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A variety of new models represent Yamaha's foremost technology  
**'81 range unveiled during the YMUS Dealer Meeting**



Yamaha's business capability is demonstrated during the YMUS Dealer Meeting, thus winning higher dealer trust.

Motorcycles are coming to take a more important role at a time when energy saving has become a matter for serious public concern. The '81 Yamaha range represents Yamaha's foremost motorcycle technology and renewed determination to meet social needs.

47 new models which were introduced during the YMUS Dealer Meeting, included the most noteworthy energy saving technology, the YICS and the YEIS, as well as the new DOHC 4-cylinder series, the exciting 2-stroke water-cooled production motocrosser and the long-awaited V-twin superbikes, thus encouraging all Yamaha dealers to start out into an '81 sales war under the established slogan:

**"The Way It Should Be."**



A storm of applause! Mr. & Mrs. Koike are introduced to all present.



New models are spotlighted!



Mr. Seisuke Ueshima, President of YMUS, announcing a new policy during the meeting attended by all main dealers.

# YAMAHA

## THE WAY IT SHOULD BE

The annual Yamaha Motorcycle Sales Meeting, organized by the Yamaha Motor Corp. U.S.A., was opened on Sept 8th in Las Vegas, Nevada. Dealers representing 1,450 leading dealerships from all over the U.S. and their associates totalling 5,000 people were on hand for the grand opening. Taking this opportunity to present the new business policies that will be followed in the coming year, as well as to introduce all the new features of the 47 models in the '81 line, the response from the dealers was one of fervent support and cooperation that is sure to get the '81 season off to a great start.

# Yamaha Motor U.S. Dealer Meeting is a great success

From the U.S.A.: Once again the cheers, whistling and applause that have become a familiar part of the annual Yamaha Motorcycle Sales Meeting have begun. Mornings are usually late in Las Vegas, but there was something different about the morning on the September 8th. At least it was different in the area of the Grand Hotel, Aladdin Hotel and the Imperial Palace Hotel which were being used as lodging for the Yamaha convention, where it was full of activity from early in the morning. It's not unusually, however, when you realize that the business of a new year is beginning. The long-awaited Yamaha Motorcycle Sales Meeting began at 9:40 in the morning on September 8th using the Aladdin Theater of the Aladdin Hotel as its main meeting hall. The slogan that Y.M.U.S. put up for the first day "Yamaha, the way it should be." was a big hit. In the hall the lights went off for a moment and then on the big screen at the front of the hall appeared a huge close-up of the face of a determined rider. It's Jim Bernard on a Yamaha Eleven dragster by Ron Tenson. The sound of heartbeats echos through the hall. The starter turns and the engine starts. Its

tremendous roar fills the hall. Then the machine is off in a burst of power. It's also the start of a strong new '81 season for Yamaha. Then the picture on the screen changes, and we see a variety of scenes of the different joys of motorcycling. Scenes of commuting and doing business by motorcycle followed by the sharp form of racers and sport riders in action follow one after the other to the beat of the soundtrack. The music happens to be the new Yamaha commercial song. There is a spontaneous swell of cheering and applause.

On this note the president of Yamaha Motor Co., Ltd., Hisao Koike stood up to give his greetings to the assembled dealers. He first of all gave his heart thanks to all the dealers who had continued to rise above the difficult economic conditions of the present market. Then he went on to add that although economic conditions may not be changing for the better, the new line of Yamaha products was one that he could present with full confidence, and that was something that pleased everyone. In his speech he also was proud to add mention of the new energy-saving engine systems that Yamaha will be

using, namely the Yamaha Induction Control System (Y.I.C.S.) for 4 stroke engines that increases fuel economy by 10% without decreasing performance, and the Yamaha Energy Induction System (Y.E.I.S.) for 2 strokes that improves performance and fuel economy, especially over the low R.P.M. range, that will be features of the new '81 models. Then his statement that from now on creative technology would be the backbone of Yamaha's effort to produce excellent products to meet the demands of society was greeted by a thunder of applause.

Next to take the stage was Yamaha Motor Corporation U.S.A.'s president Seisuke Ueshima. With "Yamaha, the way it should be" as the new Yamaha slogan he went on to express with great enthusiasm and detail the main points of the new business policy that would lead way to a strong, more promising than even new season.

- First, the certainty of increasing gasoline prices will assure a continued strong demand for motorcycles as an economical form of transportation.
- Second, the 1981 model line is the most innovative and exciting in Yamaha history, including much of

Yamaha's new technology in both street and off-road models.

The Y.I.C.S. and Y.E.I.S. energy conserving measures, the performance improving Monoshock suspension and anti-dive suspension, liquid-cooling, unified brake system, enclosed chain drive, computerized monitor system, all the Yamaha exclusives will be in the new models. The whole hall was literally overflowing with excitement as he introduced the full line-up of models to appeal to veteran riders as well as beginners and models with appeal for women as well.

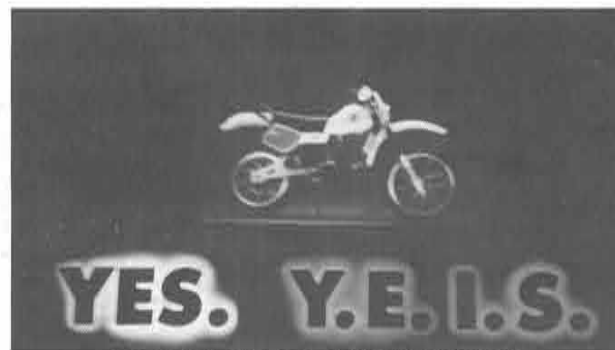
• Third, Yamaha has developed and formalized a new stronger image for its products. All the advertising and promotion of the new image as the market leader will be tied together under the theme "Yamaha, the way it should be".

• Fourth, Yamaha has developed sales and financial support programs that are responsive to dealers' needs of today, as well as the requirements of the marketplace. Beginning with the new product line, the Sales and marketing program, the Advertising program, the Racing program, Parts and accessories etc. the entire plan was explained vividly with movies, slides and various data all of which pointed the way that Yamaha should proceed into the new season. Again and again the presentation was interrupted by applause.

Then the stage was turned over to the introduction of the awaited new models. Things reached a climax when running down the aisle and up on the stage came 7 year old Jerry



Yamaha, Yamaha, Yamaha ..... on the main street of Las Vegas. Seen here is a large ad board showing the new 4-cylinder 750cc Seca.



Yamaha's 2-stroke energy-saving system, the Y.E.I.S. is truly noteworthy.



The long-expected water-cooled YZ125 is developed from the works racer.



Dealers are greatly interested in the new 4-cylinder 750cc Seca featuring a computerized monitoring system. Now electronic technology provides a plenty of scope for utilization.

and 6 year old Tommy dressed in motocross gear riding the new 50cc Y Zinger PW50H, an automatic transmission shaft drive bike for children. As they proudly started their engines the hall filled with applause. Then the YZ250 and IT250 featuring the Y.E.I.S. system, and the newly designed liquid cooled engine YZ125 was introduced by Broc Glover. One after the other the new features of the models were explained by movies and slides. After the off road models came the street bikes. Beginning with the Exciter 185 developed with the beginner and the woman commuter in

mind, followed by the XS Special, and the Maxim series. The Maxim 550 made its debut as a new '81 model equipped with a Y.I.C.S. system on a DOHC four cylinder engine.

At this point there was a re-confirmation of the new business policy as the new commercial song was introduced. Then the 1980 world GP500cc class road race champion Kenny Roberts appeared on stage. He was greeted by a standing ovation of thundering applause after stating his full confidence in the new '81 line. Next the Seca series, including a 550cc and 750cc



The seat cowl with built-in taillamps is also fresh sensed.

Y.I.C.S. equipped with four cylinder DOHC engines was introduced. The 550 features quarter fairing as standard equipment. The 750 is designed in a new styling sense that overflows with rhythmic dynamism. It features a computerized monitoring system, and anti-dive system front suspension among its many new features.

The next presentation to stir the audience was the shaft-drive Virago with a V-Twin engine and the XV920RH with the same V-Twin engine with an enclosed chain drive. Both models have adopted the monoshock suspension with fully

adjustable air and dumping in a new design. The front fork is also equipped with an air adjusting system. In all 47 models in the new '81 line were introduced with full sight and sound, movies and over 3,000 slides. You can imagine the spectacle.

After this marvelous performance which lasted for more than 2 hours the meeting adjourned to the 3,900 square meter ballroom of the MGM. Grand Hotel for the Yamaha Motorcycle Dealer Show as a finale. Here in addition to the new '81 models they had just been introduced to they could see tri-motos, snowmobiles, racing-karts, portable generators, etc. in all over 100 units.

Also there were various accessories & special tools, all arranged in a comprehensive exhibit. New features were introduced by slides and video. There was also an information booth for inquiries about the dealer support plans for the new season. The dealer show was held open until noon on September 9th, during which time lot of business was negotiated on the spot. Press representatives from over 30 companies country-wide as well as importers from Germany, Canada, Mexico, Venezuela, Colombia and New Zealand were all on hand for this presentation of the new 1981 Yamahas.

## *A new joint venture starts in Mexico* — Yamaha & Alfa Industries —



Dr. Palacios (left) & Mr. Koike (right)

Yamaha Motor and Alfa Industries, one of the leading Mexican enterprises, have jointly established a new company named "Maztra" for the local production of Yamaha motorcycles.

On June 20 the agreement was signed by Mr. Tadanori Arata, Director of Yamaha Motor, and Dr. Jose Ramon Palacios, Director General of Alfa Industries in Monterrey.

Dr. Palacios, who recently paid his first visit to the main office of Yamaha Motor at Iwata for necessary arrangements with Mr.

Hisao Koike, President of Yamaha Motor, and other Yamaha executives, stated as follows:

"Alfa Industries (Mexico) and Yamaha Motor (Japan) have jointly established a new company named Maztra. We are now set to manufacture superb Yamaha motorcycles in our country. Our business motto is "harmony" and "cooperation, which we believe will lead to the ideal growth of the new company. Our common goal is to produce bikes at least as good as those from Japan. We have plans to supply our products even to other

countries in the near future. This may be quite a task. But we will strive to attain this target in close cooperation with Yamaha Motor. First of all, we have to insure the lead into an untapped market while greater efforts will be put in expanding the already existing loyalty to the Yamaha brand.

Our responsibility to the new company is truly tremendous but the future is considered very bright.

Throughout our negotiations it was fascinating to discover that we obtained the best possible partner and that mutual understanding was developed to a maximum.

With the world-wide proven and ever-advancing technology of Yamaha, we can have high hopes for the future of the new company.

## *New Yamahas monopolize show topics!*

— Cologne & Paris —

The '81 Yamaha range, which was announced during the YMUS Dealer Show in Las Vegas, was introduced to the general public during the Cologne Motor Show (West Germany) held for 5 days from Sept. 19. The Cologne Motor Show, which is claimed to be the largest event of motorcycles and bicycles in the world, was highlighted by the '81 Yamaha

range including the most exciting V-2 superbikes and the YEIS engine YZ250, attracting a record crowd exceeding 150,000 each day.

The Yamaha '81 range enjoyed a similar public response during the Paris Motor Show (France) held early in October.

(See the next issue for more details)

# Snowmobile Dealer Show in Canada

From Canada: Recently, a snowmobile dealer show went round four cities; Edmonton, Toronto, Quebec City and Moncton. At the Edmonton Show, the main presentation started at 10:00 a.m. and went on until approximately 11:30 a.m. At the presentation, new models were presented and speeches were made briefly explaining new policies. Yamaha Motor Canada President, Mr. Abe, gave an excellent speech at the Toronto

Show. In Quebec, after the main presentation and Display area viewing, dealers broke off into smaller groups and attended seminars. At the Moncton Show, dealers had a chance to discuss new programmes and policies within each department. All the shows were very active and attracted a large number of dealers, all of whom were enthusiastic about increasing the sales of quality Yamaha products.



Dealers went into the Display area to get a closer view of the new machines.



After the main presentation and Display area viewing, dealers broke off into smaller groups and attended seminars. This photo was taken at the Service Seminar.

# Motocross Schools in Canada

From Canada: At present, in Canada, Motocross Schools organized by Yamaha Motor Canada, Ltd. are in progress. The first of nine Yamaha Motocross Schools took place on March 21 and 22 in Port Moody B.C. Thanks to the help of Gordon Aulenbach, the owner of Checkpoint YAMAHA, and his staff the school was a big success. On Friday evening each of the 30 pre-registered students came to the dealership and signed in. A large number of parents accompany

their children for both the classroom and actual riding portion of the school. From 7:00 to approximately 10:00 P.M. instructor Bill McLean lectured the students on proper YZ maintenance and set-up, physical training and dieting and film-showing at the conclusion of the lecture. On Saturday morning each student came out to the track. The majority of the students were between the ages of 12 ~ 16. The instructors checked each students machine before any riding was

done. Students were required to make their own repairs and adjustments where necessary. After a complete explanation and demonstration students were watched carefully to assure that they had learned the proper technique. Even the childrens parents paid close attention to the action and made sure their kids were fully aware of what was going to make them a faster rider. When it was all over each of the students went away pleased and proud with their diplomas and new found riding techniques. Of course we have very positive reaction from both their parents and dealers, too.



Students are required to make their own repairs and adjustments where necessary.



Instructor B. McLean lectures.

# A big year for Greg Pretty

From Australia: Riding a two-year old Yamaha TZ750 racer, 24-year old Greg Pretty has chalked up a lot of wins for the past year. He was named as the winner by the South Australian Premier, Mr. Tonkin, and received a Gold Oscar from former Olympic great, Herb Elliot.

He has a plan to ride a Pitman-sponsored Yamaha machine in big European events aiming to win a place as a Yamaha works rider.

Last year Greg won both the Australian unlimited championship and the Swann International series, setting new lap records. He outclassed the opposition in every state, on both racing and production bikes while he won several international events including the Indonesian GP and the Sugo Big Road Race in Japan.

## GREG HEADS OVERSEAS

It's been a big year for 24-year-old South Australian motor racing champion Greg Pretty, who topped off an extraordinary season on the track by winning his state's New-Culture Sports Star award.

Greg, who has been named as the winner by the South Australian Premier, Mr. Tonkin, and received a Gold Oscar from former Olympic great, Herb Elliot.

Last year Greg Pretty won both the Australian unlimited motorcycle championship and the Swann International series, and set new lap records on all the way.

He won in every State, on both racing and production bikes. He won international events before 100,000 people in Indonesia and against 20 of the world's best racers in Japan.

Pretty rode a two-year-old Yamaha TZ 750 - a bike you can buy off your local shop floor - to outclass the opposition.

For the next six months at least, Pretty will be competing around Europe aiming to win a place as a Yamaha works rider.

It's a venture that will take his last year's good fortune, his sponsor, Pitman Motor Cycles, will help in a certain amount and Yamaha may offer some factory facilities, it's a journey into the unknown.

Greg Pretty has no schedule base or campaign, just a faith in his own ability.



# Yamaha contributes to the efficiency & quality of education in Thailand

From Thailand: Recently, on behalf of Yamaha Motor Co., Ltd. and Siam Yamaha, Mr. Kasem and Khunying Phornthip Narongdej presented 70 sets of special tools together with wall charts and 70 cut-away engine units, each valued at 300,000 bahts, to the Vocational Education Department through Mr. Sippanont Kettat, Minister of the Ministry of Education, as tools to better the efficiency and quality of education in Thailand. This project was highly appreciated by the minister and all his associates. Yamaha Motor Co., Ltd. and Siam Yamaha acknowledged and shared this pride in this successful venture.



Demonstration of an educational tool.



Mr. Kasem is handing the list to Mr. Sippanont Kettat.

## Success of Yamaha motorcycles in Thailand market

From Thailand: Here is a report on the great success of Yamaha motorcycles in the Thailand Market. Recently, under the presidency of General Chatchai Chunhawan, the Minister of Industry, presentation of awards was held at the Sheraton Hotel on August 15, 1980 by a

group of Grand Prix magazines to congratulate Siam Yamaha for their success both in sales and racing. Mr. T. Hirose, representative of Yamaha Motor Co., Ltd. also joined the party.

The awards were as follows: —

1. A top seller shield for three successive years to Mr. Kasem Narongdej President of Siam Yamaha Co., Ltd.
2. A 1979 Thailand motocross championship shield, (racing series), to YZ125G.
3. A 1979 Thailand motocross championship shield, (production series), to DT100X.
4. A 1979 Thailand motocross championship shield to Mr. Wachara Phunchamul, a Siam Yamaha rider.

All awards were presented by the Minister.

The occasion was one of great pride and honor for Siam Yamaha as well as Yamaha Motor Co., Ltd. and we would like all distributors to share our happiness through Yamaha News.



An electronic organ is being played to add to a festive mood.



The Minister is awarding a shield to Mr. Kasem Narongdej President of Siam Yamaha Co., Ltd.



General Chatchai Chunhawan, Minister of the Ministry of Industry sits astride a new Yamaha, supporting a top seller cup with the president of the publishing company.



Awards for success in sales & racing.

# Participants Laud Norkis Trading Co., Inc. — LTR Program in the Philippines —

From the Philippines: In recognition of the importance of safe riding and the relevance of energy conservation, Norkis Trading Co., Inc., the sole Yamaha motorcycle distributor in the Philippines, revived its Learn-To-Ride Safety Program in Cebu, Philippines, recently. On the day heavy rains in the morning did not seem to hinder the LTR Safety Program which was conducted in one of the city's university grounds amidst a big crowd of more than five hundred. The LTR organizing staff was composed of people from within the company—from the general manager down to the clerk/collectors. The LTR participants were mostly young students from different colleges and universities in the city.

They were taught the fundamental techniques of running a motorcycle, with the emphasis on safe, correct driving and fuel saving. It is of particular interest to note the enthusiastic response the young participants showed during the day-long program. What they learnt was considered extremely useful, especially for novice motorcyclists like them.

Encouraged by their success, the energetic Norkis organizers intend to implement LTR Safety Programs not only in the Central Philippines, but throughout the whole country. LTR Programs will soon be scheduled for big companies and universities as priorities in the long-range plans of the company.



Some of the energetic LTR organizing staff behind the scenes.

## YPP promo campaign launched in the Philippines

From the Philippines: The Yamaha Power Products (YPP) promotional campaign has been pursued intensively in the Philippines since its launch in May, this year. The campaign highlights Yamaha Generators and Multi-purpose engines and stretches from the northern to the southern part of the country. The campaign has aimed at achieving the following objectives:

- 1) to create product awareness among the people
- 2) to introduce YPP to consumers, and
- 3) to explain the usage of the Yamaha generators and multi-purpose engines.

The promotional campaign display includes multi-purpose engines—MF260A-7Hp, and MF180A-5Hp—and generators—ET500, EF1800, and EF2600. The multipurpose engines

are attached to a long-trail bancas (native boats), rice threshers, hand tractors, and water pumps for demonstration.

The campaign has been aimed mostly at demonstrating these products to the fishing and farming sectors of the country, and has created a sensation among these people, along with a lasting admiration for Yamaha power products.



A YPP exposition at Plaza Quezon, Naga City.

## Welcome to Yamaha



**Kenny Roberts**

**500cc Road Race World Champion**

## Mutual understanding is increased

Kenny Roberts, who clinched the 500cc Road Race World Championship for the third consecutive year, took part in the Sugo Big Road Race held on October 12.

"King" Kenny looked fine and a glimpse of his title-winning technique thrilled and excited a crowd of Japanese race fans.

There were the following exchanges at the news conference given after the race:

- Q. Do you think the motorcycle industry will continue to grow in the future?
- A. Yes, I do. It will all time grow, mainly because of the fuel situation. More and more people will come to find the new merit in the use of motorcycles.
- Q. How do you like Yamaha Motor Company?
- A. I've been with Yamaha for the past ten years. I am the only American who has won the American championship on a Japanese bike, that is, Yamaha. I am also the first American rider to have clinched the world championship titles for Yamaha. I have had very good relations

with Yamaha throughout the period. I hope I can ride for Yamaha in an effort to defend my crown next year.

Q. Please let us know your impression of the '81 Yamaha range?

A. Well, in Europe I had a chance to ride a couple of new models at Nurburgring where the West German GP, the final round of the '80 series, was held.

I was deeply impressed by the improvements of Yamaha's new 4-stroke bikes.

They ran faster and handled better than most of the competitive models. Styling was also very excellent.

I believe Yamaha's 4-stroke bike technology has far exceeded that of other manufacturers.

In my opinion, it is 4-stroke bikes that will set a trend on the future motorcycle market.

Yamaha has long put a lot of technical effort in this line and its foremost technology is considered truly superb. If I'm going to buy a street bike, it would be Yamaha.

## The Dependable ET500

From Holland: Do you remember the article entitled "ET500 on board a new record challenger" in our No.3 issue? We reported that Yamaha Motor N.V. in Amsterdam lent an ET500 generator to Mr. Nauta, a Dutch yachtsman who wanted a power source for his V.H.F. shortwave transmitter/receiver on board his yacht "Prodent" which took part in the Djakarta-Rotterdam non-stop race (22,000 km) under the sponsorship of Prodent, one of the leading toothpaste manufacturers in Holland and Indonesia.

Unfortunately the "Prodent" run into problems. Up until halfway along the African Westcoast everything went well; in fact the "Prodent" was still in first position on handicap when all of a sudden one stay broke and the mast fell overboard. The boat entered a harbour and the repairs were complicated and much

time was lost. However the ET500 proved very useful. The photo shows just how useful the ET500 was. It was originally acquired to supply power to the transmitter, but was used extensively to power their drill for repairwork. Many holes for new or different fittings have been drilled, and the skipper, Mr. Nauta, expressed his satisfaction with the ET500, particularly because of this "dual purpose" use.

Repairs in South Africa aboard "Prodent"



## Traffic safety ads — Colombia

# Important for everyone!

Introduced here are two different kinds of traffic safety ads which the public traffic organization of Colombia has recently put in some leading newspapers. One of them is an appeal to motorcycle riders to be ideal riders, directed at motorcycle riders themselves. The other is an appeal from motorcycle riders to automobile drivers, asking them, as fellow road users, to be more careful on the street.

The content of these traffic safety ads is of interest, not only to Colombian riders and drivers but to people interested in transport all over the world.

The left ad, which is an appeal to motorcyclists, is entitled "In this way we can be regarded as ideal riders". The text runs from the top:- "We never fail to wear a helmet (for motorcycling and not for industrial purposes), which protects our head. We always ride with due consideration for both our own and others' safety. We are always on the alert while riding a machine. We ride at a safe speed suitable for the road conditions. We keep a head lamp on day and night. (In Colombia it is obligatory to keep a lamp on in the daytime.) We do not ride a machine recklessly, always bearing the limitations of its performance in mind. We always keep our machine in top condition. We do not drive with unnecessary noise." The text further reads, "A true motorcyclist, though enthusiastic, knows how to control his en-

**ASI SE IDENTIFICA EL VERDADERO MOTOCICLISTA**

Siempre usa casco protector. Tu cabeza es el elemento más vulnerable de tu organismo.

Siempre ponte en función de tu propia seguridad, y en la de los demás.

Mantén la atención hacia delante en la carretera.

Mantén una velocidad adecuada a las circunstancias.

Mantén la luz encendida día y noche.

Este conjunto de las características de un verdadero motorcyclista debe ser el que te ayude a disfrutar de tu actividad.

Siempre usa casco protector. Tu cabeza es el elemento más vulnerable de tu organismo.

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**HAGAMOS DEL MOTOCICLISMO ALGO GRATO Y SEGURO PARA TODOS!**

**INTRA**

thusiasm with prudence and alternance. He fully understands the limitations of his machine and how to make the most of his machine safely and effectively. A true motorcyclist is a mature man and knows well how to control himself. He is kind and cheerful; he loves nature and enjoys its benefits as much as anyone else. He respects others and is worthy of being respected by others." The text concludes, "Let's try to make motorcycling enjoyable and safe for everyone!"

**AMIGO AUTOMOVILISTA, RECUERDE: EN LAS CALLES Y CARRETERAS TAMBIEN HAY MOTOCICLISTAS. APRENDA A COMPARTIR CON ELLOS LA VIA... Y LA VIDA!**

Recuerde que los motorcyclistas no tienen como usted, una carrocería que los protege. Por consiguiente están más expuestos en caso de cualquier accidente, así que un "no" "bueno" le debe obligar al motorcyclista a maniobrar con mayor precaución. Recuerde que la estabilidad sobre 2 ruedas es muy diferente a la estabilidad sobre 4 ruedas. En las esquinas, bocanadas y cruces de carreteras, asegúrese que no siempre motorcyclistas.

Si es necesario de un apuro volteo a la izquierda y luego antes de avanzar.

Antes de cambiar de carril o de hacer un cruce, mire muy bien por el espejo retrovisor. Evite ser un motorcyclista.

La motocicleta definitivamente se convirtió como un medio de transporte verdaderamente importante en nuestro país, y cada día son más y más las personas que la utilizan para llegar a su trabajo diario o para el paseo dominical. Y así es así, porque la moto no sólo es un vehículo económico, que colabora en el mejor aprovechamiento del poco combustible que usa, sino que también por su tamaño y versatilidad, ayuda a descongestionar nuestras calles y carreteras.

Pero existe un problema: Muchos automovilistas aún no están "habituados" a conducir por calles y carreteras donde también circula un número considerable de motorcyclistas, y reaccionan ante ellos en la misma forma como reaccionan con otros otros vehículos. Por eso, señor automovilista, tenga presente que siempre habrá motorcyclistas cerca, y que por el bien de todos, es necesario aprender a compartir la vía!

**HAGAMOS DEL MOTOCICLISMO ALGO GRATO Y SEGURO PARA TODOS!**

**INTRA**

The right ad begins, "You, motorcar drivers, are requested to remember the following: There are motorcyclists on roads and other places where you drive your car. Motorists and motorcyclists, who share the roads with each other, are equally liable to fatal accidents." Then the text runs, "Remember that a motorcyclist, unlike a motorist, has no shield to protect himself with, so if a motorcycle touches another vehicle while traveling, it is very likely to lead to a

serious accident—much more serious than in the case of a motorcar. Please don't do such things as to cause motorcyclists to swerve or brake suddenly. Remember that the stability of a motorcycle is very different from that of an automobile. Turning into a street, where you cannot see ahead and at a crossing, make sure that there is no oncoming motorcyclist. If necessary, stop and look right and left carefully. When you pass into another lane or turn to the right or left, look carefully into your rearview mirror, for there may be a motorcyclist behind you.

### "GEMINI" Yamaha Demonstration Boat



A big catch weighing 38.5 kg!

From Kenya: The Bahari Club, at Mombasa, Kenya, is the home base for "GEMINI", Car & General's demonstration-cum-game fishing boat. "GEMINI" is a

19 foot fibre glass covered Marine Ply Cruiser, and is powered by two 40h.p. Yamaha outboards, and in full fishing trim fishes six rods, three from Outriggers, and three straight back from the transom, and the usual combination of rods in one 80lb, three 50lb and two 30lb. The Bahari Club, which is the largest fishing club on the Kenya Coast, is beautifully situated on Tudor Creek, and to get to blue water one has to go under Nyali Bridge, which is the longest pontoon bridge in the World, and past Mombasa Old Town and Fort Jesus. Fishing competitions have always featured strongly in the Kenya fishing season, and when the marlin run started in February, "GEMINI" fished by Miss Michaelides, Watson, Francescon and Reege, took third spot in the WHITE HORSE WHISKY competition, which attracted 22 entries from all over the World, and was organised by the Bahari Club.

In the beginning of March and with the same crew, except for Harry Watson, who was organising, she won the MARTELL MARLIN COMPETITION with a striped marlin beating 23 other competitors. In the middle of March, "GEMINI" headed North to Kilifi where the Mnarani Club were hosting the prestigious CADBURY SCHWEPPS competition, and on this occasion she was crewed by Miss Michaelides, Watson and Francescon, and this event again saw "GEMINI" flying a Blue Marlin Flag, for a very nice striped marlin of 69.5 kilos caught by Miss Michaelides, which put "GEMINI" ahead of 31 other boats and also won the ladies prize for Miss Michaelides. The Monsoon changed soon after this, which ended the 1979/80 fishing season and "GEMINI" is now being repainted and having her engines serviced in readiness for the 1980/81 fishing season.

The motorcycle has been of much use as a truly important means of transportation in our country. More and more Colombians are using this vehicle to go to work and back every day or to go for an outing on Sundays. This is highly desirable, for the motorcycle is not only an energy-saving economical vehicle making the most of limited fuel resources, but is also useful in relieving traffic congestion, in that it is small in size and capable of making sharp turns. But there is one problem; Probably because they are not accustomed to driving on streets where there are a lot of motorcycles, our motorcar drivers act toward motorcycles in the same way as they do toward motorcars. Therefore you motorcar drivers are requested to always bear in mind that there are always motorcyclist near you and you are sharing the streets with them for the sake of everybody's safety and happiness." The text concludes, like the left ad, "Let's try to make motorcycling enjoyable and safe for everyone!"

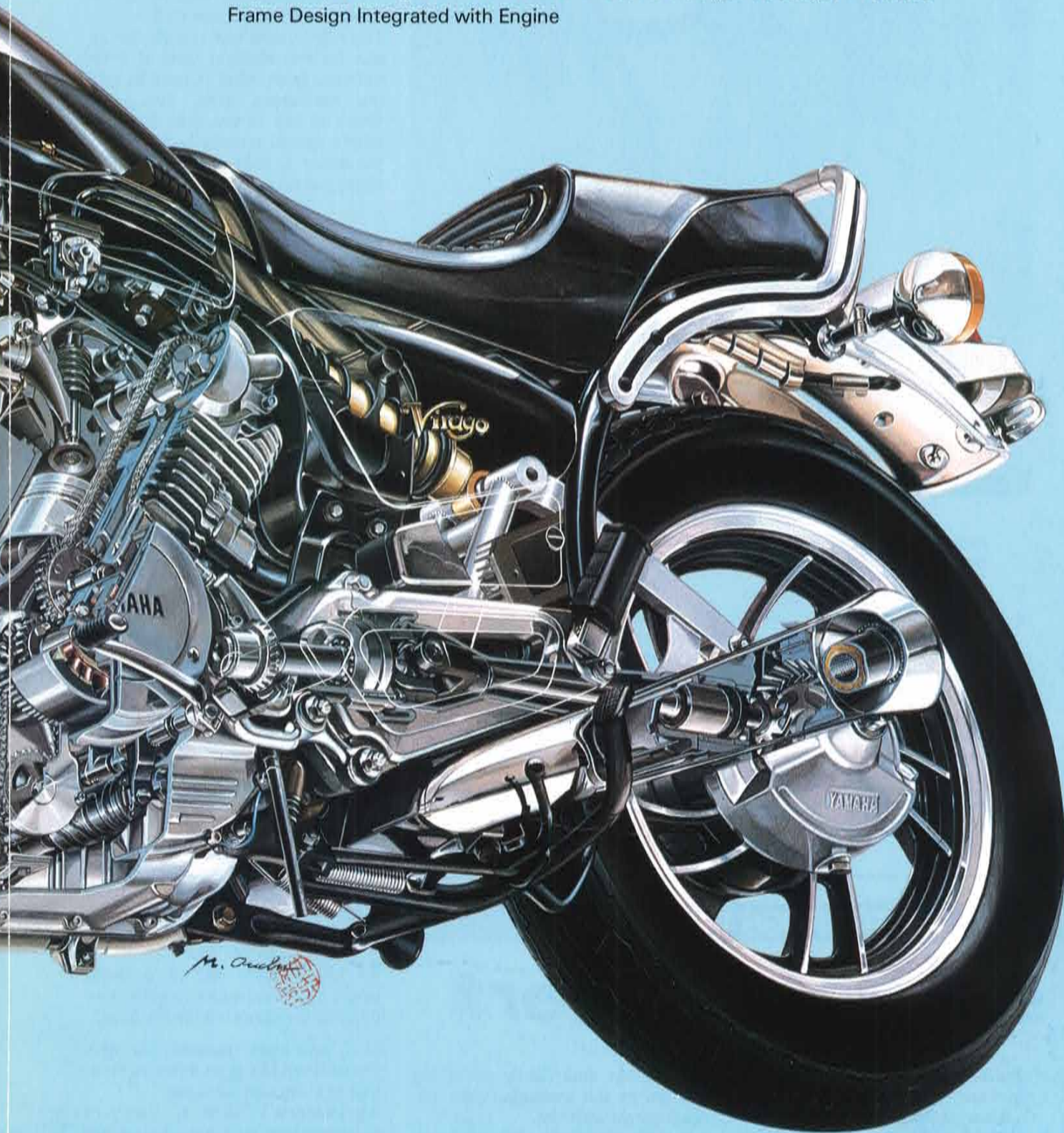






# XV 750

- Powerful, 75° V-Twin Engine • T.C.I. with Electronic Advance • Shaft Drive • Monocross Suspension with Fully Adjustable Air and Damping • Air Adjustable, Leading-Axle Front Forks • Quartz-Halogen Headlight • Unique Frame Design Integrated with Engine



## SPORTS NEWS

# Very satisfactory results

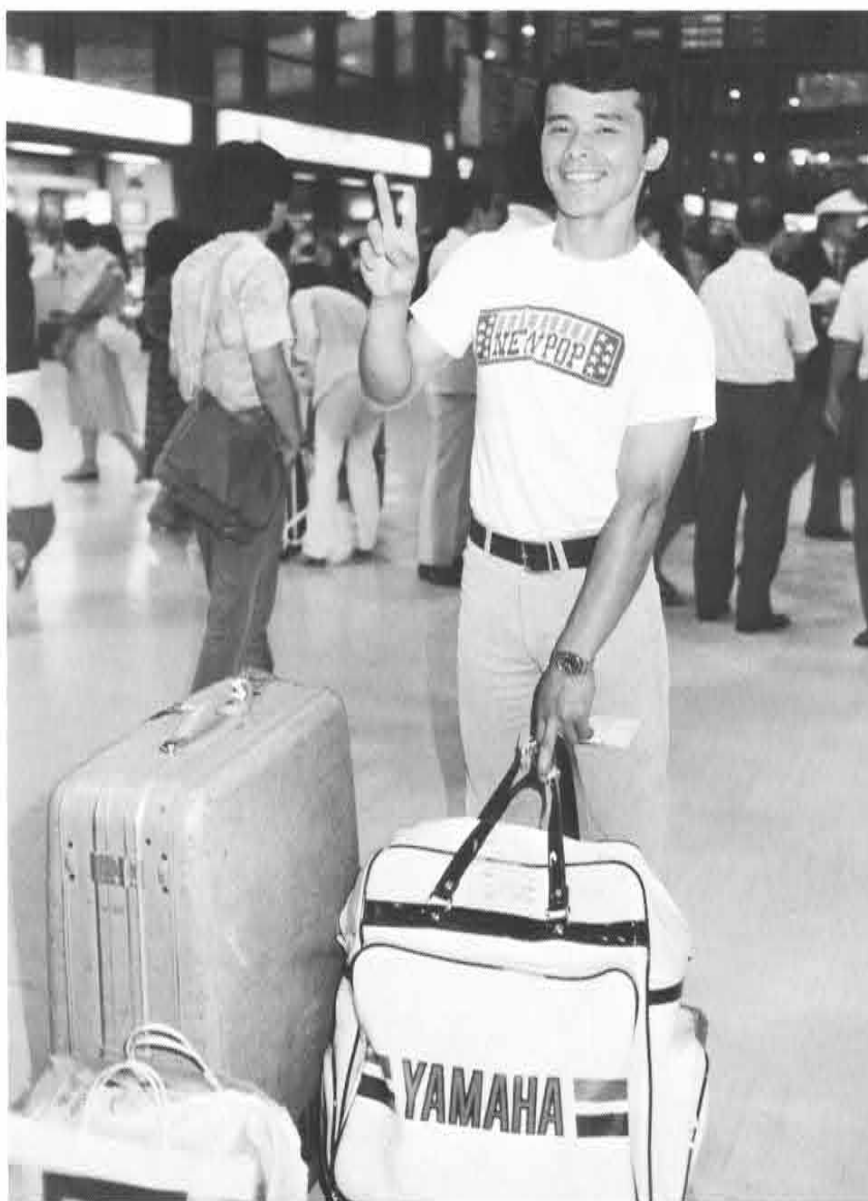
— Tetsumi Mitsuyasu —

Tetsumi Mitsuyasu, Yamaha's 125cc title contender, finished 4th in final championship positions this year despite his first ever participation in world GP motocross.

Mitsuyasu who returned home late in August, looked good and satisfied with his first big experience.

The staff of Yamaha News interviewed him at Narita as follows:

- How are you, Mitsuyasu?  
 M — Fine, thank you. The 6-month GP trail was a very good experience for me. I think I did it fairly good as I was in good physical condition throughout the season.
- You placed 4th overall by overcoming the handicap of first GP participation. Results were very satisfactory. How do you rate your race results?  
 M — I covered all the rounds of the 125cc MX series for the first time in my career. That was a fantastic and invaluable experience for me. Race results were also very satisfactory for me, as you say. But, apart from these results, I am very much pleased to have learned a lot through my first participation in GP events.
- What is your impression of European riders?  
 M — In a word, they were fast, amazingly fast. I was a no match even for some of the teen agers.
- Who were your good rivals?  
 M — Everybody. Especially, champion Everts and my team-mate Velkeneers. Young Geboers, too.
- How did you continue your 6-month GP travel?  
 M — We used a 6-liter Benz as our transporter from one GP to another over the continent. I like driving a 4-wheeler and enjoyed a continental travel very much.
- How many members made up the team?  
 M — Three. One Japanese mechanic, one Dutch mechanic and myself. I was always with Velkeneers at every GP paddock. He was younger than I but expertly



rode in every race. He is now one of my best European friends.

- How about European circuits?  
 M — They are much more tricky than those in Japan. Ups and downs are also steeper. Every GP had its own course and I had to learn the characteristics of each track before racing. The course of the Dutch GP (opening round) was extremely sandy, and unfamiliar to me.
- GP spectators?  
 M — The number of GP spectators was much larger than that in

Japan. It appeared that they enjoyed motocross racing, regardless of age and sex. Cheered on by them, each race naturally got heated.

- Tell us your schedule from now on.  
 M — I will concentrate on the remaining rounds of the Japanese championship motocross series. I am enthusiastic about winning the Japanese GP at Suzuka. I hope I can demonstrate what I have learned in Europe in it.

the prize (\$25,000 for the winner). So this is how the stadium MX has become popular as it is now. The stadium MX is now one of the most popular spectators sports in America.

There are now five promoters in USA and they are all organizing the stadium MX in different ways, using astrodome (Huston etc.), organizing a race during the Daytona week etc.

And one of the most popular events, "Super Bowl MX" in Olympic Coliseum in L.A., managed to attract a crowd of 80,000 spectators in a night.

As the course itself is made artificially, it is possible to bring in mud which will not carry any dust. One of the merits of using stadium is that you can make 30m jumping spot or rugged and continuous jumps like the back of a camel. Those courses are technically difficult to run but fun to watch.

The riders must use special technique for this stadium race. It is far different from what is used in normal motocross races. The spectators all like to see their favourite rider's special technique. Of course the event is held on the most exciting occasion, Saturday night!

Another good thing about this type of MX is that the stadium is made for spectators, unlike other outdoor courses, so all the other facilities, i.e., parking area, restaurant, toilet, etc., are all in good conditions. The place is not dusty and you can watch the race from everywhere around the course.

So it is a place where a boy can share the nicest time with his girl friend.

The qualifying race (qualifier) is of 10 laps and top five riders can enter the final race.

About 80 riders take part in this event and they are all registered in the AMA and are of high ability.

There are four qualifiers and three consolation races. 25 riders are chosen from these races and they can ride in the final.

The final race is of 20 laps and each lap will not take more than a minute. So just a 20 minutes ride to win \$25,000.

That is why all the riders are so excited and serious about stadium MX.

The point system for the stadium Super Bowl MX is; winner — 25 points, 2nd — 22p, 3rd — 20p, 4th — 18p, 5th — 16p, 6th — 15p, 7th — 14p, ..... 20th — 1p.

As this stadium MX is a series event, riders are eager to get championship points as well as the prize.

The technique needed for this Super Bowl MX is so different from that of European GP races.

For instance in 1979, B. Lacky of Kawasaki took part in the final event of the Super Bowl MX Series, but he failed to pass the qualifier.

The riders riding in GPs are not interested in this stadium MX and they just call it "Craze Cross".

## SUPER BOWL MOTOCROSS IN USA

# A new spectators sport

To bring 3,500 truck full of mud into a football stadium to make a motocross course and then organize a motocross race during the night is what they are doing in USA.

A preposterous idea which can only be thought of by Americans!

17 out of 32 big motocross races organized in America are of this

type called "Super Bowl MX" using stadiums.

In America nowadays there are two ways to enjoy off-road runs. One is to go on rough road run in a desert and the other is to enjoy watching MX races in stadium.

The stadium MX was first thought of by M. Goodwin, five years ago.

But at that time nearly all of the owners of the stadiums were uncooperative with him.

Still there were a few brave owners who let him use their stadiums.

Then the number of spectators increased by each event and many professional riders became keen on it, too, because of a huge amount of

## SPORTS NEWS

### 17th Japanese GP Road Racing

Sept. 14

# Yamaha TZ500 is unbeaten!

The 17th Japanese GP Road Racing which took place at Suzuka on Sept. 14, attracted a large crowd of spectators estimated at 30,000 in fine weather.

Spectators' interest was focussed on the development of the main event, international big bike race which was contested by 21 top class riders.

Veteran Ikujiro Takai (TZ500) snatched the lead from Hiroyuki Kawasaki (RG500) during lap 2.



From then on, he allowed no challenge from the opposition and won this big race about 9 seconds ahead of the Suzuki ace.

Takai's average speed was 156.448km/h.

Masaru Mizutani on another TZ500 was third.



M. Bell



B. Glover

B. Glover, one of the most outstanding figures of Stadium MX, said about his technique in stadium MX as follows:

"For the GP you have 40mins + 2 laps. So you need to have perfect setting of the machine. But for the Super MX, you only need to fight to the limit and dash". While you are thinking about machine settings and so on and tell the mechanic about it, the race will end up. All

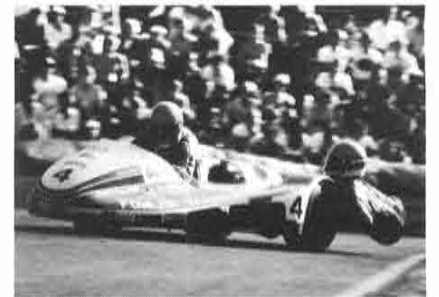
you need is a special technique, a very special one for Super MX."

B. Glover who won two heats in L.A. Super Bowl MX from start to finish, won \$25,000. But after he received the checkered flag, his machine would not move at all.

So you see how hard the race was. That is what they are doing in America. A hard, craze Super MX!

## Jock Taylor's title - Winning machine

Fowler Yamaha



Jock Taylor (passenger Benga Johansson) won the sidecar championship title on a Fowler Yamaha outfit, thus giving Scotland the first motor cycling world crown.

Last year in only his second season he finished fifth in final championship positions. This success gave him a great deal of confidence.

His title-winning machine is very simple and efficient. British motorcycle journal "Motor Cycle Weekly" introduces his Fowler Yamaha as follows: (extracts)

In comparison with its competitors, Jock describes his Fowler Yamaha as a more all-round bike. Jock and Benga Johansson have found their outfit a match, as far as handling is concerned, for the opposition everywhere, except perhaps in Yugoslavia.

"Yugo is one of the few anti-clockwise tracks, and the left-hand corners make it very hard work for us", says Jock, "We were exhausted after the race, especially Benga who did a tremendous job trying to keep the sidecar wheel on the ground ...

"I do my braking in a straight line, before turning into the corner. I get off the brakes and back on the power. This means that the weight distribution is the same all the way through the corner ...

The footbrake on Jock's outfit is, in fact, coupled to all three wheels, and he never uses his handbrake at all. The position of the sidecar wheel is crucial to the handling of the outfit, and that, says Jock, is

one of the secrets of his machine's successes .....

### Flexing

The flexing of the forks and the swing arm tends to make the discs push the pistons back in the brake calipers .....

The brakes on a sidecar outfit are very effective. The amount of rubber on the road makes them much more efficient than a solo in that respect .....

Petrol is taken from the tank and pumped to the four Lectron carburetors by a tiny vacuum-operated pump. The pump operates from the left-hand cylinder crankcase. The depression caused by the rise of the piston operates a diaphragm in the pump. This system is light and reliable, needing no battery .... Engine preparation has been in the hands of Dennis Trollope and Jock and Benga agree that without his skill and experience they would have stood little chance of winning the championship.

The YZR motor, although not much faster than their previous engine, delivers much better power out of corners. It was acceleration that they needed to beat Michel and Biland .....

Jock and Benga are determined that sidecar racing should become more competitive and more popular .....

## Yamaha riders sweep the '80 Manx GP

Great Britain

The 80 Manx GP, the big event of production machines which was held on the Isle of Man, Great Britain in the first-Sept, was highlighted by Yamaha riders' sweeping victory as follows:

250cc class	
1. S. Williams	Yamaha
2. B Jackson	Yamaha
3. S. Boyes	Yamaha
4. A. Atkins	Yamaha
5. C. Faulkner	Yamaha

350cc class	
1. M. Kneen	Yamaha
2. K. Tubshaw	Yamaha
3. N. Jefferies	Yamaha
4. G. Johnson	Yamaha
5. G. Brown	Yamaha

301-750cc class		
1. G. Johnson	Yamaha	500
2. B. Reid	Suzuki	500
3. M. Kneen	Suzuki	500
4. N. Jefferies	Yamaha	350
5. P. Daniels	Yamaha	350

250cc newcomers class	
1. G. Padgett	Yamaha
2. S. Boyes	Yamaha
3. C. Faulkner	Yamaha
4. S. Hodgson	Yamaha
5. S. Anderson	Yamaha

350cc newcomers class	
1. K. Shepherd	Yamaha
2. P. Cranston	Yamaha
3. A. Hannay	Yamaha
4. A. Coulter	Yamaha
5. D. Thurlow	Yamaha

500cc newcomers class		
1. S. Richardson	Yamaha	351
2. J. Nightingale	Honda	500
3. J. Limerick	Yamaha	351
4. S. Renton	Honda	400
5. C. Pearson	Yamaha	400

# A Yamaha Sensation in Costa Rica



Costa Rica's national hero "Tuta", Carlos Cortes shows his magnificent ride. (from La Republica)

It is nothing new to say that motorcycle sports, such as road racing, motocross, trials, touring, etc. are greatly helping to improve the quality of machines, thus increasing the number of motorcycle enthusiasts and adding extra comfort and pleasure to their lives.

"Speed" means everything to racing fans.

Man and machine become one in pursuing the ultimate in speed. The top combination of precision mechanism and highly trained riding skill is essential for a win.

A race success naturally results in a tremendous PR effect which benefits the sales of bikes to a great extent.

In this respect, world GP racing stands first on the list of sport events.

On the other hand, however, local events in many different nations are also as important as world GP racing, so far as local business activities are concerned.

There are a lot of distributors or dealers who are fully utilizing the effect of their local race activities for sales promotion.

Introduced here is one of the best examples from Lutz Hnos., Yamaha importer in Costa Rica.

## Brisk sport activities and increased sales

— Lutz Hnos —

Say "Tuta" in Costa Rica and everybody will accord a hearty "V" sign welcome to you, even if he or she is not a motorcyclist. "Tuta" is the nickname of Carlos Cortés, who is the best road race rider in Costa Rica.

He has already become a national hero in Costa Rica for his brilliant race achievements, not only in his own country, but also in many other countries of Central and South America. Riding a Yamaha TZ125 or TZ350 under the sponsorship of Yamaha importer Lutz Hnos., he has chalked up a lot of wins since the beginning of this year. Accord-

ing to the latest news received by us, Cortés won a big international event "Copa APYLD" (Asociación de Periodistas y Locutores Deportivos Salvadoreño) which was held in San Salvador, El Salvador early in June. The Copa APYLD consisted

of five classes, that is, under 125cc stock, under 250cc stock, under 125cc racer, under 250cc racer and unlimited capacity.

"Tuta" rode a Lutz Hnos.-entered TZ125 machine to an easy win in the under 125cc racer class. Other classes were all won by Guatemalan Yamaha riders. "Tuta" became the sole Costa Rican rider to win a race, thus creating a big sensation.

He took part in the unlimited capacity class as well. He rode a TZ350 in this and did well. He finished second just behind Oscar Bonilla on a TZ750.

Lutz Hnos. sport activities are not limited to the domain of road racing, but cover motocross racing as well. Their monoshockfitted DT production models score many more wins than any other brands, thus enhancing the brandname of Yamaha and winning higher customer trust.



Javier Laitano, No. 1 motocross rider in Costa Rica (La Prensa Libre)



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Javier Laitano, who ranked 4th in the '79 Latin American Championship, is the best motocross rider representing his country, rather than Costa Rica Yamaha.

He won a championship event organized by the Club de Costa Rica under the Lutz Hnos. banner.

These brisk and successful sport activities are greatly helping to win higher customer trust, resulting in another increase in sales.

Keeping pace with these activities, the company is directing increased efforts toward the improvement of after-sale and parts supply system so that every customer can continue to use his or her bike in the best working condition.

The company increased its market share to 65% from 42% in 1979. Sales are still maintaining an upward curve.

A wide selection range of quality models including the monoshockfitted DT175 and the RX125 featuring much of TZ125 production racer technology are appealing to a lot of sport motorcyclists. The DT125/100 and DX100 are also gaining popularity in their respective fields.

# A promi

From Reunion Island: Reunion Island with a population of 0.5 million, about 500km east of Madagascar on the Indian Ocean, has achieved a very remarkable economic progress since the latter half of the 1960's. It dates back to 1966 that Electronica S.A. became the sole distributor for Yamaha on this island. Even in those days it was already forecast that motorcycles would possibly become the best means of daily transportation on the island.

In consideration of the fact that on the island they have high temperature and high humidity especially over a semi-annual non-monsoon period, and that there are a lot of winding roads and more than half of the inhabitants are 25 years old and downward, the company decided to put on sale small-sized Yamaha motorcycles featuring a wide selection range.

Early in 1970 the company announced a new sales promotion policy in which definite targets for sales promotion were established as follows:

To promote sales of models meeting particular needs of customers in respective age brackets, that is, 50cc FS1, DT and TY models for 14 to 16 year old customers, and DTMX125 and its modified type for 16 to 18 in age.

Ever since, this policy has successfully been carried out.



DT175 is very popular in Costa Rica.



Electronica, which is carrying out a well-thought sales policy, is experiencing a remarkable expansion of its market.



# YAMAHA NEWS

## Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to sales business. Any sort of news or information would be highly appreciated, if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black-white to your news or information wherever possible.

**Address:** Editorial Room of Yamaha News  
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2500 Shingai, Iwata-shi,  
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**Tel:** IWATA 05383-2-1111  
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**Cable:** YAMAHAMOTOR IWATA

# growing market for motorcycles

In addition, the company has conducted large-scale AD and PR campaigns for the sales promotion of large-sized models, such as DTMX250, XT500, XS650, XS1100, etc. aimed at those customers at the age of 18 years and upward.

These campaigns have included sponsoring all sorts of sport events and backing up motocross or trials teams.

Keeping pace with these measures, the company has given special emphasis to the expansion of its dealer network. At present there are more than 20 dealers who can provide all kinds of Yamaha motorcycles.

Workshop and parts stockhouse arrangements have also been completed to expedite after-sale services and spare parts supply operations.

The fruits of these efforts are shown below:

Share of Yamaha Motorcycles		
Year	Share (%)	Notes
1974	46.4%	of Imported motorcycle of Japanese make
1975	54.9%	"
1976	62.9%	"
1977	72.9%	"
1978	81.6%	"
1979	82.1%	"

In view of the fact that imported motorcycles of Japanese make amounted to 965 in 1974 and 4,000 at present, this is a marked advance. Encouraged by this, Electronica S.A. is scheduled to complete a new parts depot with a floor space of 1,500m<sup>2</sup> on a site of



Greater efforts are being directed toward the improvement of after-sale service and spare parts supply system, which is considered essential to sales promotion.



A wide selection range of Yamaha motorcycles. Special consideration is given to individual sales targets.

20,000m<sup>2</sup> this year, half of which is intended for a riding school. To people on Reunion Island Yamaha is a synonym for good quality. And this is the very reason that all the

members of Electronica S.A., whose average age is under 35, are planning the future with confidence.

# A New Rhythm of Life Spreading in Dominican R.

## Passola & Carrot Enjoying Great Popularity

Under the slogan "Un Nuevo Ritmo de Vida." (A New Rhythm of Life), new sales promotion campaigns for Passola and Carrot are under way in South and Central America. Mr. Hiroaki Shibata, head of Yamaha's Latin American main office, who recently visited Dominican R. sent us the following report to the effect that a new rhythm of life is indeed being spread by Yamaha in Dominican R. where the Passola & Carrot are already on the market.

From Dominican R.: Dominican R. occupies the eastern part of Hispaniola Island, situated in the central part of the West Indies. The economy is based on agriculture, such as sugar and cocoa production; also, encouragement is being given to developing tourism. Motorambar S.A., an importer in Santo Domingo, the capital of Dominican R., is steadily increasing its Yamaha sales figures, and Mr. Alberto Larcada, energetic Vice-President Ejectivo, has also been

rapidly increasing the market share of Yamaha products, taking advantage of the reduction of customs duties for motorcycles below 125cc from 78% to 20% in 1979. The company is already known throughout the country as a motorcar dealer, so with the addition of the new Passola and Carrot to its list, its sales activities are expanding more and more. In Dominican R., gasoline has recently risen in price by as much as 30%, so that people are taking an increasing interest in motorcycles,



The MATOS MOTOR C.A. family with a specially-made Yamaha T shirt and sticker bearing the company name. The man standing at the extreme right is Mr. Felix M. Matos, President.

and women, who have so far been indifferent to this type of vehicle have now begun to feel more like trying it. The introduction of the Passola and Carrot, which are fashionable and easy to ride, has come at a good time. First active female students and then lively housewives began to ride these new stylish Yamaha models and a new demand has steadily grown.

Total sales figures for motorcycles in Dominican R. amounted to about 11,000 last year, of which Yamaha accounted for 3,200 or 28%. This year 3,600 Yamaha machines were sold in the first six months, well over the total for last year. Sales growth is expected to reach 200% eventually. The demand is sure to increase even more, and the Passola and Carrot are going a long way to



Repuestos & Servicentro Abreu C.A. has been developed. One of the two brothers covers Sales Division and the other covers Parts Division. They have sufficient stock!



Passola and Carrot. A new demand has steadily grown.

### From our editorial room



As stated elsewhere, the long-awaited '81 Yamaha range consisting of 47 new models was unveiled during the YMUS Dealer Meeting recently held in Las Vegas prior to their public debut, thus creating a much greater sensation

than had been anticipated. This fact was clearly reflected in the number of new machines ordered for by these dealers. The new models made their public debut during the Cologne and Paris Motor Shows, two of the most im-

portant events of its kind in the world, providing one of the best topics for conversation among European motorcycle enthusiasts. We, the editorial staff of "Yamaha News", are enthusiastic about grasping how they are appraising new Yamahas as accurately as possible. As you know, motorcycle magazines and newspapers gave much space to reporting the news of the Cologne and Paris Motor Shows with greater emphasis placed on new Yamahas. We hope that motorcycle enthusiasts, like motorcycle journalists, are also rating these models high. But we must direct our attention to a fact that the general public

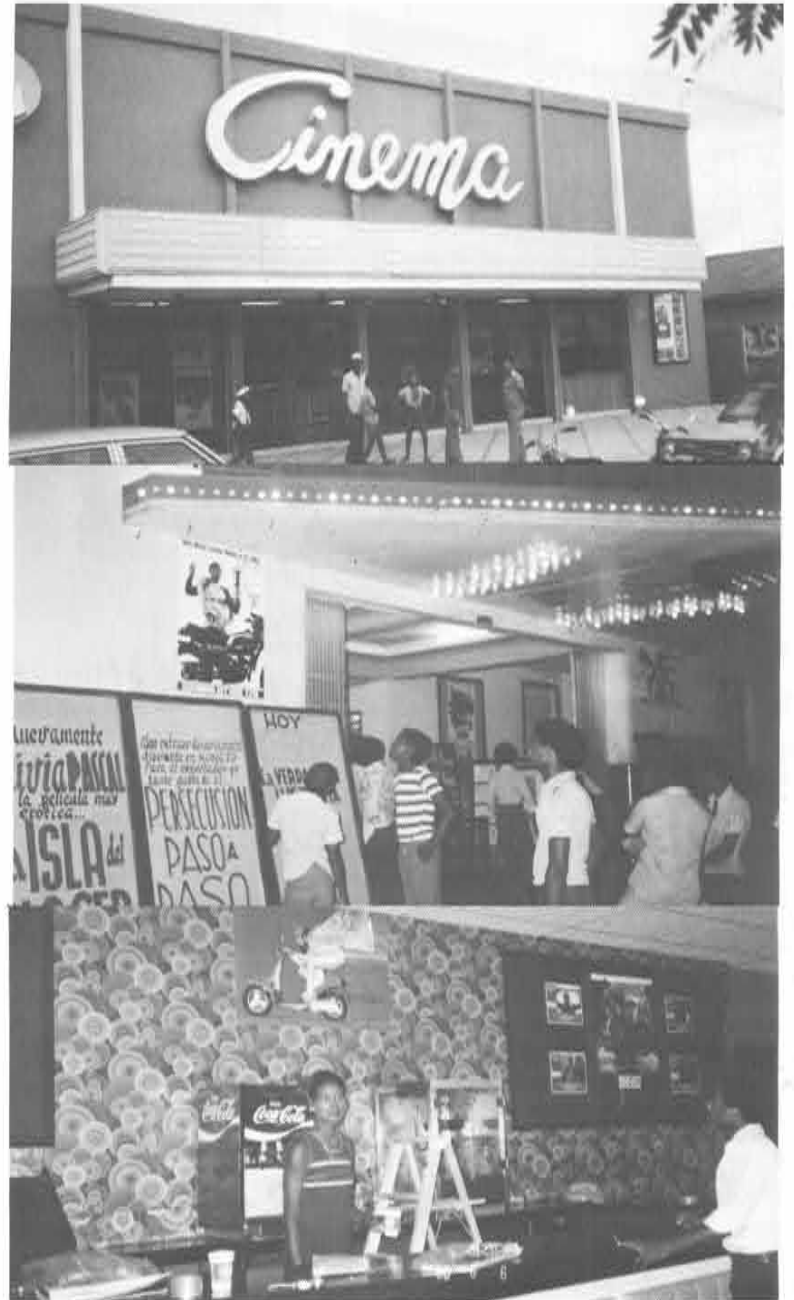
sometimes overlook new improvements introduced to the existing models at such big shows as they are apt to be dazzled by the glamour of entirely-new models. We fear that we ourselves also commit a similar error in our editorial work. In connection with this, your advice or comment on our "Yamaha News" will be of great use for us who are always striving to make the contents as informative and instrumental as possible. Please send your letter to the address shown below the title on page 1.



The Head Office of MOTORAMBAR S.A. and Mr. Alberto Larcada, Vice-President Ejective.

# Yamaha posters in movie theaters

These three photographs show different movie theaters in Barahona, South Dominican R. EMPRESAS LAGARES, a Yamaha dealer in this town, puts up some posters advertizing the Passola and other main products of Yamaha both inside and outside of the theaters. EMPRESAS LAGARES is of the opinion that an effective publicity campaign can be conducted when the products are in demands. The poster offers people who come to see movies a good subject matter to talk about. Don't you think so?



enlarge Yamaha's share of the market. Of course, the main sales are with YB80 and RS100, but according to Mr. José Nicolas, a top salesman of Motorambar S.A., who is helping dealers all over the country, the existence of women as new prospective buyers of motorcycles is fully recognized by dealers and it is even feared that supplies of these new models may be running short. Matos Motor C.A., influential dealer in the south of the country, has ordered specially-made Yamaha T-shirts and stickers bearing the company name as complimentary gifts, while Repuetos & Servicentro Abreu C.A., an influential dealer in the north, is receiving more and more orders for equipment and spare parts, which indicates the greatly increasing popularity of Yamaha, explained Mr. Nicolas. Empresas L'agares, in the south, is of the opinion that an effective publicity campaign can be conducted when the products are in demand, and has put up Yamaha's posters advertizing the Passola, Carrot and other Yamaha products both inside and outside of its three

affiliated movie theaters, in order that they may be publicized in a very effective manner, while Saga in Santo Domingo, in collaboration with all the first-class hotels in the capital, is putting out the Passola and Carrot on hire, in order to boost publicity and to steadily increase sales. In Dominican R., a new rhythm of life with a motorcycle is going to spread rapidly far and wide.



Mr. José Nicolas makes the most of PR tools. (at MUEBLERIA BEIRUT C.A.)

## LETTERS FROM OUR READERS

Now, we introduce you two letters from our readers. One is from Ethiopia and the other from Pakistan.

From Ethiopia: My name is Yacob Astatké and I'm 14 years old. I'm interested in motor cycles but I had never got any information about it until my friend gave me a copy of "Yamaha News" recently. After reading it, I concluded that your company was the only one which could help me with information about motor-cycles.

Yamahs are some of the best motor-cycles in the world. When I read the end of the news and found that your company needs information, I thought I could help you. In our country we have some motor cycle races, but as I got the YAMAHA NEWS one month after the last race, it was too late to send you anything. I will send something to you next time.

Now I want to ask you if you could send me YAMAHA NEWS so that I

will be able to learn more about motor cycles.

*Thank you very much,*

*Yacob Astatké.*

From Pakistan: I am a Yamaha dealer here in Faisal Abad (Punjab.). My hobbies are hunting and motorcycling. This summer, a friend and I decided to tour the Kaghan Valley on our motor-cycles. Passing through Rawalpindi, Abot Abad (The Gateway of the Kaghan Valley), Balakot and Naran, we reached the Babusar Pass. At first, we planned to continue riding through the pass, but the road was blocked by several galciers, so we were obliged to return home. The journey took eight



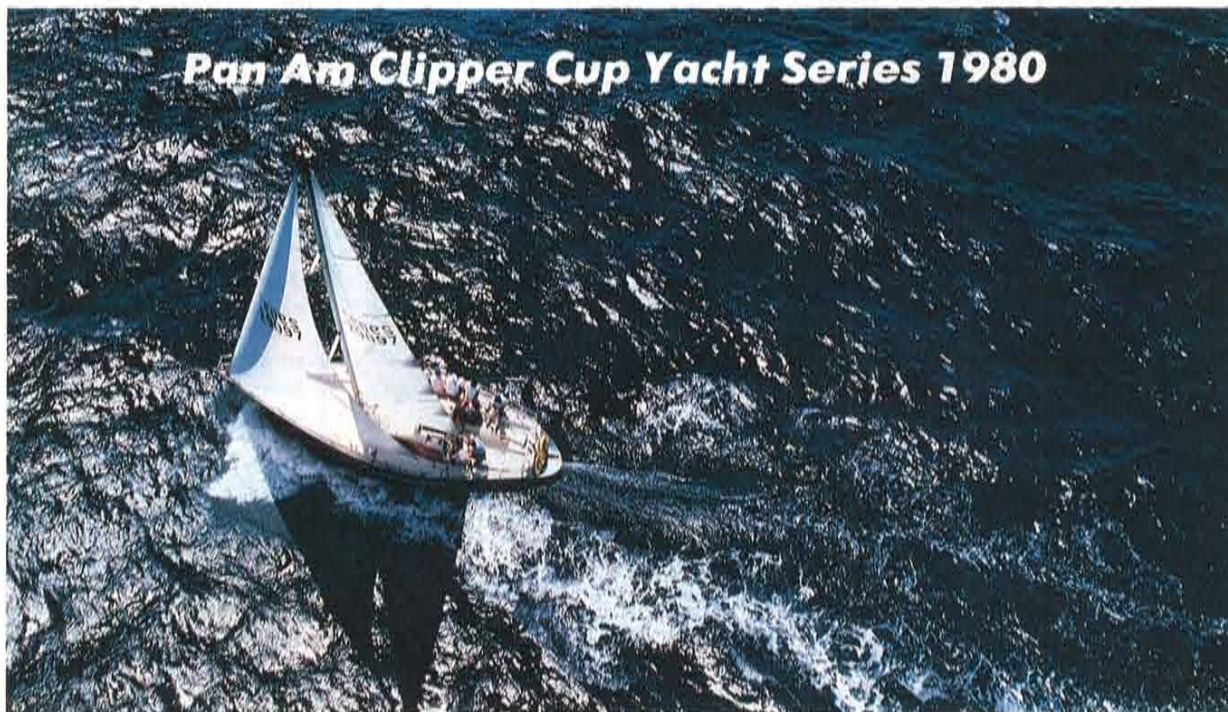
days, covering total distance of 1,600 Km. Over half the course was hilly and the height was 3,200 meters above sea-level on average. At one place near Balakot, the road was completely hilly and narrow, the turns were sharp and the inclines were steep. On one side of the road there was a wall of mountains and on the other side there was the Kunar river roaring hundreds

of feet below the road. In some places the road was so steep that we had to keep riding our bikes in first gear. Many times we crossed small streams of icy water flowing across the road. But our Yamaha DT100s stayed in good condition all the way and proved themselves dependable and trouble-free machines, bearing all the strains of tough jeepable roads.





The 2nd Pan Am Clipper Cup Yacht Series attracting the entries of 62 high performance offshore racing boats has become one of the most popular race events in the world.



Yamaha-33 "Raider" in full action in a trade wind.



"Raider" shows a smooth spin run. Crew's teamwork is truly excellent!



Don Quixote (right) and "Raider" (left) in a 30-mile triangular race.



The last race is just over! Beer tastes good! Owner/skipper Phil Dyskow (third from the left)

# Yamaha-33 "Raider" does it well in Class D !

62 offshore racing yachts crewed by cream of yachtsmen from six countries in the Pacific area (U.S.A., Australia, New Zealand, Canada, Hong Kong and Japan) contested the five exciting races of the 2nd Pan Am Clipper Cup Yacht Series 1980 which was hosted and conducted by the Waikiki Yacht Club, Honolulu, Hawaii for the period from August 1 through August 17. The series, which is biannually organized in Hawaii, the heart of the Pacific area, is reputed to rank among world's most prestigious offshore regattas, such as the Admirals Cup, Southern Cross Series and Transpac Race. The first event took place in 1978 and aroused a tremendous sensation in the sailing communities around the world. The 62 boats were grouped into five classes according to I.O.R.U. rating as follows.

Maxi. Class	60.0 to 70.0 ft
Class A	35.4 to 60.0 ft
Class B	32.5 to 35.3 ft
Class C	28.1 to 32.4 ft
Class D	20.0 to 28.0 ft

Competing for both class and overall wins.

- Race 1 100-mile around Oahu
- Race 2 30-mile Olympic triangular course
- Race 3 "
- Race 4 "
- Race 5 800-mile around the state

### Superb race organization by the Waikiki Yacht Club

The series was superbly hosted and conducted by the Waikiki Yacht Club. Everything smoothly followed a scheduled course. Reception was friendly and generous. After-race arrangements were also perfect. Every race official was competent enough to show one of the best examples for successful race organization. Announcement of each race results and daily weather conditions was speedy and accurate. The Waikiki Yacht Club, which ranks with the Hawaii Yacht Club conducting the Transpac Race, is now reputed to be one of the largest clubs, with a membership of about 600 yachtsmen and 1,500 boats.



Picturesque Hawaii, the heart of the Pacific, has become the center of big yachting event.

The 2nd series attracted a large entry of 62 boats, a remarkable increase from 40 boats in the 1st series. This reflected a fact that the series was growing into one of the most important yacht events in the world. Although the air was rather light for Hawaii where the trade wind usually prevails, the waves and swells were still the same as usual, and some boats had rigging failure. The wind during the Series was mostly under 15 knots. The Raider (Yamaha-33, owner/skipper P. Dyskow) which took part in Class D (contested by 14 boats) did it well though it was a

semi production boat. The Raider finished 2nd overall in Class D with the results of 4-4-6-4-2. Its high, reliable sailing performance was highly appreciated by all concerned.

- Crews**  
 Owner/skipper: Phil Dyskow  
 Bill Bonnet  
 Bob Stephenson  
 Eric Arndt  
 Jim Higham  
 Kazuma Mifune  
 Yasuyuki Hakomori