice sessions. It was a fine show and a full commentary, which featured Yamaha prominently, was given in French, English and Italian. This, combined with a full color advertisement in the official program, made all spectators well aware of Yamaha's participation in the Grand Prix.



An attractive "Operation" hostess.



A cocktail party. Jackie Steward (4th from the left)



Mario Andretti also rides a Yamaha bike.

F-1 stars ride Yamaha bikes

U.S. Custom machines were loaned to teams and officials for use in the pits and around the town.

Drivers using the bikes included Jackie Steward, Mario Andretti, Alan Jones, etc. These machines were not only seen while being ridden, but also attracted attention when parked near their mobile

Yamaha Señorita Basketball Team



From Ecuador: The motorcycle sports fans in Ecuador are also Yamaha News fans. They read it carefully as soon as it arrives every month, and some ardent readers panel pin-up pages. Almacenes Juan Eljuri Ltda., a Yamaha distributor in this country, has recently sent us a choice photograph for Yamaha News. It shows Yamaha Señorita Basket-

ball team, the members of which are all beautiful. The sight of the youthful players made an impression on us. Surrounded by charming señoritas is the director of Almacenes Juan Eljuri. We are looking forward to the brilliant development of the company and the team in the future.

workshops.

A press test program was also carried out for motoring journalists. Representatives of local Yamaha importers from Belgium, Switzerland, Germany, U.K., Ireland, France, etc. had the opportunity to make useful contacts with these journalists.

Important follow-up

All importers sent out a letter thanking these journalists for their attendance. With this letter they sent pictures taken during the operation in Monte Carlo, since contact with car journalists was one of the most important objects of this operation.

A new motorcycle trend

The new U.S. Custom range, which was introduced in Monaco during the Grand Prix, consisted of three 4-stroke models, that is, the single SR250, the twin XS400 and the twin XS650, which were easy to ride and



The Yamaha trio riding their bikes around the town.

easy to maintain, with a low American style seat, lots of black and chrome, ideal riding position, eye-catching megaphone-styled exhaust pipes, long front forks, high level handlebars, teardrop type fuel tank, small diameter rear wheel with a wide, extra grip-giving tire. Surely they are designed and built to conquer the road in a very fashionable way, setting a new motorcycle trend in the eighties.



From left to right: Sheene, Pons and Roberts.

Marcelo Costa, winner on a Yamaha alcohol driven RX125!



Marcelo Costa

From Brazil: 19 year-old Marcelo Costa from Ibirapuera Motos won the Formula Yamaha race which was a totally new category of the '80 Copa Brasil and organized to celebrate Yamaha's official comeback to Brazilian road racing. The formula Yamaha was a unique race for up-and-coming riders with

alcohol driven slightly modified RX125 street bikes. In order to cope with a drastic increase in oil prices, the Brazilian government is making every possible effort to switch to alcohol from gasoline as fuel for all motorized vehicles. The Formula Yamaha came as a

very effective demonstration of alcohol driven RX125 bikes. All these bikes displayed their high and dependable performance, watched by a crowd of 25,000 spectators. Young Marcelo won the race at an average speed of 111.395 km/h.

Even more exciting was a new lap record set by Vali Paschoalin on another RX125 machine. He clocked 3'59''04 (118.390 km/h), an absolute 125 cc lap record for the Interlagos circuit, thus arousing an alcohol Yamaha sensation.

Practice, practice and more practice!

— Chinese motocross riders —



From left to right, Mr. Ling Chi Ming, Mr. Long Guo Roi, Mr. Iwao and Mr. Qin Ke Ming.



Cornering practice

From Iwata: Motorcycle sports enthusiasm is rapidly growing in China. In particular, motocross racing has become the most popular motorcycle sport and big national events reportedly attract a large crowd of spectators estimated at 150,000 to 200,000!

As reported already, the first Yamaha Exhibition was organized in Kwangchow in December of last year, thus allowing a large number of Chinese people to come into firsthand contact with Yamaha's products, technology and general corporate policy.

The Exhibition was the first of its kind ever organized by a single manufacturer and enjoyed a very favorable response from the general public.

People got a clear sense of Yamaha's cooperative policy toward them.

In order to promote further friendly relations, Yamaha recently invited three Chinese motocross riders to take a special 10-day motocross training course in Japan.

They were:

- Mr. Long Guo Roi, 47 years old, sports school instructor
- Mr. Qin Ke Ming, 43 years old, sports school instructor
- Mr. Ling Chi Ming, 26 years old, motocross rider

Training was rather hard for them as they had to master all the motocross fundamentals within such a short period of time. But they showed their praiseworthy enthusiasm in attacking each subject under Mr. Iwao's proven man-to-man teaching method at Hamakita or Sugo.

Starting, cornering, jumping, going uphill or downhill, off-camber riding, etc..... everything was a wonder to them.

But their progress was truly marvellous!

"We have learned a lot about motocross techniques under Mr. Iwao's courteous instruction, which will greatly contribute to the sound growth of this motorcycle sport in our country" said they in appreciation for Yamaha's considerate arrangements.

200 cc is just the right size for beginners

From Singapore: New Nation, an influential newspaper in Singapore recently published an interesting account concerning the proposed size limit of bikes for beginners. The account was made by Mr. Lee Chiu San. Introduced below are the extracts from it:

"The news that the Registry of Vehicles will soon be imposing a limit on the engine capacity for learner-motorcyclists is most welcome.

Inexperienced riders on machines more powerful than they can handle are the ones more prone to accidents.

While agreeing wholeheartedly in principle with the proposed regulations, I would request the authorities to look carefully at some details before implementation.

The limit for learner riders should be set firmly at 200 cc and not at 150 cc which the ROV is considering.

There are several relevant reasons for this. One is the question of spare parts. Many manufacturers use similar components in the different models of motorcycles in their range. Because of the freely inter-

changeable parts, any mechanic can easily convert a 125 cc bike into a 175 cc one within three hours.

Without dismantling the engine, it is almost impossible to tell whether or not such a conversion has been done.

Another reason is that the 200 cc mark will be fair to all motorcycle distributors. Differences in performance between motorcycles in the 125 to 500 cc range are not dependent upon engine size.

The Honda 175, for example, is faster than the Honda 200 and the Yamaha RD125 is faster than the Yamaha DT175.

The cut-off point for learners should not be extended beyond 200 cc, as is the case in England where learners can ride bikes up to 250 cc.

There are almost no 200 cc motorcycles which can easily be converted to 250 cc without extensive external modifications.

But if the limit was raised to 250 cc, the law can again be circumvented.

Many 250 cc models, for example, can easily be converted to 350 cc or 400 cc....."

NEW NATION, Monday, April 7, 1984

More suggestions on limiting the size of bikes for beginners

200cc is just the right size for beginners

Motorcycling by Lee Chiu San

Plan for second test

For motorcyclists who want to ride big machines

Move to tighten laws over motorcyclists

100's plan as reported in New Nation and the Straits Times

A mechanic can convert a 125cc motorcycle into 175cc within three hours



The news that the Registry of Vehicles will soon be imposing a limit on the engine capacity for learner-motorcyclists is most welcome. Inexperienced riders on machines more powerful than they can handle are the ones more prone to accidents. While agreeing wholeheartedly in principle with the proposed regulations, I would request the authorities to look carefully at some details before implementation. The limit for learner riders should be set firmly at 200 cc and not at 150 cc which the ROV is considering. There are several relevant reasons for this. One is the question of spare parts. Many manufacturers use similar components in the different models of motorcycles in their range. Because of the freely interchangeable parts, any mechanic can easily convert a 125 cc bike into a 175 cc one within three hours. Without dismantling the engine, it is almost impossible to tell whether or not such a conversion has been done. Another reason is that the 200 cc mark will be fair to all motorcycle distributors. Differences in performance between motorcycles in the 125 to 500 cc range are not dependent upon engine size. The Honda 175, for example, is faster than the Honda 200 and the Yamaha RD125 is faster than the Yamaha DT175. The cut-off point for learners should not be extended beyond 200 cc, as is the case in England where learners can ride bikes up to 250 cc. There are almost no 200 cc motorcycles which can easily be converted to 250 cc without extensive external modifications. But if the limit was raised to 250 cc, the law can again be circumvented. Many 250 cc models, for example, can easily be converted to 350 cc or 400 cc....."



Up-and-coming motocross riders

From New Zealand: A very nice junior motocross team has been established by Tokoroa Motorcycles, Ltd., a Yamaha dealer in New Zealand. The team is called "Team Tokoroa Motorcycles" and the members are between the ages of nine to sixteen. This is a picture showing the line-up of the team. From left to right: Darren (14) - New Zealand over 12 year old 80 cc champion, Darryl (9) - the youngest rider at the championships where he

is very popular at the races because he is always smiling. Dean (11) - 2nd in under 12 year old category of the 80 cc New Zealand championship, Brent (15) - 6th in the New Zealand 125 cc championship, Grey (14) - 7th in the New Zealand over 12 year old 80 cc championship and Gavin (16) - who just started riding in 125 cc senior races. Good luck to this young team!

From U.S.A.: The American Road Racing Association's road races at Willow Springs International Raceway featured a fierce battle in the sidecar event. On a cloudy Sunday in California, the 5 lap race on the 2.5 mile course was held gathering a lot of participants and spectators. Riding their TZ350 powered sidecar outfit, the male/female team of Alan Spears who is an employee of Yamaha Motor Corporation, U.S.A. and Eve Daniel (A.M.A. National No. 30) raced wheel-to-wheel with the 750 cc Kawasaki outfit of Garnett and James (A.M.A. National No. 53), eventually taking the

Alan & Eve win



checked flag by a margin of several feet.

"Asia Marine" Show in Singapore

From Singapore: "Asia Marine" Show was held at the World Trade Center in Singapore for five days beginning on April 15. Through the assistance of SUPRA, Yamaha O/M importer in Singapore, the Yamaha booth was prepared and the SPD-27F (ME120E), 25CMKS, ME60E, 120E, 18E (Cut EG) and so on were exhibited. A big fishermen's flag showing off their large catch was set up as the sign of the booth and happi coats were us-

ed as uniforms for the staff in charge, and these were also very popular. This show was what you call a trade show and closed to the public, and yet as many as 8,000 people visited it. Most of the visitors were in the marine business and serious negotiations were seen going on here and there. Among nearly 100 inquiries from various parts in Southeast Asia and Australia, those concerning marine diesel engines



Yamaha booth in readiness for the opening of the show.



SPD-27F and fishermen's flag (behind).



The Yamaha booth always attracts a crowd of visitors.

came to the top, followed by those on power boats, fishing boats, boats in general and O/M in that order. During the period in which "Asia Marine" was held a lot of Yamaha importers, such as AMI, KG Marine, Siam Yamaha, etc., came to see the show, and talked cheerfully with one another after visiting Yamaha booth.

From Holland: This is a picture taken at the HISWA Boatshow in Amsterdam in March of this year. A main exhibit of this show was the Yamaha dual thrust propeller. The Yamaha corner was always active with a large number of visitors who took a great interest in this item.

Amsterdam Boat Show



Pattaya Festival '80

From Thailand: Recently, spectacular boat and scooter races were conducted at an equilateral triangle track of 1800 meters in Pattaya, Thailand. These races were held as a part of Pattaya Festival '80 and Siam Yamaha's agent participated in the competition with 85HP racing and ski boats. The results were excellent in both races i.e. the Yamaha 85HP boat got the first prize in the racing boat section and the second prize in the ski boat division.

Welcome to Yamaha

Mr. Justo Mendoza

Research Scientist, Ocean Research Institute of Peru



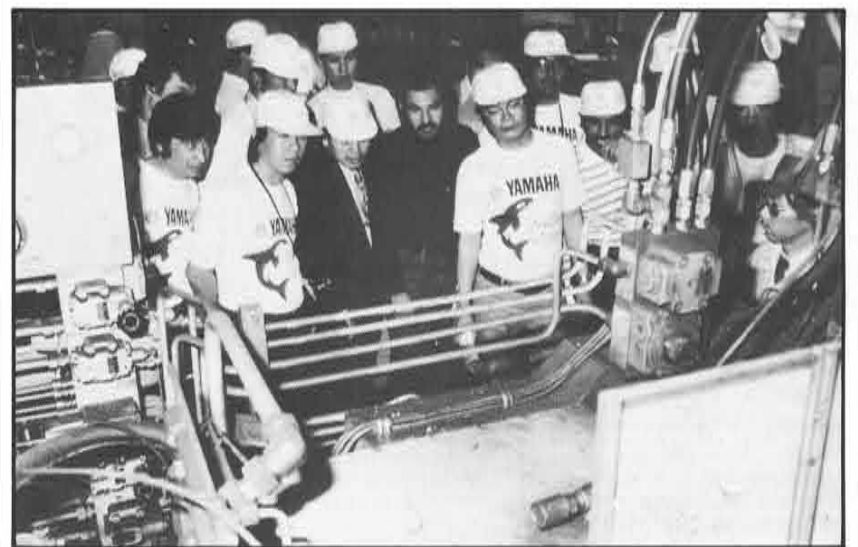
But fisheries have become one of our most important industries since the 1960's when we began to process super-abundant anchovy into fish meal for export throughout the world. Our government gives first priority to the promotion of fishery products exportation in its development policy. Peru is blessed with good marine fishery resources but a lot of fishing boats are left unused as fishermen do not know the method and technique for remodeling a purse seine into a trawler. The techniques for preserving, processing and distributing fish catches are also in a backward state. We hope the Japanese Government will send a team of technical experts to our country. The team we hope will scheme out fishery techniques and methods for each field of our fisheries that will best fit the conditions in Peru. I also hope that many more Peruvian trainees will be sent to advanced fishery nations, just as I have been sent here to Japan. There are a lot of small-scale fishermen involved in our government's fisheries development project, and they are very enthusiastic about

Overseas students who finished the 6-month course of fishery study at the JICA (Japan International Cooperation Agency), made a study tour to the Yamaha industrial group late in May prior to their departure from Japan. "We have been deeply impressed by Yamaha's leading technology which is fully utilized for the production of quality motorcycles, outboard motors, F.R.P. boats, marine diesel engines, etc.", said Mr. Justo Mendoza, one of the students. He is an expert in the field of marine fishing gear and

Yamaha products are essential to the promotion of fisheries development

methods. "Peru's marine fishery resources include anchovy, sardine, skipjack, horse mackerel, croaker, yellowtail, flatfish, hairtail, ray, cod, etc. We, Peruvians were formerly little interested in the development of fishery resources as we preferred meat to fish.

increasing their work efficiency by mechanizing their fishing boats and methods. We are looking forward to the supply of many more outboard motors and F.R.P. boats from Yamaha. Yamaha products will make great contributions to the promotion of our fisheries development project."



Mr. Mendoza (extreme left) on a study tour to Sanshin Industries



The winning race boat 85 HP

SPORTS NEWS

World Championships '80

Road racing

500cc class

Date	GP	Yamaha's top pts getter
March 23	Venezuelan	Cancelled
April 27	Austrian	Cancelled
May 11	Italian	Reported Kenny 15
May 18	Spanish	Reported Kenny 15
May 25	French	Reported Kenny 15
June 28	Dutch	Reported Middleburg 15
July 6	Belgian	Reported Kenny 10
July 27	Finnish	Reported Kenny 12
August 3	Swedish	Cancelled
August 10	British	
August 24	West German	

500cc road racing world championship positions

1. K. Roberts 67, 2. R. Mamola 51, 3. F. Uncini 41, 4. M. Luccinelli 34, 5. G. Rossi 30
 * Kenny finished second in the Finish GP on July 27. (see our next issue for details)

350cc class

Date	GP	Yamaha's top pts getter
March 23	Venezuelan	Cancelled
April 27	Austrian	Cancelled
May 11	Italian	Reported Cecotto 15
May 25	French	Reported Ekerold 15
June 28	Dutch	Reported Ekerold 15
August 10	British	
August 17	Czechoslovakian	
August 24	West German	

350cc road racing world championship positions

1. J. Ekerold 35, 2. J. Cecotto 27, 3. A. Mang 18, 4. Matteoni 16, 5. W. Villa 15

Motocross

500cc class

Date	GP	Yamaha's top pts getter
April 13	Swiss	Reported Carlqvist 10 + 10
April 20	Austrian	Reported Carlqvist 12 + 12
May 4	French	Reported Carlqvist 8 + 0
May 11	Swedish	Reported Carlqvist 12 + 15
May 18	Finnish	Reported Vromans 5 + 6
June 6	Italian	Reported Vromans 10 + 12
June 15	Dutch	Reported Vromans 15 + 15
June 22	American	Reported Moates 15 + 15
June 29	Canadian	Reported Carlqvist 12 + 12
July 20	West German	Reported Vromans 15 + 10
August 3	Belgian	
August 10	Luxembourg	

500cc motocross world championship positions

1. B. Lackey 192, 2. A. Malherbe 185, 3. A. Vromans 154, 4. H. Carlqvist 150, 5. G. Rond 98
 * Vromans and Carlqvist shared top positions in both races of the West German GP on July 20. (see our next issue for details)

125cc class

Date	GP	Yamaha's top pts getter
March 30	Dutch	Reported Velkeneers 0 + 15
April 13	Austrian	Reported Velkeneers 12 + 12
April 20	Belgian	Reported Velkeneers 12 + 15
April 27	French	Reported Velkeneers 15 + 0
May 18	Yugoslavian	Reported Velkeneers 6 + 10
June 8	West German	Reported Mitsuyasu 12 + 15
June 15	Italian	Reported Mitsuyasu 10 + 0
June 22	Czechoslovakian	Reported Mitsuyasu 15 + 12
July 6	Finnish	Reported Velkeneers 3 + 10
July 27	American	Reported Glover 0 + 8
August 3	Canadian	
August 17	Spanish	

125cc motocross world championship positions

1. H. Everts 132, 2. M. Rinaldi 125, 3. E. Geboers 121, 4. M. Velkeneers 110, 5. T. Mitsuyasu 105
 * B. Glover became Yamaha's highest points getter in the US GP on July 27. (see our next issue for details)

Jack Middleburg rides his

500 cc

Yamaha TZ500 to a sensational victory!

Dutch TT

Road Race World Championships



Dutchman Jack Middleburg who is nicknamed "Jumping pack" won the 500 cc race of the Dutch TT at Assen on June 28, watched by a crowd of 140,000 spectators. With his Yamaha TZ500 Middleburg started from the pole position in this 16-lap race which was run in a drizzle of rain.

Suzuki-mounted Randy Mamola became the early leader but reigning world champion Kenny Roberts had forged ahead of him by the end of the opening lap, with Graziano Rossi (Suzuki) and Middleburg (Yamaha) competing for third spot. Two laps later Middleburg stormed into the lead, bringing the crowd to their feet chanting "Jackie, Jackie".

From then onwards, Middleburg gave nobody a chance to get near him and chalked up his first GP win on the Yamaha TZ500, about 14 seconds ahead of Rossi. Kenny had to pull in at the end of lap six with a flat front tire.



350 cc

A fierce title battle between Cecotto and Ekerold

Dutch TT

Kenny retains the lead

Belgian GP

Kenny Roberts (Yamaha) finished third in the 500 cc race of the Belgian GP held on the bumpy Zolder circuit on July 6. Randy Mamola (Suzuki) won this gruelling 30-lap race to score his first GP victory. Marco Lucchinelli (Suzuki) finished second about 8.5 seconds astern. Kenny secured a safe third spot behind Lucchinelli. By adding 10 more points to the tally, Kenny retained a 12-point lead over Mamola.

South African ace Jon Ekerold (Yamaha TZ350) showed masterful riding in winning the 16-lap 350 cc race of the Dutch TT. Venezuelan star Johnny Cecotto (Yamaha TZ350) finished out of the championship points in this round as he was forced to slow down with a carburetor trouble. By this win Ekerold raised the total of his championship points to 35 against Cecotto's 27. "No real problems", he explained after racing, "although I was a bit worried about rain at the end of the race."

SPORTS NEWS

Sidecar

J. Taylor/B. Johansson (Yamaha) heading for the title

The title battle is continuing between J. Taylor/B. Johansson (Yamaha) and R. Biland/K. Waltisperg (Yamaha). R. Biland/K. Waltisperg won the first two grands prix (French and Yugoslavian) while J. Taylor/B.

Johansson finished second and third respectively. The latter launched a massive counterattack in finishing first in the Dutch TT, the third round of the series on June 28 but the former failed to score any championship points, as they retired on the eighth lap with gear linkage problems.

J. Taylor/B. Johansson repeated their success in the Belgian GP on July 6 while R. Biland/K. Waltisperg limped home in third place with gear selection problems. By this brilliant victory J. Taylor/B. Johansson widened the lead to 12 points over R. Biland/K. Waltisperg.

dre Malherbe (Honda) in the first race and Brad Lackey (Kawasaki) in the second race. This was Vroman's first GP victory ever in his career.

A real shake-up by Marty Moates

US GP

Cheerful Californian Marty Moates (Yamaha) aroused a sensation by winning both races of the US GP which were contested on the Carlsbad track in his native state. He used a standard Yamaha motocrosser in these races, leaving all the GP regulars in the dust including B. Lackey (Kawasaki), A. Malherbe (Honda), etc.



tory for the first time. Mitsuyasu repeated his success in the Czechoslovakian GP in June 22 by finishing first and second in both races while Geboers grabbed second and first places.

Vroman's superb ride!

500 cc

Dutch TT



Motocross World Championships



Andre Vromans, the 23-year old Yamaha ace won both races of the Dutch GP held on the sandy Valkenswaard track on June 15. Vromans mastered this tricky track completely to finish first in both races, collecting a maximum of 30 world championship points. In brilliant sunshine and in front of a crowd of 25,000, Vromans rode his works Yamaha superbly to beat An-

Mitsuyasu's first GP win!

125 cc

West German GP

Japanese Yamaha rider Tetsumi Mitsuyasu shared the honors as highest points getter with Eric Geboers (Suzuki) in the West German GP on June 8. In the first race Mitsuyasu finished second about 4 seconds behind Geboers after a race-long battle. In the second race Mitsuyasu beat Geboers by about 3 seconds and chalked up a long-coveted GP vic-

AMA Motocross Championships

B. Glover leads the 125 cc title battle

20-year old Broc Glover retains a 7-point lead over his nearest rival M. Barnett (Suzuki) in the 125 cc title battle with only one more round yet to contest in August 24. In the supercross series Mike Bell (Yamaha) led C. Sun (Honda) by 32 points when the 11th round was over (five rounds to go).

RESULTS

Road Race

Dutch TT - June 28

500 cc class

1. J. Middleburg Yamaha
2. G. Rossi Suzuki
3. F. Uncini Suzuki
4. B. van Dulmen Yamaha
5. R. Mamola Suzuki

350 cc class

1. J. Ekerold Yamaha
2. P. Fernandez Yamaha
3. A. Mang Kawasaki
4. J. Sayle Yamaha
5. C. Lavado Yamaha

250 cc class

1. C. Lavado Yamaha
2. E. Saul Yamaha
3. A. Mang Kawasaki
4. T. Espie Yamaha
5. J.M. Toffolo Yamaha

Belgian GP - July 6

500 cc class

1. R. Mamola Suzuki
2. M. Lucchinelli Suzuki
3. K. Roberts Yamaha
4. G. Crosby Suzuki
5. W. Hartog Suzuki

250 cc class

1. A. Mang Kawasaki
2. G. Marchetti Morbidelli
3. P. Fernandez Yamaha
4. R. Freymond Yamaha
5. G. Geddes Yamaha

Sidecar

French GP - May 25

1. R. Bliand/K. Waltisperg Yamaha
2. J. Taylor/B. Johansson Yamaha
3. W. Schewarzel/A. Huber Yamaha

4. E. Stryer/J. van Der Kaap Yamaha
5. R. Steinhäusen/K. Arthur Yamaha

Yugoslavian GP - June 15

1. R. Bliand/K. Waltisperg Yamaha
2. A. Michel/M. Burkhard Yamaha
3. J. Taylor/B. Johansson Yamaha
4. E. Streuer/J. Kemp Yamaha
5. W. Schewarzel/A. Huber Yamaha

Dutch TT - June 28

1. J. Taylor/B. Johansson Yamaha
2. A. Michel/M. Burkhard Yamaha
3. D. Jones/B. Ayres Yamaha
4. E. Stryer/J. van Der Kaap Yamaha
5. W. Schewarzel/A. Huber Yamaha

Belgian GP - July 6

1. J. Taylor/K. Waltisperg Yamaha
2. A. Michel/M. Burkhard Yamaha
3. R. Bliand/K. Waltisperg Yamaha
4. D. Jones/B. Ayres Yamaha
5. W. Schewarzel/A. Huber Yamaha

Motocross

500 cc class

Round 6 - Italian GP - June 8

- 1st race
1. R. De Coster Honda
 2. A. Malherbe Honda
 3. A. Vromans Yamaha
 4. G. Noyce Honda
 5. B. Lackey Kawasaki
- 2nd race
1. A. Malherbe Honda
 2. A. Vromans Yamaha
 3. R. De Coster Honda
 4. G. Rond Suzuki
 5. J.J. Bruno Suzuki

Round 7 - Dutch GP - June 15

- 1st race
1. A. Vromans Yamaha
 2. A. Malherbe Honda
 3. G. Rond Suzuki
 4. H. Carlqvist Yamaha
- 2nd race
1. E. Geboers Suzuki
 2. T. Mitsuyasu Yamaha
 3. T. Suzuki Aprilia
 4. F. Perfini Gilera
 5. M. Rinaldi TGM

5. G. Wolsink Maico

- 2nd race
1. A. Vromans Yamaha
 2. B. Lackey Kawasaki
 3. G. Rond Suzuki
 4. J.J. Bruno Suzuki
 5. J. Velthoven KTM

Round 8 - US GP - June 22

- 1st race
1. M. Moates Yamaha
 2. H. Carlqvist Yamaha
 3. D. Laporte Suzuki
 4. A. Vromans Yamaha
 5. G. Breker Kawasaki

- 2nd race
1. M. Moates Yamaha
 2. G. Rond Suzuki
 3. D. Laporte Suzuki
 4. M. Smith Suzuki
 5. C. Sun Honda

Round 9 - Canadian GP - June 29

- 1st race
1. B. Lackey Kawasaki
 2. H. Carlqvist Yamaha
 3. A. Malherbe Honda
 4. R. De Coster Honda
 5. G. Rond Suzuki

- 2nd race
1. A. Marhelbe Honda
 2. H. Carlqvist Yamaha
 3. A. Vromans Yamaha
 4. B. Lackey Kawasaki
 5. G. Rond Suzuki

125 cc class

Round 6 - West German GP - June 8

- 1st race
1. E. Geboers Suzuki
 2. T. Mitsuyasu Yamaha
 3. T. Suzuki Aprilia
 4. F. Perfini Gilera
 5. M. Rinaldi TGM
- 2nd race
1. H. Everts Suzuki
 2. E. Geboers Suzuki
 3. M. Velkeneers Yamaha
 4. P. Groeneveld Honda
 5. T. Mitsuyasu Yamaha

1. T. Mitsuyasu Yamaha
2. E. Geboers Suzuki
3. M. Rinaldi TGM
4. J. Vimond Yamaha
5. P. Groeneveld Honda

Round 7 - Italian GP - June 15

- 1st race
1. M. Rinaldi TGM
 2. E. Geboers Suzuki
 3. T. Mitsuyasu Yamaha
 4. T. Suzuki Aprilia
 5. D. Nani Gilera

- 2nd race
1. M. Rinaldi TGM
 2. T. Suzuki Aprilia
 3. M. Dolce Fantic
 4. M. Miele Cagiva
 5. D. Nani Gilera

Round 8 - Czechoslovakian GP - June 22

- 1st race
1. T. Mitsuyasu Yamaha
 2. E. Geboers Suzuki
 3. M. Rinaldi TGM
 4. D. Nani Gilera
 5. M. Autio Honda

- 2nd race
1. E. Geboers Suzuki
 2. T. Mitsuyasu Yamaha
 3. T. Suzuki Aprilia
 4. D. Nani Gilera
 5. P. Groeneveld Honda

Round 9 - Finnish GP - July 6

- 1st race
1. M. Autio Honda
 2. H. Everts Suzuki
 3. T. Suzuki Aprilia
 4. M. Rinaldi TGM
 5. E. Geboers Suzuki

- 2nd race
1. H. Everts Suzuki
 2. E. Geboers Suzuki
 3. M. Velkeneers Yamaha
 4. P. Groeneveld Honda
 5. T. Mitsuyasu Yamaha





S

Type: 4-stroke S.O.H.C. single
Displacement: 499cc

R

Compression ratio: 9.0: 1
Maximum torque: 3.9kg-m/5,500rpm

5

Ignition: C.D.I.
Lubrication: Dry sump

0

Overall length: 2,106mm
Overall width: 835mm

0

Fuel tank capacity: 12.0l
Oil tank capacity: 2.2l



YAMAHA

Overseas response

Super Sports RD350

Yamaha's new liquid-cooled super sports models, the RD350/250LC have aroused a fresh sensation worldwide among both motorcycle journalists and sport-loving motorcyclists since they were launched on the market a few months ago. Leading motorcycle magazines or newspapers both here and overseas have taken up these models for their road tests all together.

The following is the extracts of their test reports:

Motor Cycle News May 28 Great Britain

The top of the 250 speed ratings!

Yamaha's sensational new water-cooled RD250 will clock an incredible 106.1 mph making it the fastest quarter-litre production roadster tested by Motor Cycle News

Top speed 106.1 mph. Just think about it for a moment. Less than 20 years ago it took a very good 500 to crack the magical ton-plus barrier. Now we've got a bike only half the size with the same top speed - and even better acceleration. Frightening isn't it?

If the RD was an animal it would be a cat. Beautiful, lithe, yet at the same time powerful, nimble and always sure of itself.

Built for speed sharp-witted, occasionally cruel, but ever responsive to a loving hand. And like a cat it's cool --- very cool

The RD250 is a direct descendent of the TZ racer, featuring the same liquid-cooled piston-ported motor

and the Yamaha monoshock system which has taken the TZ and YZR machines to repeated world titles

Yamaha's unique experience on the race track has led to the development of a bike with broad, dependable safety margins. The motorcycle that wins races is not just the fastest motorcycle, it's inevitably the best handling, best braking, most stable motorcycle under the most widely varying stresses. In short, a safe motorcycle.

The RD250 displaces 247 cc with a bore and stroke of 54.0 x 54.0 mm, giving a power output of 35.5 bp at 8,500 rpm. Maximum torque is 3.1 kg-m at 8,000 rpm. End of the lecture in mechanical engineering.

Riding the RD is an experience, a mixture of exhilaration, excitement and hard work



Breath-taking

The take-off is breath-taking for a 250, the technique being to wind the quick-action throttle back against the stop and slip the clutch to stop the motor over-revving

Once under way you never have a moment's peace, especially down a winding country line. Every trip becomes a lap of the Island, with eternal gear changing, hard acceleration and sharp braking to the constant rasp of the twin Mikunis gulping in as much petrol and air as they can, and the twin expansion boxes struggling to clear the hard-pressed cylinders for the next charge.

Hard work certainly, but also perhaps the ultimate possible experience on a 250 roadster. Fortunately the six-speed gearbox is perfectly matched to the high-

revving motor, each gear being close enough to its kin to make rapid changes both feasible and almost enjoyable

A triangulated rear sub-frame carries the wheel, which is suspended by a long spring and shock absorber - the all conquering monoshock

The system provides not only long rear wheel travel, but also more positive damping, which allows the wheel to follow more closely, and more safely, the variations in road surface

Earlier I compared the RD with a cat, and nowhere is the comparison more true than in its road holding. A cat never hurts itself because it always lands on its feet, and in the same way an RD rider will never hurt himself because the bike sticks to the road like chewing gum to a settee

RD350LC makes a winning race debut!



Williams and his Yamaha trounce Hondas

THE combination of TT expert Charlie Williams and one of Yamaha's brand new RD350LC engines mounted in a TZ racing chassis shattered Honda's three year monopoly of the Formula Two TT - run in damp and sometimes misty conditions on Thursday afternoon.

Reports: Mick Woollett
Pictures: Eric Kitchen and Doug Baird



'No trouble at all' - Williams

Williams, an experienced TT rider, was seen to be in complete control of his Yamaha RD350LC as he led the field from the start to the finish. He scored his eighth TT win, even a Honda 600 was not a match for his Yamaha RD350LC!

The new Yamaha RD350LC proved to be unrivaled in actual racing. British rider Charlie Williams rode a Mitsui Yamaha - entered RD350LC machine to a dramatic victory in the Isle-of-Man TT Formula II counting towards the world championship.

The 4-lap race was run over the famous mountain circuit on June 5 and William led the entire field from the start to the finish and scored his eighth TT win. Even a Honda 600 was not a match for his Yamaha RD350LC!

"The Honda may have had more top end but my Yamaha was better on acceleration", said Williams after racing.



Overseas response

/250LC

Responsive

The style not only looks good, but has a practical purpose as well, the wheel being designed to crumple if you should be unlucky enough to get involved in a head-on smash

The front brake is a single 10.5 inch disc, which again was powerful enough to lock the wheel up but at the same time responsive enough for the rider to make sure that didn't happen

Camels

The speed is one of the most ac-

curate I've ever seen - an absolute must in these days of repressive overall speed limits

Unlike many sporting bikes the RD is also very comfortable. The seat is soft enough to make long distances less of a chore than usual, and there is plenty of room for the little lady providing you don't mind suffering the inevitable drop in power

Sitting up the RD will pull over 90 with ease, and flat on the tank the ton is no trouble, but bear in mind that the 106.1 mph figure was achieved with a tail wind and a rider wearing racing leathers.

Moto Journal No. 459 France

Yamaha RD350LC, a faster yet safer machine!



The Yamaha RD350LC is a truly exciting road model to French motorcyclists and us, motorcycle journalists as well.

Its claimed top speed (about 200 km/h) has once become a matter for controversy. Some people say that the RD350LC is too fast to be controllable.

What a superficial view they have! The RD350LC is so fast as a much larger machine, indeed.

But at the same time it is not an uncontrollable machine.

Not at all! On the contrary, its handling is superbly good.

The RD350LC weighs only 145 kg and is only half the size, of a 1,000 cc model, though it has the same speed!

The front disc brake is as powerful and sharp as that on a much larger model.

It is important to note that the new Yamaha's safety margins are sufficient.

Styling is very attractive and far above conventional standards. Yamaha-original aerodynamic design is based on that of the world's strongest TZ production racer. The RD350LC is the direct descendant of the TZ production racer in both performance and style.

A real super sports feel

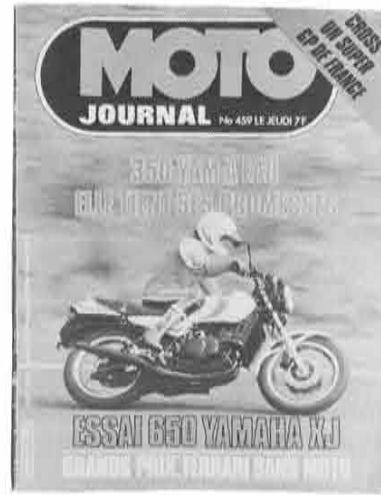
A single kick starts the high performance engine.

Two spindle-shaped pipes give out clear and dynamic exhaust sounds.

The development of power output feels smooth over the low speed range.

Seat position is lowered so that the rider may take the most natural riding posture.

The machine starts off smoothly when engine speed is raised to 2,000 rpm. Gear shift operation is very positive. The close-ratio 6-



speed transmission is quite suitable for this high performance road model.

Every shift operation causes only the slightest loss of rpm's, thus resulting in exciting racer-like acceleration.

The compact twin cylinder engine delivers 47 ps at 85,000rpm, a 12 ps margin over its sister model, the RD250LC.

Surprising enough!

I had a chance to ride the new Yamaha around a 2-km track. The one-lap testing could not afford such performance data as top

speed, SS 1/4 mile, etc. But the distance was not too short to supply me with many substantial data concerning cornering, handling, roadholding, braking, etc.

The machine handled well, as if it were a part of my body when taking corners.

That was a true racer's feel!

Roadholding was exceptionally good. The rear wheel was always kept firm on the ground even when my weight was shifted forward.

Brakes worked powerfully and dependably. A bit of delay in brake timing mattered little, causing no loss of balance or stability.

Needless to say, a one-lap test was a mere tryout. If I had been allowed to ride this model for many more laps, I could have obtained more performance details including fuel consumption, but I can say that the RD350LC is Yamaha's positive answer to those 2-stroke enthusiasts who have long awaited the advent of a truly exciting super sports bike.

The RD350LC is designed and built to set a new trend in this range!

Q & A



Q The RD350/250LC have a maintenance-free C.D.I. system.

Please give an explanation of a high-speed slow timing C.D.I. system.

A This is one of the characteristics inherent in a 2-stroke engine.

In general, ignition timing becomes quick as engine speed is increased. But in the case of a 2-stroke engine, slow ignition timing helps to improve the delivery of power output over the near-peak rpm range. Slow ignition timing raises combustion temperature, thus increasing the speed of exhaust stream for the quicker and smoother charge of fresh mixture.

In a word, each 2-stroke engine has an optimum ignition timing of its own. On the new RD350/RD250LC, ignition timing is automatically and electrically regulated to meet a change in engine speed.

Q Please tell us the characteristics of the Yamaha Mono-cross suspension system.

A The Yamaha Mono-cross suspension system features a simpler construction but ensures higher cushion efficiency so that roadgripping is greatly improved and the maximum of handling stability is obtained.

On this system, the cushion damper is separated from the rear arm, thus resulting in larger wheel travel. Both rear arms are triangulated so that rigidity is overall increased.

Shocks or impacts coming from rough road surfaces transfer through these rear arms symmetrically and are absorbed into the monoshock system. Even if the impact is stranger on the left or right side, the system allows the rear wheel to follow bumps and dips on the ground very smoothly with less side sway.

This race-proven system was first employed on production motocrossers and then on off-road models. The adaptability of this system has been expanded even to road racers and standard road models.

Q What are the exclusive advantages of a halogen lamp?

A Halogen gas, with which the bulb is filled, prevents the tungsten filament from melting away so that the lamp may maintain its original brightness until the termination of its life.

The halogen lamp is very bright even in fog, rain or snow thus essential to a high performance motorcycle.

The lamp on the new RD350/250LC incorporates a position lamp which proves to be useful at dusk.

A 50-day service campaign ful conclusion — Pakistan



Mr. Yuzo Hirose



Mr. Katsumi Suzuki

Yamaha's service campaign in Pakistan, which began on April 10 following a scheduled course, has been brought to a successful conclusion, covering 14 major cities and conducting free check services on 1,200 bikes during the 50 day period.

Here is a summary of the campaign reports made by Mr.

Yuzo Hirose and Mr. Katsumi Suzuki, staff members of the Overseas Service Department who took an active part in the campaign at the request of Dawood Yamaha Ltd., the joint venture company.



A crowd of Yamaha owners on the morning of a free check service day!

From Pakistan: Yamaha's sales promotion activities in Pakistan have become remarkably brisk since the joint venture company was founded in 1975.

Dawood Yamaha Ltd. has continued to increase the sales of Yamaha bikes with its improved dealer network and foresighted business policy, thus capturing 40% of the total market.

The aim of our 50-day service campaign was to win higher customer trust in Yamaha bikes and to get a clearer picture of after-sale service activities in Pakistan.

Dawood Yamaha Ltd. was enthusiastic enough to publicize the aim and schedule of the campaign far and wide by supplying all the local dealers concerned with PR posters showing our portraits, handbills, banners, etc. and by putting ads in a number of influential newspapers prior to starting the campaign.

The campaign covers 14 major cities in close cooperation with local dealers concerned

We teamed up with the following staff of Dawood Yamaha:

Mr. A. Majid Khan Sales, Manager
Mr. Saeed Dur Zafar, Coordination Manager

Mr. Shakoor, Mechanic
Mr. Zahid, Mechanic

The team was joined by 3 to 5 dealer mechanics in each city and some more hands were required to take care of various related assignments. At first we laid plans to make a campaign tour through 10 major cities, namely, Karachi where the main office of the company is located, Hyderabad, Sakkur, Rahimyarkhan, Multan, Faisalabad, Lahore, Gujranwala, Peshawar and Pawalpindi, but four more cities were added to the list.

They were Mirpurkhas, Sialkot, Quetta and Mardan.



Mr. A. Majid (left) and Mr. Saeed Dur Zafar

This meant that our campaign would cover almost all the major cities of Pakistan.

Following the schedule, the campaign kicked off in Karachi.

Service capacity is greatly increased by field service cars

Through the promotion of the service campaign we have realized that of all Yamaha models, the YB100 and YB80 are the best sellers. In general, motorcycles are ridden for

practical use in Pakistan. In most cases, the bikes carry two passengers and maintain considerably high speeds.

Therefore, "toughness" and "handling ease" are the most important factors in a bike.

In this respect the Yamaha models are cited as the best by Pakistan motorcyclists.

Now let's take our talk back to the

campaign.

We conducted free check services on 160 Yamaha bikes in Karachi over a period of four days and started out on a 5,000-km campaign tour on board a truck fully loaded with spare parts for all Yamaha models available on the market.

Our truck tour continued on to Lahore stopping in the scheduled cities along the way.

Then we traveled by air from Lahore to Peshawara, from Rawalpindi to Quetta and from Quetta back to Karachi.

Our campaign covered 14 major cities and we serviced 1,200 Yamaha bikes of many different types putting all of our energy and heart into the work for the 50 day period. This enabled us to make very useful contacts with a lot of Yamaha owners who received the



Mr. Suzuki (left) working with an expert Pakistan mechanic



Yamaha PR banners



Three sweet Yamaha girls meet the team. They are sisters.

n is brought to a success-

یاماہا جاپان سے
یاماہا کے ماہرین

یاماہا جاپان کے ماہرین آپ اور سروس کے لئے
یاماہا جاپان کے ماہرین ۱۰ اپریل سے ۹ مئی تک
ملک بھر کا دورہ کر رہے ہیں۔ اپنی موٹر سائیکل کے
فنی چیک آپ، سروس اور دیگر فنی مسائل اور
مشورہ کے لئے ہم آپ کے منتظر ہیں گے۔
مزید تفصیلات کے لئے مختلف شہروں میں
شو روم اور ہمارے منظور شدہ ڈیلروں سے رجوع فرمائیں۔
یاماہا... زندگی کے ساتھ سواں درواں

This advertisement was put in 16 influential newspapers.

یاماہا جاپان سے
یاماہا کے ماہرین

ہیرا کو آپ کو معلوم ہو گا کہ آپ کی
موٹر سائیکل کی فنی چیک آپ، سروس اور
دیگر فنی مسائل اور مشورہ کے لئے یاماہا جاپان سے
ماہرین تشریف لائے ہیں اور اس سلسلہ میں ملک بھر کا
دورہ کر رہے ہیں۔ آپ کے علاقے کے لئے ان کا پروگرام مندرجہ ذیل ہے۔
تاریخ مقام
یاماہا... زندگی کے ساتھ سواں درواں

This announcement ad was run in newspapers for 7 days in succession before the campaign. The lower space is left blank for the date and place.

یاماہا جاپان کے ماہرین
یاماہا کے ماہرین آپ اور سروس کے لئے
یاماہا جاپان کے ماہرین ۱۰ اپریل سے ۹ مئی تک
ملک بھر کا دورہ کر رہے ہیں۔ اپنی موٹر سائیکل کے
فنی چیک آپ، سروس اور دیگر فنی مسائل اور
مشورہ کے لئے ہم آپ کے منتظر ہیں گے۔
مزید تفصیلات کے لئے مختلف شہروں میں
شو روم اور ہمارے منظور شدہ ڈیلروں سے رجوع فرمائیں۔
یاماہا... زندگی کے ساتھ سواں درواں

Handbills from dealers to spectators

service campaign very favorably, and enabled us to enhance the brandname of Yamaha. We learned a lot about what Yamaha owners wanted. One thing we feel sorry about even now was that we had to adopt an advance application system as the number of Yamaha bike owners was far in excess of our anticipation each time. Dawood Yamaha Ltd. has already set out to establish a new branch in Hyderabad in addition to the ones in Multan, Lahore and Peshawara. Expert mechanics of Dawood

Yamaha Ltd. are periodically dispatched to each branch in order to train local mechanics in advanced service/repair techniques for Yamaha bikes. In addition, field service cars will be adopted to increase the efficiency of after-sale service activities all over the country. During the campaign period we gave service seminars for dealer mechanics in Karachi and Lahore at the request of Dawood Yamaha Ltd. Increased service efforts will lead to more sales!



The main plant of Dawood Yamaha Ltd. is at full capacity to increase production.

20 2-stroke cutaway engines are presented to Pakistan

Yamaha Motor and Dawood Yamaha Ltd. have recently presented 20 2-stroke cutaway engines to the Pakistan Government. These engines are very useful as

teaching materials for the students of technical colleges and vocational training institutes by enabling them to obtain a deeper understanding of the internal combustion engine.



Mr. Ali Dawood, Chairman



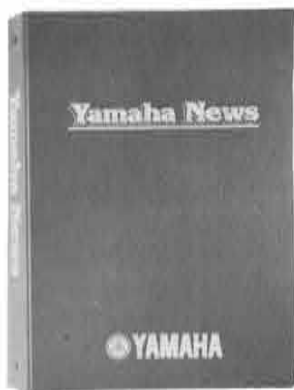
A lot of service mechanics attend a seminar.



Specific efforts are being directed toward the improvement of genuine parts stock and supply system to keep pace with a constant increase in sales.

From our Editorial Room

Useful holder for your shop



We think you have already gotten a sample of the new rolling file for "Yamaha News" which was sent to you the other day. Do you like it? As mentioned in the information dated May 10 from the AD & PR Division, the "Yamaha News" is an effective medium for better communications between the Yamaha Office, distributors and dealers. Of course, that is not all. It's up to you whether you make the most of our Yamaha News in various ways or not. Technical information, feature articles on new models or sales campaigns, Q & A, sports news, topics, pin-ups these articles and photos can be very useful for your business directly or indirectly. And some issue might become a personal memento for you if it contained one of your contributions. We recommend that you keep these useful issues of Yamaha News in this durable and beautiful holder permanently and put them to use whenever you want. Don't you think it would be nice to see the range of files increase along with your shop history? We hope you recommend it to your dealers and use it for a long time. The order number is C115 and the price is ¥380 (FOB Japan). Please send your order form to the following address.

Address: Editorial Room of Yamaha News Advertising & Public Relations Overseas Markets Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken Japan
Tel: IWATA 05383-2-1111
Telex: IWATA 4263 751 YAMAHA J
Cable: YAMAHA MOTOR IWATA

As noted in our No. 5 issue, we have laid plans to publish an RX100/125 special issue in the near future. In connection with this, we would like to be supplied with the following editorial materials:
* General response to these models
* Description of actual customers
* Photos, if available, etc.
Please send your letter to the same address as the above.

Colombian sales promotion campaign

An all-out effort in sales creates a Yamaha sensation

Yamaha's Colombian importer, handling all the distribution and sales of knockdowns in this country, Incolmotos Cia., S.A. by its close cooperation with Yamaha Motor Co., launched its large-scale sales, service and safety campaign "Caravana Yamaha", and its sponsorship of the "Escuela de Motociclismo", under the slogan — YAMAHA, it's a way of life, thus winning higher customer trust and experiencing a rapid expansion of its market.

Keeping in mind that an increase in demand must be accompanied by a well organized system of goods supply, and with consideration to the safety and benefit of the customers as its goal, this campaign was sure to create a great sense of trust regarding the Yamaha brand. Special emphasis was given to the improvement of the level of service technology and a smooth supply system for spare parts in light of this.

In this campaign, something that caused a lot of favorable comments, and that could be thought of as a form of "Before Service", was the Learn-to-Ride classes "Escuela de Motociclismo". These classes contributed to the spread of safe riding, a thing of deep social importance, picked up several leading newspapers, thus making the achievement of this campaign even greater at the same time as it contributed to the reputation of Yamaha as a brand people could trust and bringing meaning to the slogan — Yamaha, it's a way of life.



Mr. Franco Jose Sierra A. predicts a 25% increase in sales.



Reporter Ignacio (right) at work.

Ensuring the benefits and safety of the customer

From Colombia: In the steadily growing Colombian market, where Yamaha's share continues to increase, the Incolmotos company, with a forward looking goal of securing a position of indisputable leadership in the market, planned "Caravana Yamaha" and put it into motion on February first. Right on the heels of this campaign beginning on May 8th and being held in important cities throughout the country, the "Escuela de Motociclismo" has continued the Yamaha sensation.

"Caravana Yamaha" has as its backbone user oriented check service, and includes along with this the sale of genuine spare parts, exhibitions of new production models

at which goods and accessories are offered for sale, thus featuring a large-scale Yamaha activity. Then there is the "Escuela de Motociclismo" for those who despite a strong interest in motorcycling, either do not have the opportunity to have direct contact with bikes, or lack the self-confidence to try riding by themselves. These people are taught the proper way to ride by this course. Both of these campaign events have the common goal of using before-and-after-sale service as the extra push in the sales promotion of the many high quality, high performance models of the proud Yamaha line. At the same time, participation in these events is a real

contribution to the safety and benefit of the customer. Needless to say, careful preparation was essential to the running of these programs.

For example, with the encouragement of the staff and the cooperation of the overseas service department of Yamaha, a service school was held. Servicemen from the individual dealers were gathered for a brush up on their service techniques. In addition to this, and at the request of the market, a smooth supply system for genuine Yamaha spare parts was implemented. Also in preparation for the "Escuela de Motociclismo", the Yamaha Safe Riding Promotion Center sent its special instructor Tadao Takahashi to give a special riding course to the salesmen involved in the first line sales activity.

QUESTIONNAIRES SHOW APPRAISALS OF THE LTR.

Instructors are praised for their patience; Appreciation for safe riding grows

The sales division of Incolmotos conducted a questionnaire survey concerning the appraisals of about 100 randomly selected participants of the 4 day Learn-to-Ride School held in Medellin. The results were unanimously favorable, calling for the continuation of the school, and confirming that their appreciation for riding safety had been raised, and that they had gained a lot of self-confidence from their experience.

Following are some of the frank comments that came out in that questionnaire:

* "It was a wonderful program. In spite of the short amount of time, the contents were excellent and gave me a lot of confidence in my riding."
* "Thanks for everything. This was my first experience on a motorcycle. I never thought it would be such fun to ride."

- * "There has never been a program with such a practical curriculum. I hope this school will become a continuous one."
- * "For someone who can't even ride a bicycle, I was amazed that I was able to ride a motorcycle in only one day. I want to give my heartfelt thanks to my instructor."
- * "I was very much impressed by the lecturer's explanations. I learned many facts I had never known about riding safety. In this sense it was very significant to me."
- * "I saw very clearly how important it is to protect myself by safe riding."
- * "My instructor was very kind. I was able to learn to balance right away. I would have liked a little more time if possible."
- * "It was a much more significant ex-

es and service ation

Medellin's peace and order is the job of commander Teniente, shown here with his favorite XT500



Miss Rocío is enchanted with Yamaha.



A successful "Caravana Yamaha" exhibition hall (left) and patrol officers of the Medellin Police listening to a "Escuela de Motociclismo" lecture on the proper attitude in safe riding.

Social approval for the campaign

Inspired by the zeal of the Incolmotos company, the local dealers also threw all their energies into the cooperative effort, securing halls for the exhibitions, hanging banners, taking the initiative to do their own P.R. work, and during the running of the exhibitions using their entire staffs to help liven the mood of the events. Especially with regards to the "Caravana Yamaha", which had periodic service checking and the sales of genuine spare parts as its main focus, with the display and on-the-spot sales of new models, goods and accessories being an added attraction, the cooperative efforts of the local dealers in the detailed planning of the exhibition hall arrangement and decoration was of tremendous importance in carrying out the events successfully. For example, preparing a special stage for live band performances, the showing of motor sports movies, and in general, with motor-

cycling as the point in common, making an enjoyable and beneficial day long event was the area in which the dealers played big roles. Other things which added to the popularity of the exhibitions were the opening of a "Motorcycle Advice Corner" in the hall at which questions about engine mechanics, frame structure, wheels, performance, riding technique etc. as well as conditions for purchasing and every sort of question. Especially designed "Yamaha" jackets and other souvenirs were also given out to lucky visitors by lottery, something everyone enjoyed.

Mr. Toshifumi Tachiki, Incolmotos' Sales Manager and planner of this campaign, said of it; "If we were going to make a campaign we didn't want it to be just a sales push by our salesmen. We wanted to include not only people who sell the goods but the people who use them and service them as well. We wanted the kind of program where all these people, through Yamaha, could experience an enjoyable and beneficial

time." In addition to this it should be mentioned that the cooperation of the local dealers in creating a friendly atmosphere as well as well planned and abundant displays in the exhibition halls greatly contributed to the success of the campaign.

On the other side, the "Escuela de Motociclismo", offering participants a basic foundation not only regarding instruction of riding technique but also placing stress on the importance of safe riding, created a very favorable reputation everywhere. Ignacio Franco Silba, reporter for the largest daily paper in Colombia, El Espectador, said in his article on the program: "This event marks the first attempt to hold a riding instruction course in Colombia. It has great significance in that, at the same time it teaches riding technique, it is also getting people to understand motorcycles in a proper way. We at this paper would like to do everything we can to see that this program continues in operation." Truly complimentary

feelings.

Spreading now to the smaller cities

Beginning in Medellin then moving on to the large markets of Pereira, Cali, Bogota, Bucaramanga, the "Caravana Yamaha" has already been attended by a total of 50,000 people with free-check services being given to an actual 1300 bikes. The "Escuela de Motociclismo" which has also been held in Medellin and Bogota has instructed already 700 students.

Because these campaigns, which are held on weekends, require a considerable amount of equipment and facilities, for example, tents, banners, signs, exhibition models of the FS80, RX100/125, DT100/175, XT500, RD400 and XS1100 for on-the-spot sale, all kinds of genuine spare parts, goods and accessories, service tools and parts etc, a special large sized truck with the "Caravana" name printed on it is being used to mobilize the program. These kinds of organized programs began in Colombia in October 1977 with the "Yamaha Motocross School" being held in various cities. Francisco Jose' Sierra, Incolmotos' General Manager, analyses the present campaign in this way: "The present campaign's planning began last year. In this time when people are very interested in motorcycles as a handy means of transportation, we are all very happy to see the new level of trust and the new rise in the Yamaha brand image that have resulted from this magnificent, combined effort campaign.

But this campaign is not a one-shot affair. We are planning to take the "Caravana Yamaha" and the "Escuela de Motociclismo" now to the smaller cities and their surround-

perience than I ever would have imagined. Listening to the instructors' words, I got a new sense of responsibility with regards to safe riding."

* *"I felt some dissatisfaction with regards to the systematic management, but I had to appreciate the dedication of the instructors and the thoughtfully prepared presentation."*

* *"I felt I got a good idea of how to ride safely."*

* *"I wanted to attend all four days. Also I think there are many people who were not able to attend for some reason. I would be grateful if these people could be reached perhaps by use of some other media like radio."*

Although the Learn-to-Ride school is planned for the beginning rider, there are also many people who attend for the

sake of safe riding lectures. Mr. Elikin Gabriel Castaño Suarez said that the reason he participated in the program was out of his concern for safe riding. If car drivers would pay more attention to motorcyclists, the number of accidents would drop and the number of people using motorcycles would surely increase. The coming age is going to be the age of the motorcycle not the car.

Another participant, Miss Andriana Fandiño, a college student who has been riding a DT175 for 8 months said she joined the class to learn riding technique. "I learned many things I had not known before. The content of the program was much fuller than I would have imagined. I want to give my heartfelt thanks to the people who made this program possible". She also suggested that if possible, she would like the

classes to be divided according to the students' level of ability. Mr. Jose Jario Gutierrez said that he was completely satisfied with the results of his Learn-to-Ride course. He was truly grateful for the complete lack of commercialism on the part of the sponsor, for example the absence of any goods or advertising by Yamaha, which allowed everyone to concentrate strictly on riding techniques.

Although of yet he has no license, he said that he had been won over and had decided to buy a motorcycle. He added that he would like to see more people riding bikes and that for the sake of spreading understanding of motorcycles he would like to see the Learn-to-Ride School become a continuous enriching program.

Continued on Page 16

Colombian sales promotion campaign

Continued from page 15

ding communities. We are expecting the motorcycle market in Colombia to increase by 20% over last year, breaking through the 40,000 mark, and with the success of the present campaign we can expect Yamaha to achieve a 25% increase in sales." Seeing this kind of positive sales promotion stance by the Incolmotos company, the local dealers are sure to raise their own expectations and achieve excellent results in increasing their overall sales, including those of genuine spare parts.

Praise for Yamaha, the safety seller

In the Bogota exhibition, Pepsi Cola tied up with the Yamaha campaign by offering complimentary drinks at the exhibition hall. The Pepsi-girl, Miss Rocio Vera Ramirez, was even attracted enough by Yamaha to join in the "Escuela de Motociclismo". Learning engine starting, clutch use, gear changing etc. from the courteous instructors, at first it was touch and go, but in the end she was able to perform smoothly on the right and left slalom and received the praise of her instructor as an excellent student. There is

something that both Yamaha motorcycles and Pepsi have in common; it's a refreshing feeling. In Medellin, in the exhibition hall, special instruction was given to those who defend the peace and order of the city, the Police Motorcycle Patrol. The leader of the 50 man patrol mounted on XT500 bikes, is the congenial 28 year old Teniente Jairo Vanegas Corles who says; "The motorcycle is a truly contemporary vehicle. When roads are congested or blocked the motorcycle maintains its mobility. Patrol cars use 12 gallons of gas in 12 hours of patrol duty, while the XT500 only uses 1 gallon. From a financial point of view the city

should consider the motorcycle as the most suitable patrol vehicle." Regarding the opening of the "Escuela de Motociclismo" Yamaha gained the reputation of "the safety seller". At the "Caravana Yamaha" where he saw his favorite bike's running condition noticeably improved by the "Free Check Service", Mr. Gilberto Echeverri said: "Having received this unexpected kind service, I've really fallen in love with Yamaha. Next I'm going to change these tires you warned me about. Thank you very much." He left after repeated thanks and handshakes with the service staff.



People, people and yet more people, the Yamaha scene at Bogota "Caravana Yamaha".



The free check service fills four tents. Seeing the speedy efficient work of the mechanics on the bikes people get a new sense of trust.



Under the apt instruction of the instructor, they begin to ride.



"Escuela de Motociclismo" students listen intently to explanations on motorcycle construction and caring for a bike.



The popular "accessories corner". This type of scene could also be seen at the "Escuela de Motociclismo".



In a large city, at an expansive parking lot, at a stadium, or in a town square The exhibition space is made ready just before opening the "Caravana Yamaha".