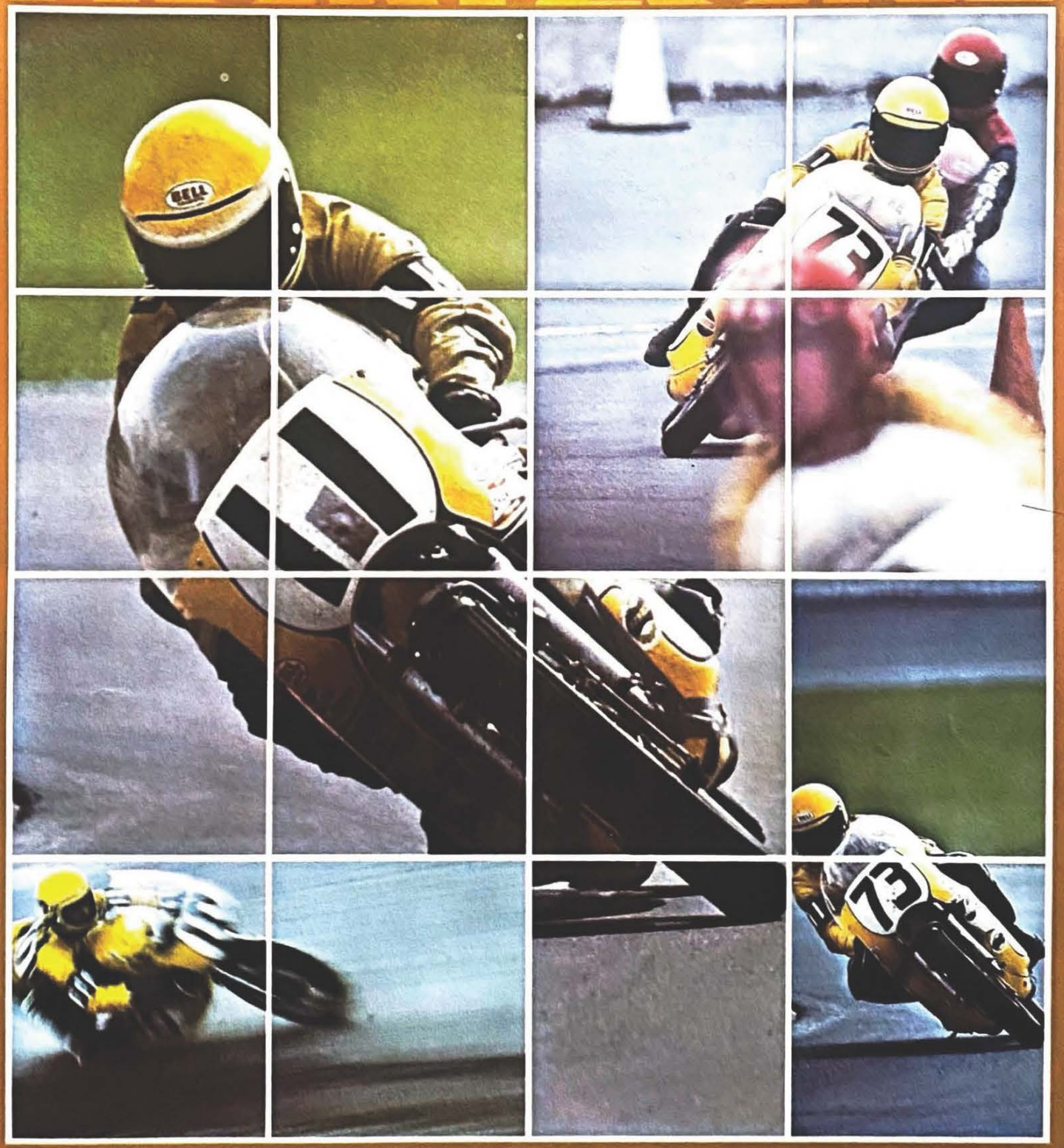
YAMAHA HORIZONS



Index

Letters to the Editor

Sirs:

I have just finished reading the February edition of Yamaha Horizons and I am extremely impressed with it. The layout, in addition to the material, is extremely good. I believe the book has a definite purpose and it fulfills it extremely well. I certainly hope it turns out to be worthwhile to Yamaha, as it definitely is a credit to our industry and sport.

Sincerely,

Russell E. March
Executive Director
American Motorcycle Association

Sirs:

This issue was really a big hit in our shop. In fact, please send 50 more copies. We certainly have enjoyed having these issues to give to our customers.

Thank you.

Louis Motor Sales & Service
West Allis, Wis., Cudahy, Wis.

Sirs:

This past weekend we enjoyed the ride on the Yamaha Learn-to-Ride Safety Progam. Thanks for coming our way. This was the first time we had ever ridden and we really enjoyed it. Thanks again very much.

Irene Marino and family.
San Antonio, Texas

Sirs:

I think your Yamaha Learn-to-Ride course is terrific. I had never even been on a motorcycle before. Now I know how to ride. I can't wait until the advanced course starts. Thanks so much.

Sincerely,

Linda Geatly
San Antonio, Texas

Gentlemen:

"Fantastic!" is the only word we can find to describe the Yamaha Learn-to-Ride Safety Program this past week in Houston. My wife and I, both in our 30's, have always wanted to learn to ride motorcycles, but never seemed to find the time nor someone willing to spend time teaching us.

The classes were organized very effectively and the instructors were most considerate. My wife went on Ladies' Day and then insisted that she had such a grand time that I should go "see for myself." I went on Saturday, taking my three-year old daughter with me. The instructors each offered to make her feel comfortable and give her a free ride; but she said no to their offers. Their courteous manner to even a small child was appreciated.

I learned quite a lot. We are looking forward to the twelve-hour class and plan to buy a cycle later in the year.

Sincerely,

A. M. Heiland
Houston, Texas

GOT A STORY?

Horizons solicits articles, story ideas, and items of interest in local communities for future issues of the magazine.
Please submit your entries to:

Editor
YAMAHA HORIZONS
8435 Wilshire Blvd., Suite 700
Los Angeles, California 90211

...the great motorcycle race

Yamaha has long been a leader among the world's manufacturers of motorcycles. We have earned this position because our machines have proved to be among the most reliable, best performing motorcycles in the industry. And they improve each year.

We at Yamaha are proud of this fact. As a Yamaha dealer you share this pride with us.

Yet this is not a time for us to rest on our laurels, for the motorcycle industry is growing at a rapid rate. Nearly five million motorcycles are presently registered in the United States, with two million additional registrations predicted for 1973. That's seven million people of all ages across the country who are learning of the enjoyment to be found in conquering highways and back roads on a motorcycle.

More than 55 motorcycle manufacturers are vying for the consumer dollar. And to the general consumer, Yamaha is just one name in many. Our job is to let the public know that there is something special about a Yamaha that sets our machines above the rest. This something special is quality.

For centuries men have put a premium on quality — building a better mousetrap as it were. Although a motorcycle is a bit more complex than a mousetrap, the principle remains the same. Quality is what the public is after. And quality is what we have to offer at Yamaha.

Take our new street machines for example. They are not the biggest motorcycles on the road. Nor are they the most powerful. What they are, however, are the finest pieces of machinery on two wheels. Yamaha engineers spent years refining them to be quality motorcycles. Torque induction, omni-phase balancing, thermo-flow shock cooling; these innovations and more are the product of years of thought and effort and engineering expertise.

For another example take our exciting new rotary engine. Why be satisfied with a good product if you can make it better? This is the philosophy at Yamaha that we live by and work by. The rotary engine machine will revolutionize the industry. And Yamaha will be first. Why? Because we have our eye on quality, and quality means seeing what's new and making it better.

As a Yamaha dealer, your job is to let the public know that the Yamaha product is a quality product. We help you through advertising and public relations campaigns. But in the end your efforts and those of your salesmen are what make the difference.

Take pride in your dealership and in the motorcycles you sell. Quality is the element that has made Yamaha a frontrunner in the great motorcycle race. Pride in that quality will keep us there.

It is up to you.

Hiroshi Kawashima

HIROSHI KAWASHIMA
President

call it Yamaha Beach, Florida

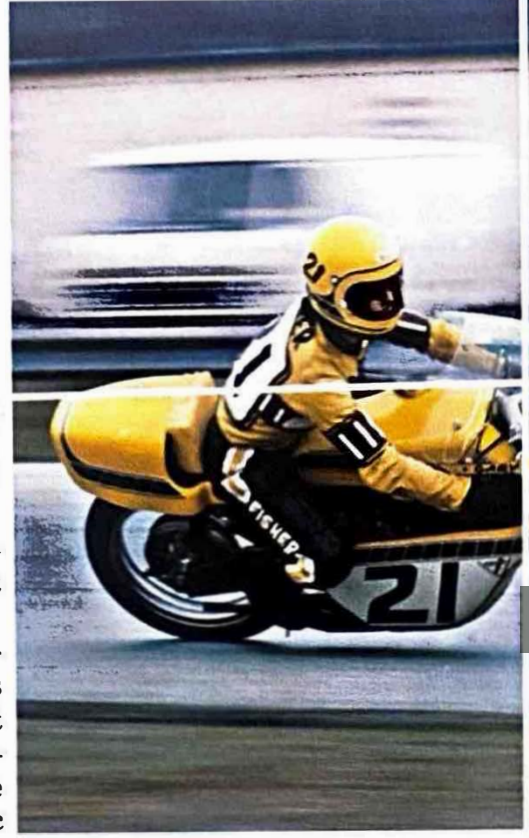
It is Saturday and the moist Florida clouds, having played tricks on motorcycle racers and their schedule for two days, finally have given way to brilliant sunshine. But not all of it generates from the heavens.

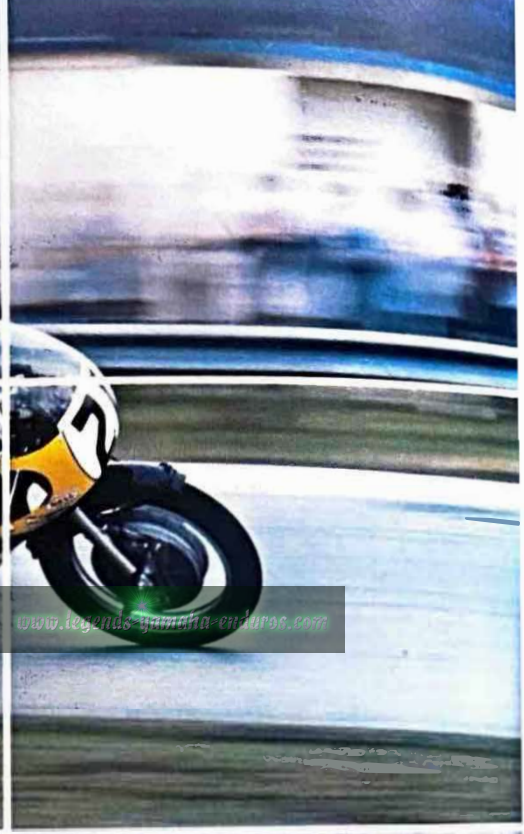
A handsome Gary Fisher manufactures some of it. He beams broadly from Victory Circle at world-famed Daytona International Speedway, standing beside his sleek, yellow Yamaha 250cc road racer. It has carried him to an effortless victory in the 100-mile race for expert and junior riders.

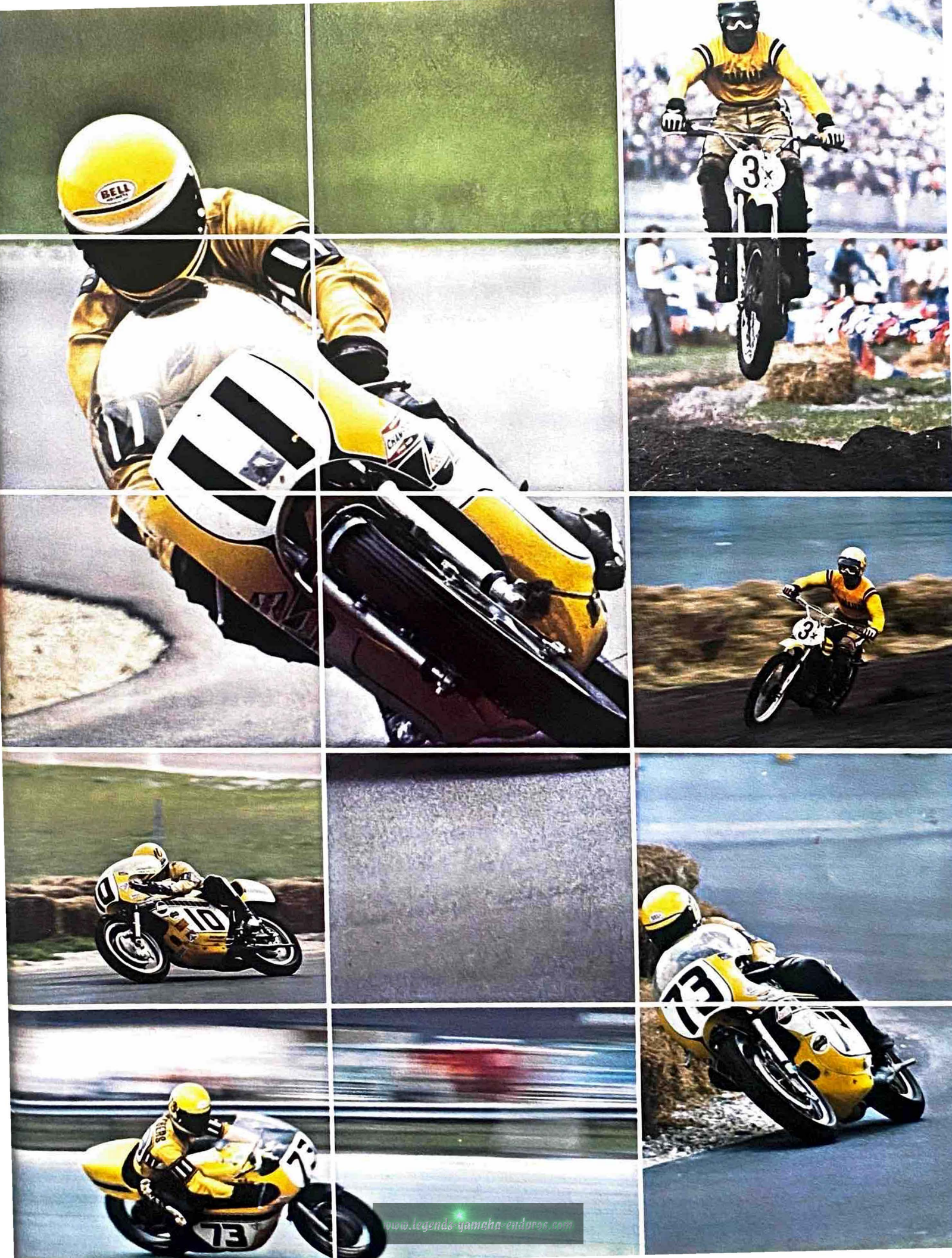
"Well, Gary," says the soft and familiar voice of veteran race announcer Roxy Rockwood, "you're batting one thousand per cent. Sunday, in the 200-mile Daytona Classic, you'll be riding a water-cooled Yamaha 350 and giving away twice the displacement to a large part of the field. What about it?"

"I figure it as two thousand per cent by then...the batting average," Gary responds candidly. There it was, a brazen dare to assail the ears of 93 other expert riders — the cream of the world's crop — on the morrow.

This frank honesty is refreshing in the "Age of the Cliche," where one competitor never, never baits another. It wasn't braggadocio. Gary Fisher honestly was convinced he was going to win the 32nd annual Daytona 200. And he backed up the conviction the following day with the kind of proof that only the sourest shards of fate could pierce.



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www.legends-yamaha-enduros.com

Fisher, a graduate of the rough-and-tumble Speedway racing circuits, had worked up through the half-mile and mile dirt tracks to become a proficient road racer. He had qualified highest of all five Yamaha International Corporation riders for the big race on Sunday, which would dazzle a record Western Hemisphere crowd of 61,200.

He had been eighth fastest putting him in the middle of the second row for the start. Ailing teammate Kenny Roberts, riding with a painful injury, was just to his right while in the immediate rows behind were his other fellow Yamaha factory riders, Jarno Saarinen, Kel Carruthers and Don Castro.

Fisher got off poorly at the start as first Art Baumann and Yvon Duhamel on their big green machines swapped the lead through nine laps before skidding through some oil on a turn and off into a harmless tangle.

Then it was another Kawasaki with two-time National champion Gary Nixon at the controls leading into the 19th lap before making a refueling stop; Geoff Perry of New Zealand inheriting the lead for another circuit before his Suzuki, too, came in for gas.

And all of a sudden, winging away out there in front, was the sunburst yellow No. 21 Yamaha, ridden by Gary Fisher. To get there had been no easy task.

That wretched start had put him far behind the leaders and even permitted his renowned teammate and defending world 250cc champion, Saarinen, to pass him on the break. Saarinen is no easy competitor to overtake but overtake him Fisher did by the fifth lap and, as the closest Yamaha riders to the lead, they were running sixth and seventh.

One by one Fisher and Saarinen moved by rivals, almost in tandem. By the 10th lap they were 4-5 and by the 20th, Saarinen still was fifth but Fisher was second. He zoomed into the lead next time around and stayed there for five laps, until pitting for his one and only fuel stop.

Saarinen did the same a lap later and, with these preliminaries out of the way, they now were running 2-3, close behind Suzuki's Ron Grant and in striking position for the major share of a $77,000 purse.

Unaccountably, Fisher began to take peculiar glances at his machine two laps later. He was getting an unsteady motion at times in a race whose 200 high speed miles, it has been said countless times, are equal to 200,000 miles on the highways.

And so Gary Fisher, poised to take over the lead again and the only rider all day who had been able to pass his esteemed teammate, Saarinen, finally coasted to a stop just out of the first turn on the 30th lap.

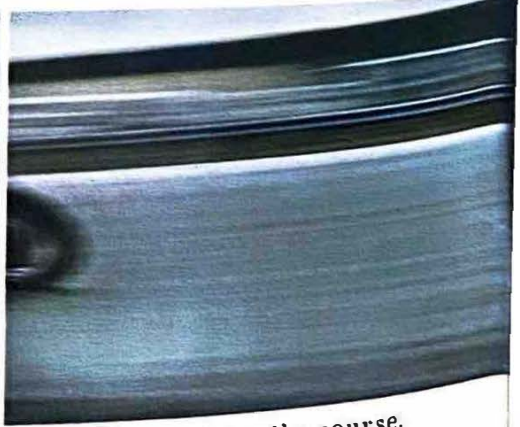
It was two laps later that the Flying Finn, Saarinen, streaked into the lead. The race was over at that precise moment, though it still had 20 laps of formality yet to complete.

Nobody really gave challenge to the end, though teammate Carruthers, who had prepared all five of the immaculate Yamaha factory machines, did manage to whittle the margin from 50 to 37 seconds as he stormed home second at the finish.

Young Jim Evans, a 19-year-old southern Californian, came in third on a privately-entered Yamaha to complete a sweep of the top positions.

Saarinen averaged 98.78 m.p.h. for the 52 laps on the demanding 3.84-mile course, earning himself $12,350.

What about other touted Yamaha riders? Castro, despite a 3½-minute pit stop to replace a fuel tank, still collected ninth



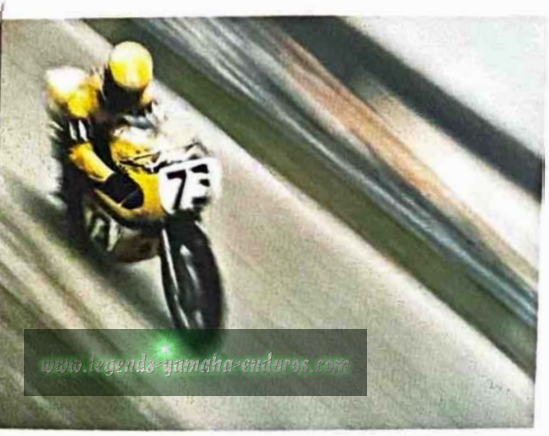
position with an impressive display of cornering at speed. The ailing Roberts, fourth in AMA National points last year, endured an early flat rear tire, then pulled in after 19 laps, his aches too severe to permit him to continue that day.

Such "privateers" as Dave Smith and Ron Pierce from the Yamaha stable of former Daytona winner and Bonneville record holder Don Vesco also gave a good account of themselves, charging into the first five at one time or another before mechanical problems put them out.

The Yamaha "Sweep" of the big race had climaxed a beautiful week for makers and users of the product. It won everything in sight...and in convincing fashion.

Fisher had led a Yamaha romp to the first seven places in the 250cc Expert/Junior confrontation, where Castro finally earned second at the finish line. He overhauled the fuel-dry private machine of John Long, coasting in from the final turn, right at the finish line.

In the rain-delayed 100-mile junior race on the Friday of the



big week, Phil McDonald, a transplanted Californian now living in Oklahoma, led another Yamaha rout that collected four of the first five positions and seven of the first 10.

And for genuine success, both in quality and quantity, the "two-part" 78-mile race for novices was unusual to say the least. Because of periodic showers between massive qualifying trials it was begun just at dusk on Friday, called to a halt after five laps because of darkness, then resumed early Saturday morning.

The winner was Gary Lee Blackman, who had bought his Yamaha only recently and reportedly never had ridden a motorcycle beyond third gear. He had to best two hard-running Californians, John Solomine and Murray Hoffman, the latter the youngest of Vesco's proteges.

At the finish, the top 47 (that's right, forty-seven!) novice machines all carried the Yamaha brand.

And just for good measure, Florida Winter Series champion Pierre Karsmakers rode his Yamaha to overall Open Class victory honors Saturday afternoon on a spectacular motorcross course, laid out in front of the grandstands at Daytona International Speedway.

The graceful Karsmakers, three-time Dutch champion who is in the process of moving his family to Buena Park, Calif., the site of Yamaha headquarters, had won four of the six major motocross events run thus far this year to collect championships for himself and for Yamaha.

In the Daytona race — first of the AMA National Series — he demonstrated his infallible talent by easily winning the first of the rigorous 40-minute contests; then coming from far back to earn a close second in the other, thus gaining the overall title.

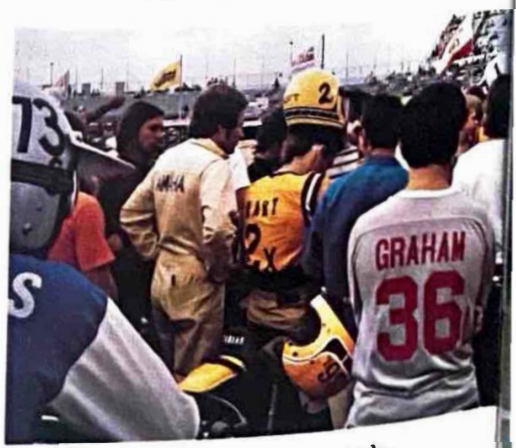
It was a remarkable week for racing in general, and Yamaha in particular. Interest in the 200-mile race, with 27 foreign riders entered, brought a sizeable contingent of foreign newsmen to the Florida scene, where Saarinen became the first non-American to win the fixture since Canada's Billy Matthews in 1950.

In addition to a solid turnout of Florida press and a national radio network broadcast, the crack Associated Press motor racing editor and authority, Bloys Britt, also covered a motorcycle race for the first time ever and flashed the news over AP wires worldwide.

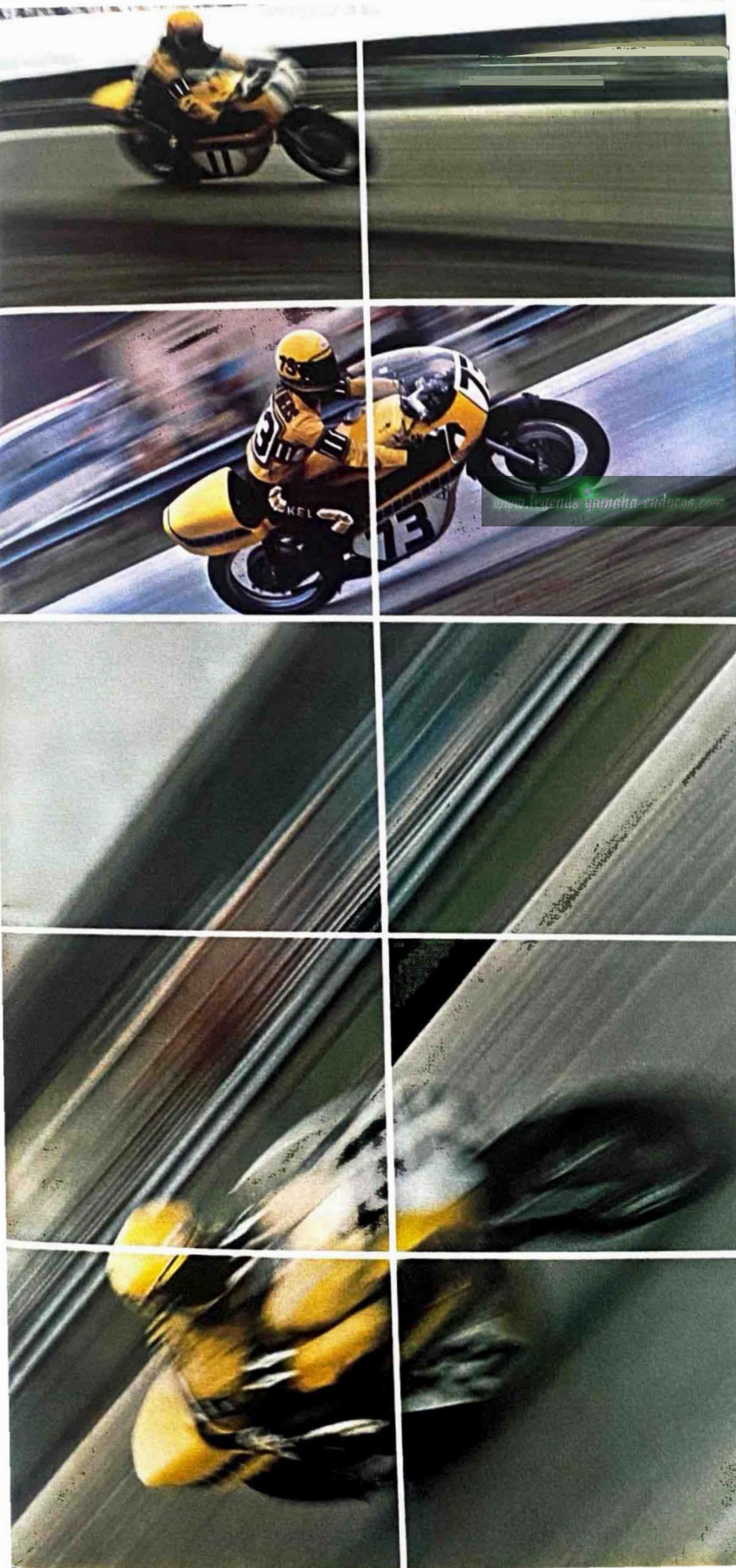
As for the Yamaha factory team, Saarinen is back in Europe, poised to race his European factory Yamaha on the Grand Prix circuit for motorcycles.

Carruthers, who plans to ride again this season only at Talladega, Atlanta and Ontario has returned to his San Diego base where he was preparing three machines over again for an April 1 road race at Dallas, Texas.

The gifted Fisher had returned home to Pennsylvania for a visit with his parents. The previously unsung but spectacular Castro stopped off to visit friends in Oklahoma, enroute home to Cali-



fornia. The fiery Roberts already was home there, resting his injury, and preparing to be fit and ready to join Fisher and Castro in carrying the Yamaha banner to that next big stop in Dallas.



Daytona Motorcycle Classics

Expert Daytona 200

1. Jarno Saarinen	**Yamaha**
2. Kel Carruthers	**Yamaha**
3. Jim Evans	**Yamaha**
4. Dick Mann	Triumph
5. Don Emde	Suzuki
6. Conrad Urbanowski	**Yamaha**
7. Morio Sumiya	Honda
8. Mick Grant	**Yamaha**
9. Don Castro	**Yamaha**
10. Steve McLaughlin	Honda

100-Mile Expert/Junior 250cc

1. Gary Fisher	**Yamaha**
2. Don Castro	**Yamaha**
3. John Long	**Yamaha**
4. Ron Pierce	**Yamaha**
5. Dave Smith	**Yamaha**
6. Steve Baker	**Yamaha**
7. Jim Evans	**Yamaha**
8. Art Baumann	Kawasaki
9. Yvon Duhamel	Kawasaki
10. Howard Lynggard	**Yamaha**

100-Mile Junior

1. Phil McDonald	**Yamaha**
2. Dennis Varnes	**Yamaha**
3. Bob Deiss	Harley-Davidson
4. Gary McGoron	**Yamaha**
5. Mike Caves	**Yamaha**
6. John Green	Kawasaki
7. Jessie Byars	**Yamaha**
8. Larrence Bleil	**Yamaha**
9. Brian Abbott	**Yamaha**
10. Bruce Lind	Kawasaki

78-Mile Novice

1. Gary Lee Blackman	**Yamaha**
2. John Dolimine	**Yamaha**
3. Murray Hoffman	**Yamaha**
4. Edward Daley	**Yamaha**
5. Tonny Hall	**Yamaha**
6. Clifford Guild Jr.	**Yamaha**
7. Steve Morehead	**Yamaha**
8. Kevin Statford	**Yamaha**
9. William Peters Jr.	**Yamaha**
10. Chuck Killen	**Yamaha**

Try Out Your Dream

Get aboard the Silver Bird,
It's a magical machine.
Satisfy your Walter Mitty mind,
tryin' out a dream.
Your sign is Capricorn and
every corner of your mind
says you'll remain my friend,
a friend for all my time.

Yamaha, won't you fly me away,
Yamaha, take me into the day
and let us go see
what's on the other side.
Yamaha, won't you fly me away.
Yamaha, today is the day.

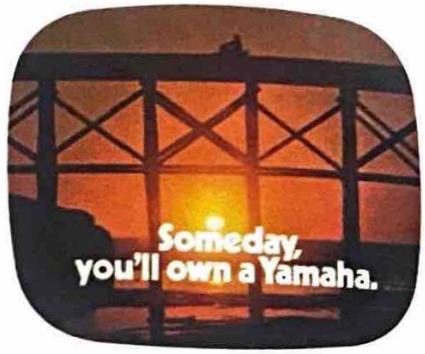
The theme song for the 1973 Yamaha radio and television commercials, Silver Bird, puts you into the sensitive and dream-like mood which exudes from the five television and six radio commercials created to advertise the Yamaha '73 line of motorcycles.

Themed "Someday You'll Own A Yamaha," the advertising campaign brings a fresh, different, individualistic and people-oriented approach to advertising.

Yamaha chose to appeal to the general public since it can be presumed that the motorcycle is a vehicle for everyone. Also Yamaha research indicates that many people who do not own motorcycles are very interested in them.

"Someday You'll Own A Yamaha" was created because "people like to do things that are thrilling, and the theme employs an assertive approach implying the superiority of a Yamaha machine," said a Yamaha spokesman.

And since a Yamaha is for everyone and anyone, it was necessary to bring the everyday-like quality of life and people to the advertising. The commercials deal with the learning experience, thrill and excitement connected with motorcycle riding and capture reality in the case of learning.



But to say the commercials are different is not enough, so let's go through a day in the shooting — which took place last fall in the Northern California coastal town of Mendocino. This location was chosen because of the tremendous variety of locales and terrains which are available to attain the moods required for each television commercial.

Casting for the television commercials was an "on-the-spot" job at the shooting location. In order to convey the advertising message that Yamaha motorcycles are for everyone — "regular" people, as opposed to professional actors, were cast for practically every role.

"Molly and George" is the commercial where a young man returns home with his newly purchased Yamaha. Mom — who is Molly, and Dad — who is George, precariously view the motorcycle but the son finally convinces Dad to go for a ride and experience new sights, new thoughts and great interest in Yamaha.

The woman cast in the role of Molly was chosen after the casting crew had spent several days driving up to Fort Bragg and along the coast "staring at people," according to the director, in search of the perfect Molly. She was found in a judge's office in Mendocino where her real-life working role is that of secretary.

George was cast while having breakfast at an inn in Little River. He walked into the restaurant and the casting director knew he'd found the perfect Dad. In fact, he had never been on a motorcycle before and he was most enthusiastic about his upcoming portrayal. And he worked—from 7 a.m. to 7 p.m. for two straight days.








The Director set out to find situations that people could easily relate to in creating the commercials. The "Learning" commercial exemplifies this. A young boy, uncertain at first, is taught by his father how to ride a motorcycle. The warm feeling one gets when a child begins to get the grasp of something is the emotional content of this commercial. The boy rides with his dad along the jagged shoreline in a step toward expressing his real nature.

The "Birthday" commercial shows the joy of giving something you love to someone you love. Here a father and son give the lady of the house a motorcycle for her birthday and watch the excitement she reveals while taking her first ride. For a while she forgets about the world she comes from and rejoices in the delight that Yamaha brings her... like a dream come true.

The fourth television commercial, "Scooter," shows a boy riding a crate at one of those wonderful times in life and suggests a Yamaha motorcycle as being as much fun getting there now as the crate was then. Those beautiful horizons are out there for all of us to share.

And the radio commercials show the Yamaha understanding of people's problems living in this age of modern technology and offer the motorcycle as a solution to some of those problems.

Yamaha takes the time to advertise an answer to the commuter's dilemma by explaining how time, money, gas and aggravation are saved by motorcycling instead of driving to work. "Give yourself a little freedom before locking yourself up for the day," advises the commercial.

Another radio commercial suggests a way to try out the dream of your young life by taking a trail bike to places that are the same now as they were several years ago instead of overtaken by high rises and highways as are many of the favorite hide-a-way spots of your youth. Yamaha says you can be sure you'll get back from those dream places... if you want to get back.

And remember when you were growing up how much fun it was to ride down a snowy hill on an innertube or your grandmother's dishpan? Yamaha does...and says that if getting where you're going isn't as much fun now as it was then, you ought to try a Yamaha motorcycle.

Still another radio commercial offers a motorcycle as an alternative to a second car. The motorcycle saves money and provides "natural" extras such as fresh air, sun and whistling winds.

The conversational-type radio commercials blended with guitar and harmonica background music create the down-home kind of relaxed mood of freedom intended by Yamaha.

Look and Listen to the Yamaha commercials . . . try out your dream . . . and "Someday You'll Own a Yamaha."

March Network Television Schedule for Yamaha

Day	Date	Time	Network	Program	Commercial
Sun	3/11	5:30-6:00PM	ABC	Howard Cosell	Learning
Sun	3/18	5:30-6:30PM	ABC	Howard Cosell	New Bike
Mon	3/19	8:00-9:00PM	NBC	Laugh-In	New Bike
Tues	3/20	9:00-11:00PM	NBC	Tuesday Movie	Birthday
Mon	3/26	8:00-9:00PM	ABC	The Rookies	Scooter
Mon	3/26	9:00-11:00PM	ABC	Monday Movie	LTR60
Fri	3/30	10:00-11:00PM	NBC	Bobby Darin	LTR60

April Network Television Schedule for Yamaha

Day	Date	Time	Network	Program	Commercial
Sun	4/8	2:00-4:00PM	ABC	NBA Play-Offs	Scooter
TBA		TBA	ABC	NBA Play-Offs	Scooter
Sat	4/21	9:00-11:00PM	NBC	Saturday Movie	Learning
Sat	4/21	4:30-6:30PM	ABC	Wide World Sports	Scooter
Mon	4/23	9:00-11:00PM	NBC	Monday Movie	Birthday
Sun	4/29	9:00-11:30PM	ABC	Sunday Movie	Scooter
Mon	4/30	8:00-9:00PM	NBC	Laugh-In	LTR60

May Network Television Schedule for Yamaha

Day	Date	Time	Network	Program	Commercial
Fri	5/4	10:00-11:00PM	NBC	Bold Ones	Scooter
Sun	5/6	TBA	ABC	Am. Sportsman	LTR60
Mon	5/7	9:00-11:00PM	ABC	Monday Movie	Scooter
Thurs	5/24	10:00-11:00PM	NBC	Dean Martin	Learning
Sat	5/26	9:00-11:00PM	NBC	Saturday Movie	New Bike
Tues	5/29	8:00-10:00PM	NBC	Tuesday Movie	Birthday

June Network Television Schedule for Yamaha

Day	Date	Time	Network	Program	Commercial
Sun	6/3	10:30-11:00PM	NBC	Night Gallery	Learning
Thurs	6/7	8:00-10:00PM	NBC	Ironside	LTR60
Thurs	6/7	9:00-10:00PM	ABC	Kung Fu	New Bike

1973 Magazine Schedule for Yamaha

Magazine	Jan	Feb	March	April	May	June	July	Aug	Sept
Cycle	8 pages	2 pages	6 pages	1 page	4 pages	6 pages	5 pages	4 pages	2 pages
Cycle World	5 pages	3 pages			1 page	4 pages	4 pages	1 page	
Cycle Guide	8 pages		6 pages		1 page	4 pages	6 pages	2 pages	2 pages
Dirt Cycle	3 pages		6 pages						
Dirt Bike	3 pages			6 pages		5 pages	5 pages	2 pages	
Modern Cycle	5 pages								
Motorcyclist	3 pages					4 pages	4 pages	2 pages	2 pages
Popular Cycling			6 pages			5 pages	5 pages	2 pages	
Motor Trend							2 pages		
Hot Rod						2 pages	2 pages		
Car Craft						2 pages	2 pages		
Outdoor Life					1 page		1 page		
Guns & Ammo						1 page	1 page		
True						1 page			
Colorado					1 page	1 page	1 page	1 page	
Cosmopolitan						2 pages	2 pages		
Psychology Today						2 pages			
Time (College Ed.)					2 pages				
TOTAL 180 Pages									

Meet Sue Stodgel, People's Libber

If it's a man's world, no one ever told Sue Stodgel. "Some of them won't even talk to me," she says a little wistfully.

One who will is her boss, Spencer Tirrel, manager of Lakeland Motors, a Yamaha motorcycle and snowmobile distributorship in Sturgis, Michigan, where she holds down the job of Parts and Service Manager.

"We couldn't be more pleased with her. She knows her stuff and she's doing a tremendous job for us," he says.

Two years ago, the fetching, 27-year-old brunette had the same feeling about motorcycles as most young ladies—"scared to death." Today, she says she can't wait to get a new LT MX so she can get into the thick of local Motocross competition.

The metamorphosis of Sue Stodgel was sudden and born of necessity.

Sue's been interested in mechanics since she was a girl holding the light while her father worked on the family car. Lacking the means for college and looking for a career that would pay her at the same level as a man, she decided on auto mechanics and enrolled in a six-month course at Washtenaw Community College in Ann Arbor, but she had no way to get to school. Her father, Kenneth, a motorcyclist for many years, put her on his Yamaha 125 and told her to ride.

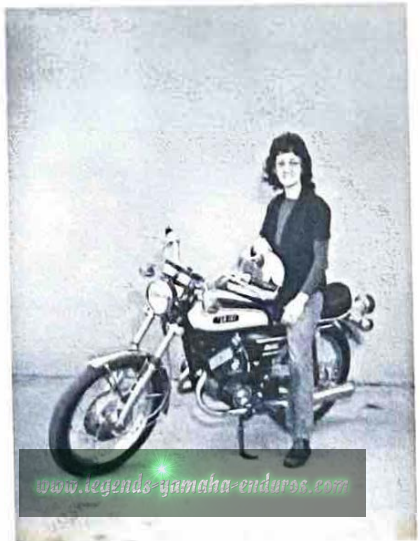
"It was a sink-or-swim situation and I was plenty scared," says Sue, "but I wanted that course so badly I just went ahead and did it. Dad showed me the controls and that was it. I practiced for two days in a parking lot, and pretty soon I got the hang of it. I'm not a very good rider, but I think a bike is the best way to get around.

"I think dad did it that way because he wasn't too happy about my going into auto mechanics training." Sue's mother, Martha, however, "thought it was just great." Her sisters, Kay, 26, and Lee, 22, agreed with her. Brother Guy, 6, has other interests, and seems indifferent to it all, said Sue.

Sue completed the auto mechanics course and in the meantime, because she had no money, repaired the trusty 125 herself. "Oh, I changed the air cleaner and battery and did some other things. I didn't have a manual; I just figured things out as I went along."

As her love affair with the motorcycle came full bloom, Sue decided to go into motorcycle work rather than automobile mechanics.

Her first job was with Nicholson Enterprises in Ann Arbor as parts manager. Word got around about the lady parts manager and her fast developing expertise. A salesman tipped her off to the better job in Sturgis and without hesitation Sue rode the 100 miles from Ann Arbor and got it.



Right now, Sue is reorganizing the entire parts department at Lakeland with the help of the computerized National Inventory Control in Portland, Oregon, an automobile and motorcycle time-sharing inventory aid. "Mostly, though, I'm getting the experience I need," she says.

Experience for what?

"Some day," she said, "I want to open my own shop. I want to teach a class in minor motorcycle mechanics for women who ride motorcycles or whose families are motorcyclists. And I want to help change that terrible Big Momma image of women in motorcycling."

In a town of but 10,000 souls, Sue creates some talk, and it's all in praise of her spunk, said Mr. Tirrel, the happy employer.

Those male customers who won't talk to her are probably the die-hards of the anti-Libbers, Sue surmises.

"I'm not a women's libber. I'm a people libber. I think everyone ought to be able to do what he or she wants to do."

To this, needless to say, the boss just smiles and nods his head.

The rotary or Wankel engine, named for its inventor, Felix Wankel, who first introduced it in 1957, is a model of simplicity.

Instead of converting up-and-down piston motion into wheel-driving circular energy through a series of complex linkages, the way a standard engine works, it utilizes a continuously spinning rotor to provide the proper torque to move a vehicle's wheels directly.

The rotary engine block is in the shape of a bulging figure eight. The placement of the rotor within the engine forms three chambers, all of which complete a four-stroke cycle in one revolution of the rotor.

Chamber A starts the cycle by drawing in a fuel-air mixture. As the rotor revolves, the space in chamber A is reduced gradually, compressing the mixture. At this point, chamber B is at the exhaust stage and chamber C is at intake. When the mixture is fully compressed, the spark plug insures complete combustion. Expanding gases provide the energy to drive the rotor. The revolving rotor expels spent gases through the exhaust port. The cycle begins again when chamber A passes the port opening.

The rotary engine is smaller, has more pep, and is potentially cheaper to build than conventional reciprocating models. It has only six major points of wear compared to 100 in the conventional engine.

THE YAMAHA ROTARY - AN ULTIMATE ENGINE

Yamaha, a leader in the motorcycle industry, has been swift to apply the rotary engine principle to its product line.

The Japanese firm obtained its Audi/NSU/Wankel GmbH license and within months had a working model on display last October in the Tokyo Motor Show. It bids to revolutionize motorcycling in the same manner that Mazda shook up the automotive realm three years ago.

The original, labeled the RZ201 touring class motorcycle, incorporated a two-rotor transversely mounted 68 horsepower Wankel power plant. It was capable of 7,000 rpm from a five speed gearbox.

Other rivals within the motorcycle field, licensed as early as 1970, had not been able to produce a practical, workable model. And even those which worked were nowhere near the grand scale of performance and design incorporated into the Yamaha machine.

The RZ201 prototype features a water-cooled 660cc engine with separately timed side and peripheral ports, a system providing greater efficiency and cooling than earlier rotary engine theories.

Other problems that had stumped engineers also were resolved.

Yamaha prevented vehicle roll or excessive torque caused by engine revolution by arranging carburetor, exhaust, and the single spark plug in a style enabling rotors to revolve in the same direction as that of the vehicle advance.

Rotors are set at 180 degrees and the crankshaft runs crosswise in the double cradle, eliminating the possibility of torque reaction under acceleration or deceleration.

Other prime features in the design are:

- Water cooling for consistent temperature control and a smoother delivery of output.
- A charge cooled rotor (CCR) combination port for keeping output from irregularities at all speed ranges, and for even, smooth acceleration.
- A general upgrading of other features including the adoption of disc brakes on both front and rear wheels for improved stopping ability and greater safety.

Under the CCR system for lubricating the engine, oil is sent directly into the mixture (with gasoline and air) from the carburetor to lubricate and cool the rotors. Compared to the Oil Cooled Rotor System, the mechanism is much simpler and lighter.

Adaption of a "silent" chain and special muffler, in harmony with the water cooling principles, also has improved quietness.

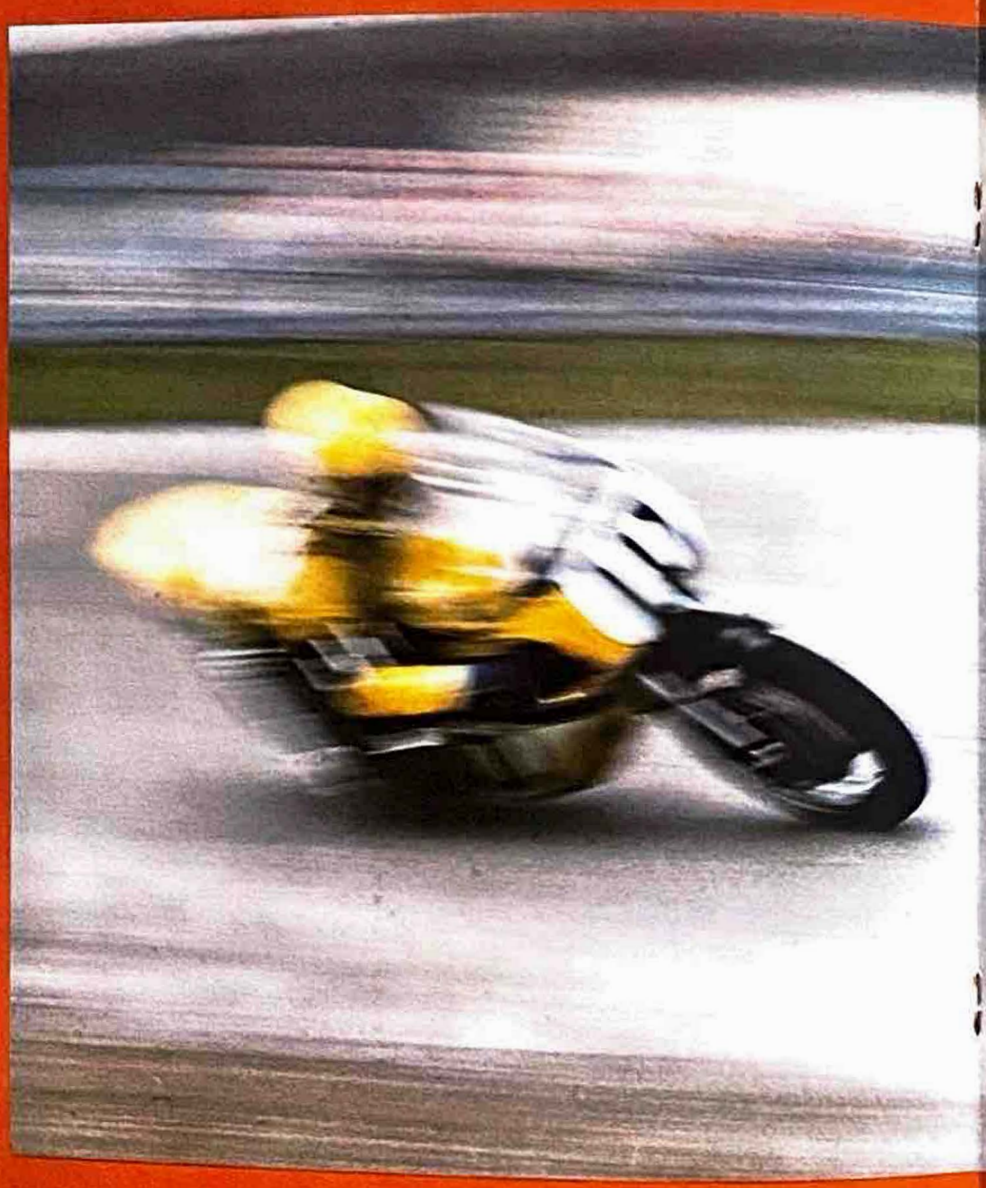
The compact design of the engine enables Yamaha to place it in a bay identical to that of the four-stroke twin. Advantages are obvious, since the engine can be used on a proven frame.

In the area of braking, the inclusion of a rear wheel disc brake and a front wheel with twin disc brakes actuated by a separate master cylinder offers a new maximum in safety. In the event one side should fail, the other still will operate.

Engine ignition through the single plug sparked by capacitive discharge also is new. It replaces the customary two plugs, heretofore fired by conventional battery and coil.

Advantages of the rotary engine, as automotive disciples tend to remind, is a smoother, more constant delivery of power than the contemporary piston engine, along with superior emission control.

Now that it has been applied successfully to the motorcycle, just when and in what volume the Yamaha rotary models will begin making their way into the United States has not been determined. But they will come and all signs point to an eager market for them.



"FOR each of them, the most important thing in living was to reach out and touch perfection in that which they loved most to do ..."

From
Jonathan Livingston Seagull
by Richard Bach

Once Upon a Time

What's past is prologue . . .
Shakespeare

History is more or less bunk . . .
Henry Ford

Daimler and Mercedes and the other greats of getting around on wheels, whose work foreshadowed the modern motorcycle, prove the poet right and the late, famed industrialist as wrong as his grandson's Edsel.

But then, the Model T king was strictly Detroit. His illustrious predecessors were motorcycle men first, then automakers.

Thereby hangs this tale.

The first motorcycle was invented in Germany and first ridden in the streets of Paris in early 1818, if we can believe the historians. It was a two-wheeled hobby horse with a boiler mounted at the rear, and required three coal stokers, walking alongside, to fuel it as it moved.

The only proof we have of this is cartoons of the day depicting the contrivance. Authorities deduce that it existed because drawings of it exist.

The first known motorized cycle appeared in 1869. It was a French velocipede fitted with a single-cylinder steam engine. Now in a London museum, it was a rear-wheel drive utilizing belts and pulleys and popularly known as "the Boneshaker" for its solid iron wheels.

In 1887, a Mr. Meek of Newcastle-upon-Tyne, England built a motor-driven tricycle, and Sir Thomas Parkyns, another Englishman, designed another that was demonstrated at the annual Stanley Cycle Show and attracted a number of orders from daredevils of the day.

Parkyns' machine was intended for commercial production but the Locomotives on Highways Act posed a roadblock. The act specified that three persons had to be employed to drive a road locomotive, that a man carrying a red flag had to precede the vehicle, and the maximum speed could not exceed four miles per hour. The restrictions made practically every kind of automotive activity illegal on the roads of England.

In the United States, in 1884, a Philadelphian named Copeland fitted a steam engine to a bicycle and then went on to make a steam-driven tricycle. He turned out 200 of these machines in what is recorded as the world's first commercial production of a motor tricycle.

Three years later, in Germany, Dr. N. A. Otto built the first practical gasoline engine, and his name was lent to the four-stroke cycle. There had been internal combustion engines before this time but they were not practical. In 1784, the idea for an "explosion engine" was a piston driven by a mixture of air and turpentine vaporized on a hot surface. Even gunpowder had been suggested as a fuel.

An assistant to Dr. Otto, Gottlieb Daimler, the famous engine designer, developed a small, air-cooled, four-stroke engine with a vertical cylinder in 1885 and in the same year patented a design for a bicycle embodying the engine.

It was the first gasoline-powered motorcycle and was capable of turning at the rate of 800 r.p.m. Fitted with iron tires, it was first ridden by Wilhelm Maybach, who invented the spray carburetor and developed the Mercedes motor car at the beginning of the 20th century.

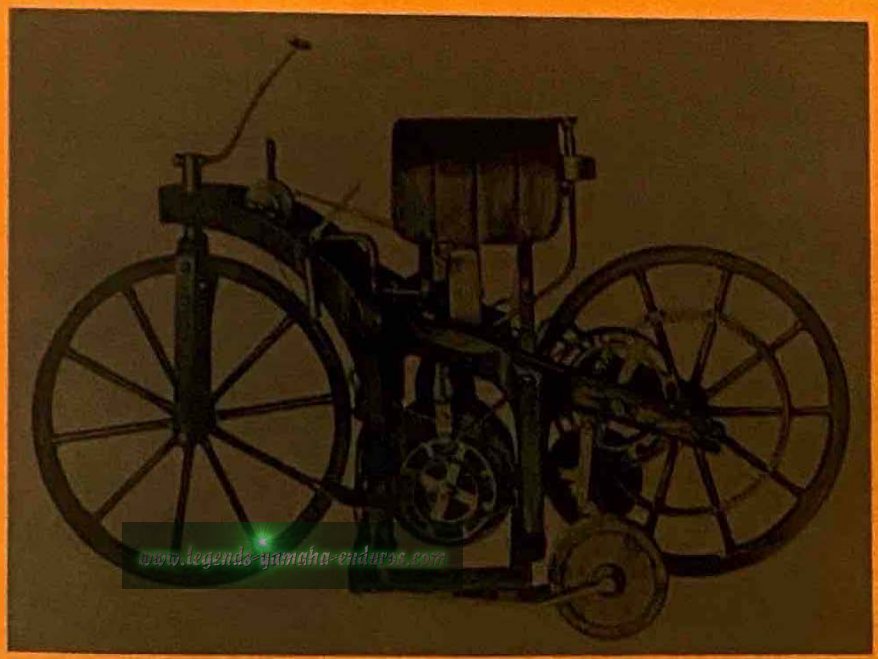
Daimler's motorcycle soon was scrapped, since he built it only to prove the reliability of the engine. All of his efforts were concentrated on the automobile. Daimler's motorcycle might have exerted a valuable influence on other designers in later years since many of its characteristics were more modern than designs which followed. The engine stood upright amidships, driving the rear wheel by belt. The front wheel was steered by handlebars and both wheels were the same size. The rider sat in a saddle over the engine and had a twistgrip to work the brake.

Prior to Daimler, motorized bikes had engines mounted in the rear and in front of the machine and above and below and to the side of the rider. Some were front-wheel drive and had different sized wheels. Steering was accomplished by a stick or set of sticks. A virtual Rube Goldberg arrangement of pulleys, belts and gears transmitted power.

The term "motorcycle" was originated in 1893 by the brothers Hildebrand of Munich, Germany who called their machine a motorrad (motorcycle) and who were the first to enter the businesslike production and sale of motorcycles powered by internal combustion engines. They incorporated a two-cylinder, four-stroke engine in their machines.

The Hildebrands' machines were the first to look like the modern motorcycle and were manufactured in large numbers in both Germany and France. Top speed of the Hildebrand motorcycle was 24 m.p.h.

The first four-cylinder motorcycle, and possibly the first four-cylinder engine, built was designed by an English Colonel, H. C. Holden. The first example, patented in 1896, was an air-cooled horizontally-opposed four, but in 1899 the design was modified to incorporate water cooling. This version produced three


www.legends-yamaha-enduros.com

horsepower at about 420 r.p.m. and was produced for sale during the next three years. It had a reputation for being well made and for a less harsh ride than other machines because the comparatively smooth torque delivered by the four-cylinder engine eliminated much of the leaping and jerking which characterized its direct-drive, single-cylinder contemporaries.

The great name of the era, which marked the first large public acceptance of the motorcycle, was the Marquis de Dion of France. He and his partner, Georges Bouton, formed a team that earned the most famous name in early motoring and motorcycling history.

France owed her domination of the early motorcycle industry to the de Dion gasoline engines. The first of these was very small, with a bore of 50 millimeters and a stroke of 60: rated at one-half h.p. It was said to produce nearly two h.p. It was air-cooled and had hot-tube ignition and more closely resembled later single-cylinder engines than anything to date.

The de Dion firm put on the market a large number of different types and sizes of engines, nearly all of which were successful. So universal was their acceptance that by the turn of the century practically all motorcycles used either the design, or parts, or complete engines.

The world of business and commerce being what it was then, with little insistence on patent rights and considerable difficulties in the way of those who sought to prosecute people making pirated designs, it was possible for small firms to produce the de Dion type engines and parts cheaply. So it was that the would-be motorcycle manufacturers of the world loosed upon the public an astonishing and haphazard variety of designs.

Engines appeared in all the likely and unlikely places imaginable — built into the rear wheel or on an outrigger behind it, above it or ahead of it, clipped on to the seat stay or the front down tube, on the steering head, or over or even ahead of the front wheel.

The drive was usually by twisted rawhide belt to a V-grooved pulley or rim attached to whichever of the two wheels was most fancied by the designer. The fact that the engine happened to be over the front wheel was no guarantee that it would be the front wheel that was driven. The courses followed by the transmission belts of some of these earlier machines bordered on the incredible and it is even more of a wonder that the machines would move at all.

While most of the manufacturers hardly knew what they were doing, and scarcely any of the public knew what they were buying, the time was ripe for men whose interest was more in making money than in making motorcycles to get into the act. The middle of the 1890s marked the appearance of a number of glib, hard-selling men. A standout was an American, E. J. Pennington, who arrived in England in 1896 to market a motorcycle which he proclaimed the ultimate in motorcycling. It was nothing of the sort. One of its design "features" was the absence of cooling fins from the plain steel cylinder barrels. Then there was the famous "long mingling spark" claimed by Pennington to enable the engine to run on paraffin.

Another idea that gained currency as the result of extravagant publicity, inspired by an occasion when the prototype became momentarily airborne after hitting a bump, was that the machine could jump rivers.

In fact, only the demonstration machines were built, and it never went into production. Despite this, Pennington managed to sell his patent rights to a man named H. J. Lawson for a reported 100,000 pounds. Lawson himself was a speculator in patents, seeking to dominate the British motor and motorcycle industry. Ultimately, the trade and the press, long his sounding-board, turned on him. A patents action in 1899 brought about his downfall and his companies collapsed.

There was little or no enthusiasm for the motorcycle as the 19th century ended. In the press it was stated: "it is extremely doubtful if this class of machine will ever secure the attention of the public." It is not difficult to understand why. Motorcycling was far from being a practical activity and far from being a sensible and predictable means of locomotion. Every trip was a special occasion, an adventure requiring a great deal of forethought and preparation, and including a number of hazards.

Fuel was not expensive, but it was hard to find. Railways would not carry it, and service stations were unknown. Carbide for acetylene lights for night cycling was scarce. The vibration and bumping of riding was really severe. There was no wheel suspension or any kind of springing. The front fork blades were rigid and often snapped. The adhesion of tires to the road was doubtful. Pneumatic tires had been invented and were in use but on motorcycles never measured more than two inches across the surface. There were no paved roads.

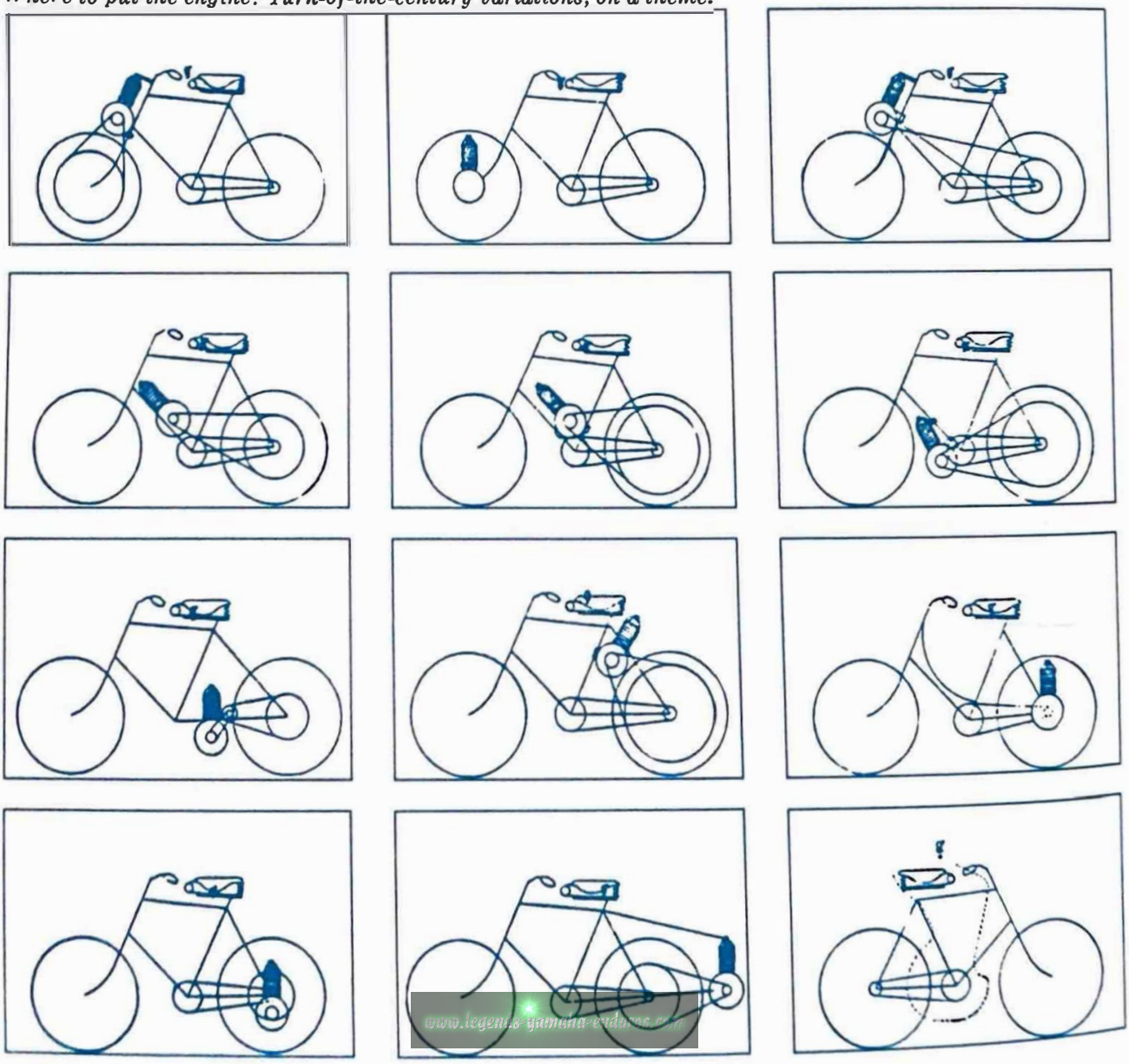
According to the historians, however, the arrival of a new century is an event that usually inspires man to new thinking, new deeds, and a new type of emancipation. It may be that the calendar helped to provide the stimulus to the development of the motorcycle, for the 20th century began with a new optimism in the motorcycling world.

What we now call the Industrial Revolution of the 19th century was really a mechanical revolution, but the people alive at the turn of the century were living too close to it, perhaps, to appreciate it for what it was worth. Nevertheless, they saw the 20th century stretching before them as an age of mechanical evolution, and those who were not appalled by the thought were inspired by it. They wanted to be of the 20th century, not merely in it. This attitude must in some degree be responsible for the sudden impetus apparent in motorcycling from the very first year of the 20th century.

The industrial or mechanical revolution brought the electrical coil ignition system and the magneto, the clutch and multi-speed gearboxes, and gradual design improvements. As the machines became more practical and riding became more a pleasure than a sheer challenge, more and more people were attracted to the sport of motorcycling.

The rest is history, for today worldwide annual production of motorcycles is estimated at five million machines and more.

Where to put the engine? Turn-of-the-century variations, on a theme.



FUN IN SUN CITY

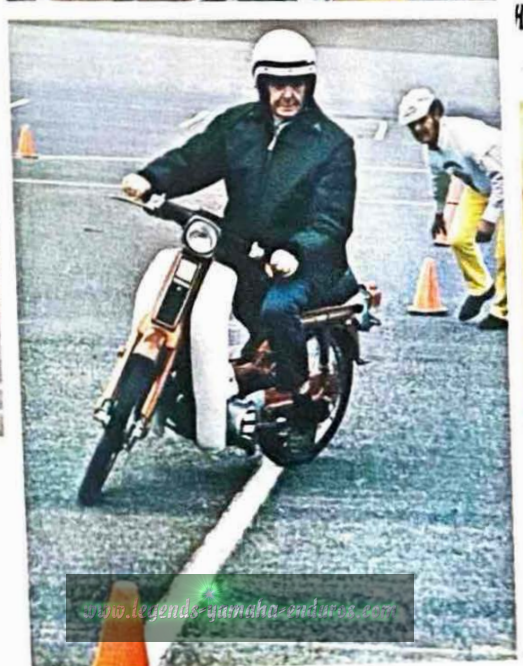
In Sun City, Arizona, where senior citizens usually ride golf carts and bicycles, that "new fangled" machine, the motorcycle, has started to catch their fancy. The Yamaha Learn-to-Ride Safety Program recently held a clinic in the retirement community and the young-at-heart city dwellers, mostly in their 60's and 70's, were fascinated with the prospects of riding.

Instructors taught senior citizens the fundamentals of riding and guided them through several specially designed closed course areas.

According to one willing participant "the fact that one is a grandmother or a grandfather doesn't mean enjoying life and experiencing new things is any less desirable."

The Yamaha Learn-to-Ride Safety Program has already held clinics in 25 major cities throughout the United States and during 1973 will teach approximately 500,000 Americans the safe way to ride a motorcycle.

Diplomas are handed out to each participant completing the LTR course, and for grandparents it could even bridge the generation gap.



THE nuts and bolts of the road test

Walk up to any newsstand and start thumbing through a half dozen or so magazines containing motorcycle road tests. At first, you'll probably be amazed at the apparent lack of uniformity in testing. However, if you read into the test, you'll find that the results on identical bikes will probably be very similar.

Each editor arrives at his opinion of the machine by riding it, looking at it, and comparing it against other machines of like intent, size and weight. The following "road test" we're going to conduct represents a general approach rather than that used by any one specific magazine.

First, let's consider two very important facets that may predetermine any given road test:

1. *Varies by Format*
The types of machines tested, and the tests themselves, depend on whether the readership consists of dirt or street riders, professionals, or amateurs or young riders. You would not expect *Dirt Rider* to test a TX750, while some magazines, such as *Cycle* and *Cycle World* are staffed with experienced riders to accurately ride and rate any and all machines.

2. *Test Riders*
Test riders are an odd mixture of mechanic, engineer, writer and professional riders. Many, but not all, of the top testers have raced at one time during their careers. The expertise thus gained is valuable in discovering quirks about a particular bike that the average rider might not notice. A few of the ex-racer test riders are Jess Thomas, *Cycle;* Jody Nicholas, *Cycle World;* Walt Fulton, *Cycle Guide;* Tony Murphy, *Motorcyclist;* Brick Price, *Mini Cycle;* Dave Ekins, *Modern Cycle*, and J. N. Roberts, *Popular Cycling.*

Once it has been decided to test a certain machine, the magazine will contact Yamaha and put in its request. If it does not conflict with another magazine, then a new machine is put into service for a tuneup and 50-mile road test. Nothing is done to a new Yamaha sent for testing that is different from any stock model.

Pre-riding Check
Prior to testing, the machine is checked over by the rider to insure that nothing is unsafe. Tire pressure, nuts, bolts, oil level, chain tension, and brake adjustment are all checked. The owner's manual is read and a brief, and an easy test ride is conducted.

Static Photos Taken
Static photos of dirt bikes are usually shot prior to riding, while the bike is still fresh and unmarked. Unusual features, revisions, and faults once noticed, are all brought to the reader's attention.

Road and Trail Testing
Most engines are tight when new, and do not function well or develop as much power as they should. For this reason, initial testing deals with handling and braking until the engine is broken in properly. Since most enthusiast magazines are based in California, the Golden State's variety of open areas are used year 'round for testing.

The rider usually has a well-known stretch of road or trail that he can ride over for a seat-of-the-pants opinion of how well the bike handles.

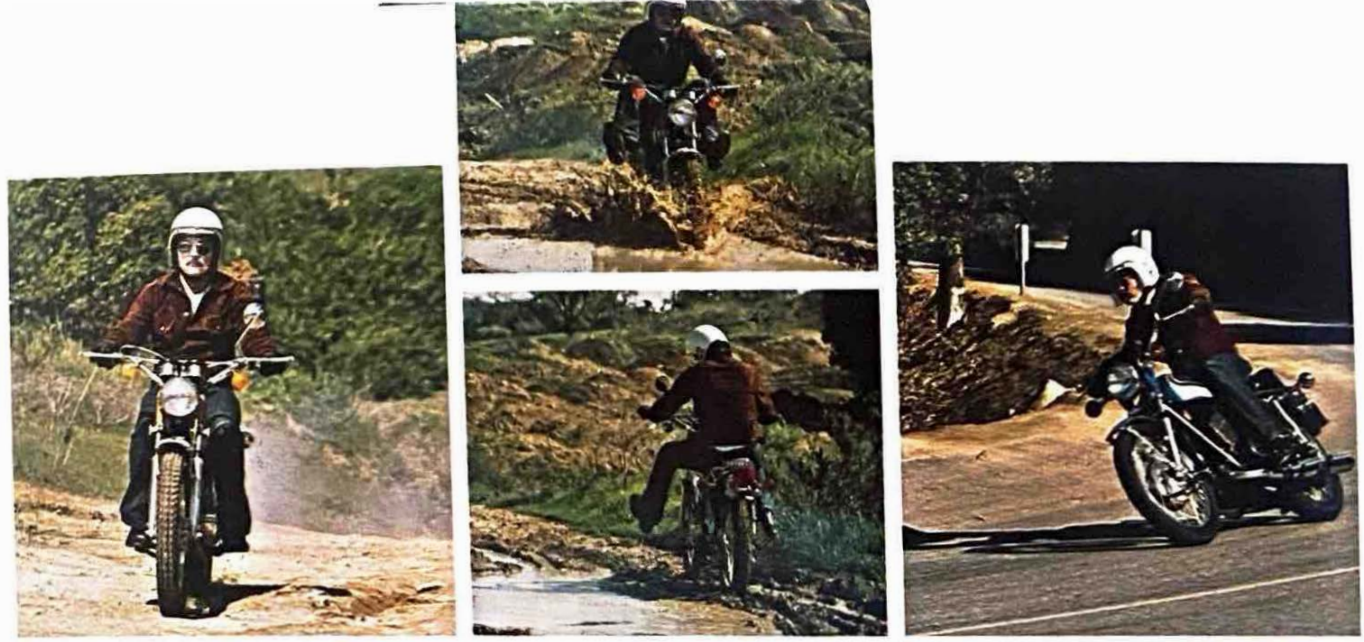
Road Rider's Roger Hull does not feel that a "road test" is complete until 5,000 miles are racked up on the odometer. *Cycle Rider's* Bob Braverman is not satisfied until bike and rider have been flagged at top speed for six hours straight on a road racing course.

Instrument Checks
Some of the larger magazines are fortunate enough to have a complete complement of instruments available for testing. *Cycle* will use noise level meters, dynometers (horsepower), timing lights (acceleration), and "fifth wheels" (speedometer error) during a course of a road test on a street bike. The data is compared to observations made while riding to give the most accurate results possible.

This plethora of equipment is usually taken to some neutral ground such as Ontario Motor Speedway or Orange County Raceway for testing. These two tracks offer the testing crew an area to conduct all their tests.

High speed runs are made and clocked to determine the top obtainable speed for comparison against manufacturer's claims. In the past, it had been found that top speed and acceleration figures were so much advertising puffery, but new laws and corporate honesty have changed that picture.

Acceleration figures are taken on a quarter-mile section of smooth, flat asphalt known as a drag strip. The bike must accel-



erate from a standstill through this strip. Once it is underway, an electronic clock is triggered at the starting line. At the end of the strip a second light stops the clock and two more lights, spanning a section several yards long, indicate the top or terminal speed.

The results are shown, as, for example, 10.53-98.7, which means that the quarter was covered in ten and fifty-three one-hundredths seconds at 98.7 miles per hour.

Several factors can enter into a test, so most major magazines will record wind direction and velocity, humidity, temperature, and road condition. It should be apparent that a five-mile-per-hour wind could affect acceleration as well as top speed.

Dynometers are becoming increasingly important since methods used by manufacturers for measuring horsepower vary so much. A dynometer can measure horsepower at the rear wheel. The two most elaborate systems used by magazines are owned by Yamaha International Corporation and WEBCO, Inc. These can duplicate temperatures, humidity, and altitude conditions for consistent readings. Probes attached to the bike also allow the operator to record combustion temperatures, air flow and fuel consumption.

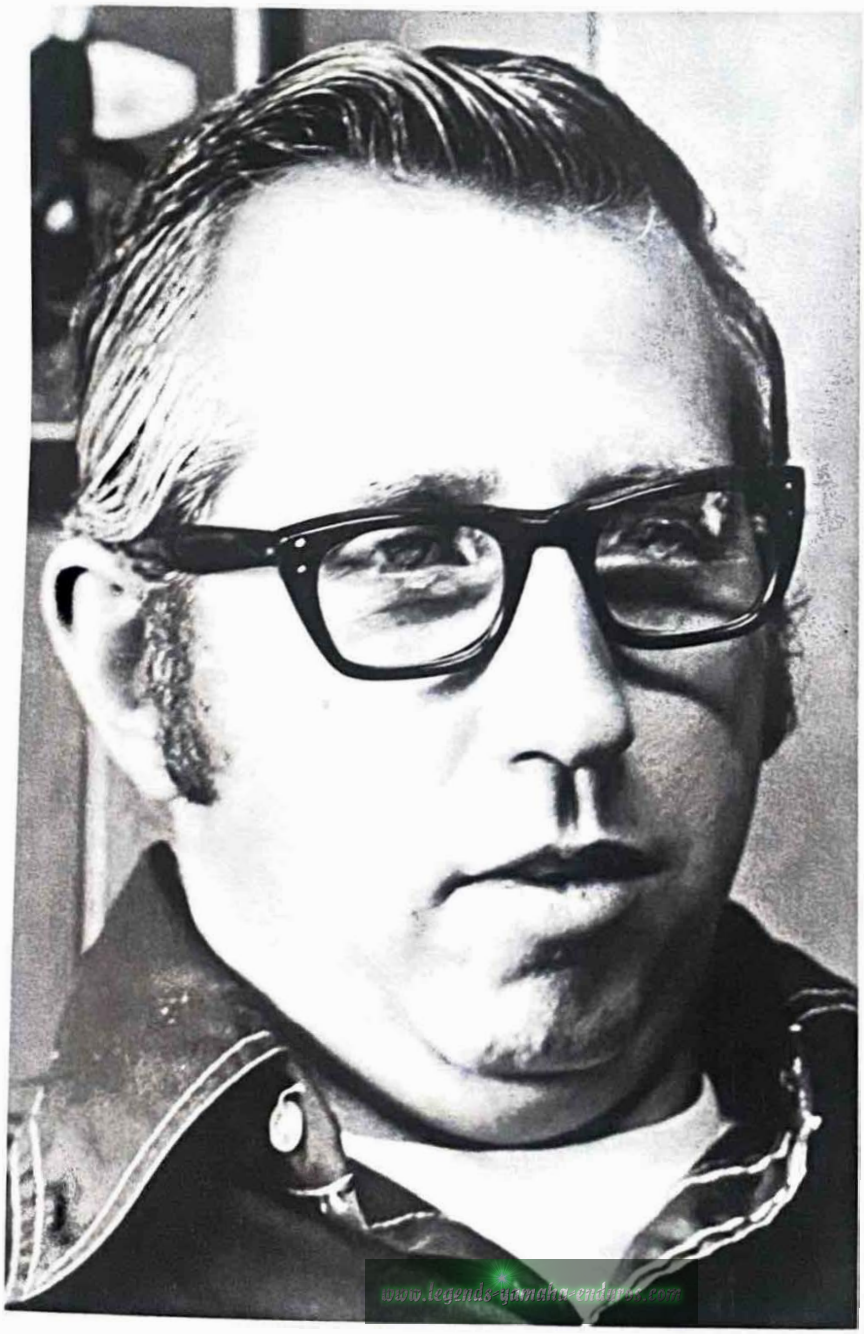
Many of the magazines will have the bike weighed and list the results as "gross," "net," or "curb" weight. Gross weight usually refers to the bike and rider plus a full tank of gas, and any accessories. Net weight is usually the advertised weight less gas. Curb weight is the bike ready to run with gas, oil and necessary legal equipment.

Most sensible shoppers will compare the results of several different magazines before he'll make a decision to purchase. For this reason, and to better assist the consumer in selecting the machine best for him, Yamaha made the decision to offer road test reprints from selected magazines to its dealers for distribution to customers, showing what actually was written, test by test, magazine by magazine, on the new 1973 Yamaha models.

After all, with the quality built into all Yamaha motorcycles, there is no reason not to show the excellent results of road tests by the demanding but appreciative enthusiast press.

And we're proud to say it.

Q&A



Don Vesco

is a name synonymous with motorcycles and speed. At 34, he is a slender, mild-mannered, bespectacled resident-businessman in El Cajon, California, hard by his native San Diego.

Frankly, he doesn't present the vision conjured up in the mind's eye of a man who — come late summer — plans to scream along the silken salt of Bonneville, Utah, on two wheels at 300 miles an hour.

But that's the aim... and Don Vesco is the kind of a man who can do it. Breaking barriers in the realm of speed are not new to him. He's been there before... as the first man to travel more than 250 m.p.h. on a motorcycle.

Yamaha models are his stock in trade. He became famous racing them. He won the Daytona (Fla.) Speedway Motorcycle Classic the first time he ever rode in it, in 1963. He has fielded younger but equally-victorious Yamaha-mounted riders several times since.

He also sells the product — the Yamaha motorcycle — because of the firm conviction it is the most versatile bargain in the realm of recreation and sport... race-ready from the factory if that's your need but fun-ready always.

Ask around the road racing courses of America, where the Don Vesco Team competes in selected races. Ask around the Salt Flats at Bonneville. You get the same answer. Don Vesco comes prepared, his equipment tuned to its ultimate and ready to get down to the essentials immediately.

To get the background of the illustrious kingpin of motor-

cycling renown, *Horizons* paid a visit to Vesco's bustling dealership-racing shop-parts operation and to his home. Here's how it went:

HORIZONS: You were the first man to travel at a speed of more than 250 miles an hour on two wheels. What was it like?

VESCO: It's hard to explain. You realize you're going fast the way things come up... the markers and all. The sensitivity of steering is a lot quicker. You do it all with steering. Actually, it's more like flying an airplane. You're using the steering as a rudder.

HORIZONS: Your world record stood for 30 days, then Cal Rayborn beat it with a two-way run of 265.492 m.p.h. What did that feel like to you personally?

VESCO: It didn't bother me except for the fact that he did it so soon after my run. I went back up there to Bonneville right after he left and I felt I was ready to get the record back then but I was snowed out. Not much you can do there when it snows.

HORIZONS: What are the Bonneville plans now? When do you propose to win back the record?

VESCO: I'm going back in August for Speedweeks and the plans right now are that I will be there for the following two weeks.

HORIZONS: Tell us about your streamliner. What form of Yamaha power will you use and what are the unique features of the machine?

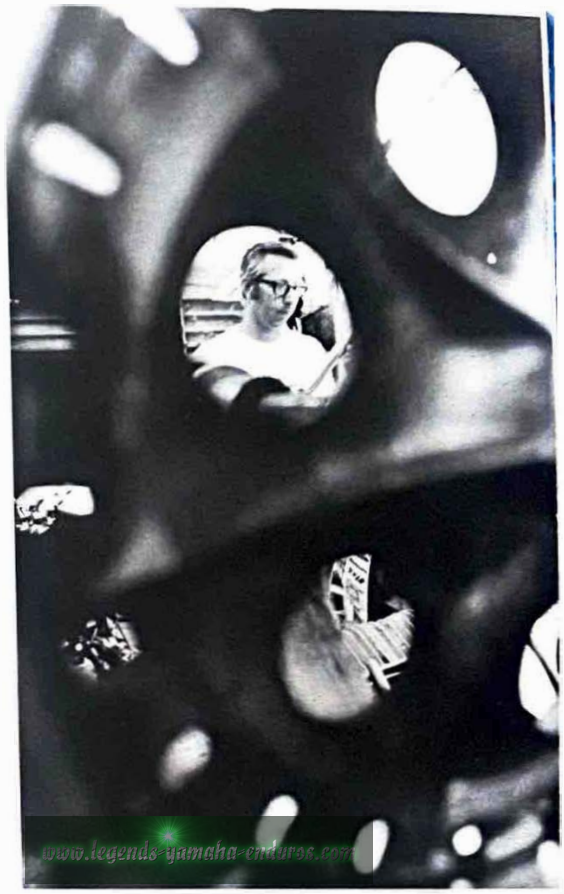
VESCO: I'm working with Yamaha on a couple of four-cylinder water-cooled engines which we'll put together. That's road racing equipment and I'm more familiar with the responses than I am with the 650s, bored out to 750, that we took up there last fall in a rain-aborted bid. Those—the 650s—we'll use as backup power in case anything goes wrong with the others. Otherwise the vehicle is the same.

HORIZONS: You have been a consistent user of the Yamaha motorcycle in speed trials and in racing. Why?

VESCO: I think they make the best machine for racing and it's ready to go off the showroom floor. No other motorcycle comes so well prepared for that purpose. That's why I sell 'em. Any Joe Public can purchase a Yamaha racing model and it is competitive the way it stands... the way it arrives from the manufacturer. He can call up and buy a Yamaha road racing motorcycle and he's in business. The motorcycle is ready to give him sound performance. All he needs to go racing competitively is the fairing (the streamlined casing which surrounds motorcycle and rider, thereby cutting down wind resistance).

HORIZONS: Do you modify the engines greatly for either form, racing or world-record attempts?

VESCO: Not really. We do several little intricate things that the factory couldn't do because of cost. We may modify the seals to where they won't blow out the port alter, make a minor cylinder head modification, check the valves for the gas tanks, put on the fairings and extend the seats for the style that fits high-speed road racing. There are a lot of little tricks each team uses... secrets to what we hope will be success. The new Yamaha road racing machine... well, it takes about a week of steady work to



get it exactly the way we want it when we go to a place like Daytona. It may take a little longer to get ready for a high-speed run but that's because we want to check everything and make sure it is right the first time we run.

HORIZONS: Are you also thinking of becoming the first man to travel at more than 300 miles per hour?

VESCO: I hope so. I mean I hope I'm the only one thinking of it.

HORIZONS: When do you think that plateau might be reached?

VESCO: Same time. During Speedweeks in August... or in the couple of weeks that follow.

HORIZONS: Besides a well-prepared machine and a confident rider, what type of conditions does it take for a record run on the Bonneville Salt Flats?

VESCO: The physical condition of the salt contributes a lot, of course. It can't be too wet or you'll spin the tire. It can't be too dry because you'll also get wheelspin. If it's too dry, it's similar to beach sand on concrete. If you have a lot of horsepower you have trouble getting traction. The salt must be smooth and the wind conditions just right. Up there, you might start with a tail wind but it might be coming in the exact opposite direction by the time you head into the timing lights down the strip. We get a lot of turbulence off the mountains to the west there.

HORIZONS: What does it look like this year, as to the potential condition of the salt?

VESCO: It should be the best it has been in several years. The strip has been under water since the day we left in late October last year. The longer it is there the more it washes and smooths the salt. Joe Petrali, chief of the USAC Speed Timing crew, says we haven't had a condition like this for seven years. It's what is needed to give you the proper running surface later on.

HORIZONS: How and when did you first become interested in this type of competition at Bonneville?

VESCO: My dad had been involved with cars up there since I was a youngster. He took a car up there in 1950. I guess I first went up there with him in '52. There was this fellow from Texas up there with a motorcycle running flat out, no fairing, or anything, and I thought that was really something. I first ran up there in '55 on a motorcycle. I've run cars there, too, but I guess that motorcycle impressed me a great deal.

HORIZONS: You also have a reputation as a gifted road racer and you still compete on occasion. When was your last race and how did you do?

VESCO: Last December at Riverside (International Raceway). It was the only time I raced last year. I got a second in the 350 main. I stalled in the 250 main when my oil separated from the gasoline. First time I ever saw anything like that happen.

HORIZONS: Do you plan to continue racing?

VESCO: I think I will. The biggest problem is the Bonneville effort. You don't have time to go road racing. Say I'd get hurt; then I couldn't work on the streamliner. I was going to do it for a couple of years but since the record got broken and I didn't break it back yet I'm going to concentrate on the Bonneville effort.

HORIZONS: Which gave you the greatest satisfaction, your victory in the 1963 Daytona racing classic or your 253 m.p.h. run at Bonneville?

VESCO: The Bonneville record, I think.

HORIZONS: How long do you plan to compete in road racing?

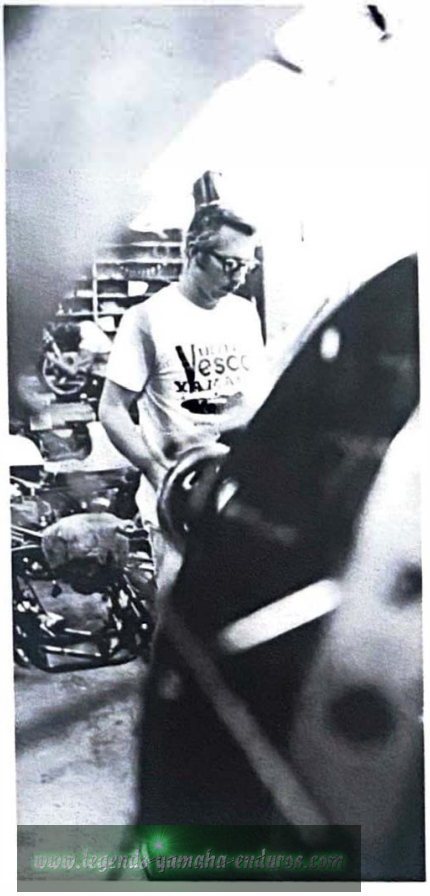
VESCO: Till I don't want to do it anymore, whenever that time comes.

HORIZONS: You field your own private Yamaha team in AMA competition. Who carries the Don Vesco banner this year?

VESCO: Dave Smith, who'll be riding his third year with me; Ron Pierce, who has been with Yamaha as a factory rider and is going to ride with us for the first time; Mike Devlin, who is a junior this year, and Murray Hoffman, who is starting with us as a novice. Murray is 17 and he'll ride some motocross and 250 road racing. I believe he'll be a very good road racer. He has a lot of talent. He may not win this year but he will next. He works here, too, and we're trying to teach him the mechanics of it. The trouble is that not enough riders today work on their own bikes. They don't know what's happening to a machine or why it's happening in a race. They take mechanics along with them and that's expensive, too.

HORIZONS: Until now, who would be the greatest natural rider you have ever seen?

VESCO: There'd be three of them. Cal Rayborn would be the best natural right now. He's best all around, the smartest and more trackwise than anyone I could name at the moment. But Kenny Roberts and Gary Scott aren't far behind. All they lack is a bit more seasoning. Actually, when you say 'natural' I'd have to name all three of them but Rayborn is the 'best natural' at the present time.



HORIZONS: Have you made a profit on racing?

VESCO: I haven't yet, but you always keep hoping.

HORIZONS: Your father, John, was well known in Pacific Coast speed circles, was he not?

VESCO: Yes. He was basically in competition on the dry lakes since the '30s and Bonneville later on. He also had midgets and roadsters when they used to race them on the oval tracks. He ran Balboa Stadium in San Diego and old Carrell Speedway in Gardena ... most of the southern California tracks.

HORIZONS: How did you settle on motorcycles and what did he think about it?

VESCO: He'd had bikes when he was a kid. 'Course, he got out of 'em for the cars. He wasn't that anxious to have me get a motorcycle. But I bought one without asking. I was going to buy a sharp looking '32 Ford from Gib Lilly, the old midget auto driver, and had the money and everything. But when it came time for the decision I bought the bike instead for the same price. A friend of mine had one and I rode it a lot and I loved motorcycling. And you know, that car Gib was going to sell me? Somebody else bought it, painted it all up and won a first prize in an auto show up at the Los Angeles Coliseum!

HORIZONS: Tell us some of the other high points of your racing career?

VESCO: I won the AFM 500cc championship twice out here and I won numerous races when we ran with the SCCA (Sports Car Club of America). We'd run the motorcycles in between the car races. I won at Santa Barbara eight of the nine times we ran there. I fell the other time. I enjoyed road racing but I didn't do it on a professional basis until '63. The AMA ran like two races a year in the west. There wasn't any AMA to speak of out here then and my machines weren't approved by them for going back there and running so I hung around the local races.

HORIZONS: Then what happened?

VESCO: Late in '62 executives from Yamaha asked me if I'd like to ride for Yamaha in the road races in AMA. The machine had won the Japanese Grand Prix. They told me they wanted me to ride at Daytona in '63 and they showed me pictures of the motorcycle and all the figures on it.

HORIZONS: And you accepted?

VESCO: I was leery of it because

the Yamaha engines had been seizing up but I told them I'd do it. I'd always wanted to ride Daytona. I went down there with that RD56 and won and it never seized. That was a new concept. I think it was as fast as the TD3's now . . . very quick for '63. 'Course it was specially built for racing.

HORIZONS: You went back to Daytona, of course?

VESCO: Yes, in '64. I fell off in practice and broke my collarbone so I didn't ride. My riders have done well there though. Kel Carruthers won the 250 race two years in a row and then Dave Smith won it last year, giving us three in a row.

HORIZONS: Theoretically, is there a maximum barrier on a motorcycle at Bonneville, a speed which they conceivably cannot go beyond?

VESCO: I don't think there's a maximum. You get to a certain point and then it's tough to move on that extra notch. For everybody. I think 325 is a good realistic figure for the record soon. But just getting to that 300 mark is a chore in itself. That's the magic number. But better tires and, with them, more traction . . . those are the necessities now. The other thing is dollars. If you had a million dollars to spend perfecting everything with models and wind tunnel tests and all, you probably could go 500. It's possible . . . very possible.

HORIZONS: What is the lure of the Salt Flats? The purpose is the record but what really motivates you to seek it?

VESCO: The reason I go back is that I want to hold that record. I feel indebted to Yamaha. I did get the record but I didn't hold it very long.

HORIZONS: But, the motivation?

VESCO: Back in the early 60's guys were going up there with factory support and streamliners. I thought I could do it as well as anybody. I built one in two weeks, took it up there and crashed it. I decided I didn't want any more to do with streamliners. But Yamaha asked me to run again in 1968. Probably because I had considerable experience up there, and I said 'yes.'

HORIZONS: And?

VESCO: I found out the record was 245 so I though I'd give it a try. We had 350 engines at the time. We ran in August of '69 and had immediate handling problems. We also had tires we weren't sure were capable of 200. When they came we still had troubles but we set several records along the way. I was getting a wobble at 185 and up. Because of it, I shut off but still made one run at around 200. On the return, I ran 227. Still had the wobble but I just waited longer to shut off. That gave us an average of 214 — the first two-stroke ever to go over 200 and the fastest on gas.

HORIZONS: Then?

VESCO: We brought it home and worked on it quite awhile. In August of '70 we went back and my first run was 240. As soon as I made it I knew I was in the ballpark for a land speed record. Next morning I went 240 on the down run and 254 on the return but I was turned over on my side by then. I'd blown a tire and it went over. It took two days to fix it and then I ran 240 on the last day of the meeting and broke the gearbox. We had to go home.

HORIZONS: That must have been discouraging.

VESCO: Not for long. We came back in September and broke the record. I felt I had met my obligation. We lost it sooner than I thought we would but do you know, that thing still holds 11 records? They broke the big one but we still have 11 AMA class records, all higher than the International records which are considered world marks.

HORIZONS: That helps explain the lure?

VESCO: Part of it . . . just part of it, I guess.

YAMAHA NEWS

Karsmakers, Hart Form Yamaha MX Team; Jonsson on European Crew

Teams for the worldwide motocross racing effort by Yamaha and its European affiliate have been named, Pete Schick, manager of motorcycle racing and research, announced.

Pierre Karsmakers of Achel, Belgium, and Tim Hart, Torrance, Calif., will comprise the American team.

The European factory thrust, meanwhile, will feature Sweden's Ake Jonsson, sensation of last fall's Trans-AMA Series in capturing nine consecutive races and the tour title. More than 200,000 spectators attended the various Trans-AMA races across America.

Jonsson, new to the Yamaha team this year, will be joined by veterans Jaak Van Velthoven, Belgium, and Haken Andersson of Sweden. Jonsson and Van Velthoven will ride in the Open Class; Andersson in the Summer Trans-AMA Series.

Karsmakers, who has become a full AMA-licensed American team member, was eighth in the 1972 Trans-AMA standings, only one point out of seventh place. He and Hart, the 1971 Trans-AMA National Support Class champion in motocross, will ride the full schedule of Inter-AMA and Trans-AMA and national series of events.

Both will be aboard Yamaha 360YZ machines for the 34-race tour which has been instituted to qualify American riders for the Inter-AMA and Trans-AMA schedules in summer and autumn, respectively.

New Yamaha Service Fleet

Yamaha International has developed an all-new service program for 1973, it was announced by Ken Warpness, national service manager for the Corporation.

Beginning in mid-March a fleet of Field Service Technicians began their duties which include assisting Yamaha dealers nationwide in repairs that the dealer cannot handle himself. Each Field Service Technician will establish regular travel schedules to call on new dealers and help them set up adequate service facilities so that they can service the machines they sell. The Technicians will also visit existing dealers to offer advice and recommendations to improve the quality and appearance of their service facilities.

The Field Service Technicians will drive Yamahauler Vans, equipped with a complete set of hand tools, special Yamaha tools, the latest in parts and service manuals and service and parts news bulletins. The Vans are painted in the yellow and black graphics of the Yamaha racing teams.

Two Field Service Technicians and vans will be headquartered in each of the four Yamaha service offices: Technicians Dick Bender and Dwayne Shults in Atlanta, Georgia; Jeff Specht and David Killion in Cudahy, Wisconsin; Berni Bernardini and Tom Kerr in Bellmawr, New Jersey and Mike McGowan and Ray Bercovitz in Buena Park, Calif.

High Performance Sales School

Have you or one of your salesmen attended the Yamaha High Performance Sales Schools? If not, you're missing out on an excellent opportunity to learn about the latest, most productive selling methods which will help you increase your sales. Dealer response to this program has been unanimous in its approval thus far. We urge you or your salesmen to attend.

Below is a schedule of the High Performance Sales School Seminars for the remainder of April and May 1973. At each session the seminar begins at 8:30 AM with a continental breakfast; the meeting begins at 9:00 AM. Luncheon is provided each day, including a graduation luncheon on the fourth day.

April 30-May 3
Anaheim, California

May 7-10
Dallas, Texas

May 14-17
Chicago, Illinois

May 21-24
Louisville, Kentucky

May 29-June 1
Fresno, California

Ken Clark Named Race Coordinator

Kenneth D. (Ken) Clark, who learned motorcycle racing and team administration as a privateer on southern California

tracks, has been named coordinator for all Yamaha motorcycle racing activities in the United States.

Clark, who retired from active racing in 1968, joined Yamaha at the outset of the year as supervisor of its motocross racing team. In his new role he also accepts the reins of the Yamaha AMA National racing team.

Roberts Sets the Pace

Yamaha Team Rider Kenny Roberts scored a sweep of Yamaha Cup indoor short track AMA race victories during the winter season.

Roberts, fourth in AMA National point standings last year, began 1973 with a victory in the Yamaha Gold Cup National Short Track race before nearly 37,000 spectators in the Houston (Texas) Astrodome on January 27, 1973. He followed through by winning the Yamaha Silver Cup Race on February 5, 1973 at New York's Madison Square Garden.

The Woodside, California rider also captured an AMA indoor short track series points race February 18, 1973 at San Francisco's Cow Palace.

LTR Expansion

The Yamaha Learn-To-Ride Safety Program has been expanded to reach more than 100 American cities during 1973, it was announced by Terry L. Tiernan, vice president Yamaha Motorcycle Division.

This expansion is a result of the overwhelming success of the first LTR events held in Denver, Jacksonville, Tampa, Houston, Miami, San Antonio, El Paso, Orlando, Phoenix, San Diego, Anaheim, Pensacola, and Los Angeles, where thousands have successfully completed the course. It is expected that during 1973 the Yamaha safety education teams will teach 750,000 Americans the safe way to ride a motorcycle.

At each city the Learn-To-Ride Program consists of three separate activities: a ladies' safety education training day, a 2-day weekend event and a Rider Safety Course which includes hours of classroom and riding instruction. All events are free and open to the public.

Below is a schedule of LTR events through April and May. Watch for it as it comes to your area.

May 5-6
Colorado Springs/Flint

May 12-13
Columbus/Traverse City/
New York/Chattanooga/
Corvallis

May 19-20
Denver/Dayton/Chicago

May 26-27
Salt Lake City/Grand Rapids/
Providence/Knoxville/
Springfield, Ill.

June 2-3
Boise/Cincinnati/Detroit/
Bristol-Johnson City/Milwaukee

June 9-10
South Bend/Boston/Quincy

June 16-17
Yakima/Indianapolis/
Portland, Me./Evansville/
Minneapolis

Accessories, Specialities Win Big in Daytona, Too

During the week of March 5, Yamaha dominated the events at Daytona Beach for the second straight year. Talk is they're thinking of calling the town Yamaha Beach. The Yamaha riders were big winners.

At the other end of Yamaha Beach, in the Plaza Hotel, another group of Yamaha winners was assembled. Right up front as you entered the *Motorcycle Dealer News* Dealer and Consumer Show was the brilliant new Yamaha display in yellow and black, featuring the 1973 Yamaha motorcycles and the all-new, exciting Yamaha accessory and specialty line.

Since the day of introduction, the new line of accessories and specialities has created a great deal of excitement within the the industry.

Earlier, Yamaha Parts Distributors, Inc. had given the industry a preview of the new products in the *Houston Motorcycle Dealer News* trade show. They were the hit of the show.

The one big question from all of the potential buyers at both shows was, "where do we obtain these items?" and the answer was always the same, "from your local Yamaha dealer, the only authorized dealer for Yamaha accessories and specialties."

These trade shows gave Yamaha the chance to show its accessories to many of our potential customers, and to meet and talk personally with dealers about our product lines, adding more fun and romance to motorcycling.

EDITORIAL

Yamaha means many things to many people. To a consumer it might mean a motorcycle, a pair of skis, or even a piano. But to us, as employees of this corporation, it means pride.

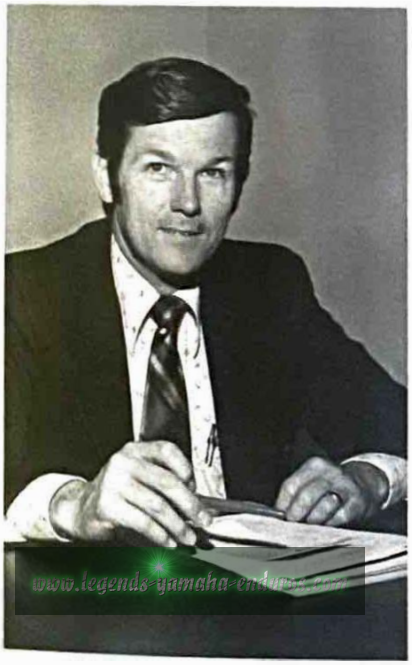
In this issue of *Horizons* we have focused on several aspects of this pride. An article on the history of motorcycling speaks the Yamaha pride in the tradition of the industry.

Yamaha is looking to the future with pride, as you read in the article on the new rotary engine Yamaha, the RZ 201, which will be in production by 1975. This machine is the most innovative development in the history of the motorcycle. Take pride in the fact that Yamaha was able to develop it.

There are other aspects of pride. And one of them is your dealership. We respect your activities and urge you to keep us apprised of the steps you are taking to share your pride in Yamaha with your customers.

Horizons is a further manifestation of our pride. The response to this magazine has been so great that we have decided to publish it on a bi-monthly basis in 1973. We hope it will become a forum of discussion between Yamaha, its dealers, and its consumers. To make it such we need input from you.

We know that you, as a Yamaha dealer, are doing many things in your community which display your pride in Yamaha and your confidence in our motorcycles. We ask that you write and tell us about your activities. We need your cooperation to make *Horizons* a quality and informative magazine. We look forward to hearing from you.



Terry L. Tiernan
Vice President
Motorcycle Division

YAMAHA INTERNATIONAL CORPORATION