



Technical Center Contributing to Safe Driving More Instructors for Starting "Grading Inspection"



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The "Safe Driving Promotion Committee", a public body for guiding the motorcycle riders' safe driving movement in Japan, has decided to adopt the "Grading Examination System" for public examination and grading of the safety concept and riding technique of the motorcycle riders.

This examination is divided into five steps, from Class 5 to Class 1. The rider has to pass the examination for the Class 5 first and then work successively up to the higher classes. Certificate and badge, together with a sticker, are given on passing each class examination. This system, intended for arousing self consciousness and pride in the motorcycle riders as being "Safety Riders", is the first of its kind attempted in the world. As this system is expected to greatly contribute toward systematic enlargement of the safe driving promotion movement, its success is anticipated from all concerned.

On the other hand, Yamaha has already organized "Yamaha Safe Driving Promotion Headquarters" and has been training special instructors to teach safe driving to the motorcycle drivers. Under the motto of "Safe and Pleasurable", Yamaha has already started up its own safe driving

promotion activities. As already announced in the No.2 issue of the YAMAHA NEWS, the "Technical Center", located adjacent to the main office, was opened in April for giving various safety lessons to the general riders and training special instructors for an advanced grade. These instructors who have



received their training in this Technical Center, replete with the latest facilities, will be able to develop a large number of safety riders capable of passing the "Grading Examination".

Safe driving promotion activities by such combination of public and private efforts in Japan are increasing, with anticipation that more safety riders will be produced.

Hakan Andersson Does It Again

250cc Polish GP

Hakan Andersson of Sweden, Yamaha's only factory supported rider in the 250cc championship won the Polish GP, 5th round of the series on May 13. By winning both heats, he added full 30 points to his championship points table, leading runner-up Adolf Weil of West German Maico Factory by big margins. His 250cc Yamaha machine equipped with the newly developed rear suspension unit displayed most reliable and terrainworthy performance.



Christer Hammargren Wins Finnish GP 500cc Championship Series

Sweden's Christer Hammargren became the overall winner of the Finnish GP on May 20 by finishing 1st and 3rd in both heats. Hammargren and Jaak van Velthoven on the cantilever-equipped Yamaha machines dominated the first heat by monopolizing 1st and 2nd places.

Roger De Coster, reigning champion on a works Suzuki retired from the first heat with carburetion trouble.

The 2nd heat developed into a hectic battle between a pair of Yamahas and Decoster.

The Suzuki ace took this heat with Velthoven and Hammargren crossing the line 2nd and third, respectively. Collecting 25 points from both heats, Hammargren held one point lead over his team-mate Velthoven.

Toraø Suzuki, Yamaha's challenger for the FIM Prize 125cc MX won the first two rounds in a row, namely, Belgian and Czech, rounds. In both races, he expertly rode his 125cc Yamaha for clear-cut overall wins.



World Championship Road Race Yamaha's Triple Victory Round 3, West German GP

The victorious march of Yamaha racing team is still going on. Yamaha riders highlighted the West German GP, 3rd round of the series which took place at Hockenheim on May 13 by winning three classes.

Kent Andersson of Sweden riding a 125cc twin Yamaha was always in control in the 18-lap 125cc race. He led this race from start to finish to snatch his third consecutive 125cc victory, thereby to further consolidate his championship point lead over others.

Tuuvo Lansivuori, a rider under contract with Arwidson, the Yamaha importer in Finland, rode his water-cooled TZ 350 to victory after a dice with Giacomo Agostini and Phil Read on MV works machines in the 21-lap 350cc race.

Saerinen and Kanaya on works Yamahas proved unchallenged as usual in the 19-lap

250cc race, finishing 1st and 2nd, followed by Lansivuori on a Yamaha, too. This turned out to be Saerinen's last victorious race!

West German GP Final Results

125cc class		
1st.	K. Andersson	Yamaha
2nd.	A. Nieto	Morbidelli
3rd.	J. Schurgers	Bridgestone
4th.	P. Salonen	Yamaha
5th.	H. Seel	Maico

250cc class		
1st.	J. Saerinen	Yamaha
2nd.	H. Kanaya	Yamaha
3rd.	T. Lansivuori	Yamaha
4th.	D. Braun	Yamaha
5th.	B. Jansson	Yamaha

350cc class		
1st.	T. Lansivuori	Yamaha
2nd.	V. Paloma	Yamaha
3rd.	P. Korhonen	Yamaha
4th.	B. Nelson	Yamaha
5th.	G. Marozsiky	Yamaha

Andersson's 4th Win Italian GP

Kent Andersson won the 125cc race of the Italian GP at Monza on May 20. By brilliant four wins in a row, he has almost clinched this year's 125cc title.

In the Italian round, Angel Nieto, reigning 125cc champion on a Morbidelli, struggled to catch up with Andersson, but eventually went out with two laps to go because of a flat battery.

Race Results

1st.	K. Andersson	Yamaha
2nd.	J. Schurgers	Bridgestone
3rd.	E. Luzzarini	Plovastiel
4th.	H. Seel	Maico
5th.	P. Bianchi	Yamaha

Amsterdam Motor Show — Holland



Europe is one of the great markets for the Yamaha bikes, and Europe is also a land where motor sports are extremely popular, with motor shows in various forms being held in many localities.

Among these, the Amsterdam Motor Show is the one which the motorcycle fans of the various countries hold greatest interest, and consequently, the companies direct their efforts on the products displayed here. The one in charge of this Yamaha Corner is Yamaha's general agent in Europe, Yamaha Motor N.V.

The high-performance new models of Yamaha beautifully displayed for easiest viewing won high acclaim from the visitors.



Yamaha "Supermarket" Opens

— Australia —



One of the most progressive Yamaha dealers in N.S.W., Australia is Brian Collins. Pictured left is his new showroom recently completed at Kingswood, an outer Sydney suburb.

The very latest motorcycle merchandising methods have been incorporated into the huge showroom. For instance, there are no front windows to block access to the motorcycles. After-hours security is provided instead by two giant steel mesh curtains. The ramp to the left of the picture leads to a fully equipped workshop which occupies the entire top floor of the building.

Mr. Collins is proud of this unique, impressive showroom display and expects to attract much more customers to it than ever.

Progressive Motorization -Tanzania-

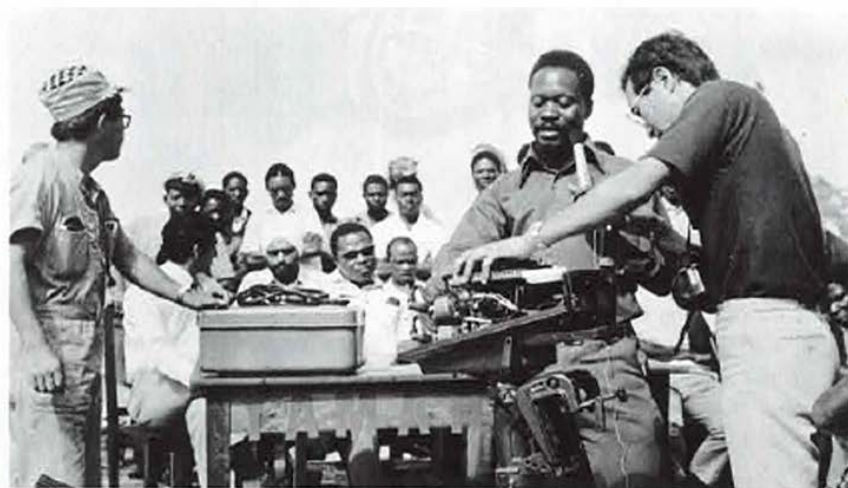
Motorization, on the land and on the water as well, is going on very smoothly in Tanzania, a new, energetic country in East Africa. The government is specially eager to modernize the method of fishing by inducing as many outboard motors as possible for shallow sea or inland water fisheries, in an effort to let fishermen enjoy larger catches of fish at much less time and labour.

K.J. Motors Ltd., distributors for Yamaha in this country, is constantly striving to expand the market of Yamaha outboard motors by capturing every conceivable opportunity eventually leading to sales in-

crease, in cooperation with the aggressive motorization policy upheld by the government.

Thanks to their strenuous efforts executed in tie-up with local dealers, each model of lightweight Yamahas is steadily winning popularity among fishermen.

Here introduced are the photographs taken when the Mwanza Regional Commissioner, Mr. Lawi Sijaona, received a Yamaha outboard motor from Mr. Sharad Mehta, the general sales manager of K.J. Motors at a short ceremony at Mwanza. The motor will be used at the fisheries training center in the region.



Rescue Service by Yamaha Snowmobiles -Norway-

Messrs. Hegna, distributors for Yamaha in Norway are now working on plans to use the snowmobiles of Yamaha for the Norwegian mountain rescue service in an area called Salt Fjellet.

All the snowmobiles intended for use, belonging to Messrs. Hegna and local dealers, are flown by helicopter

to the area where testing takes place to see if this plan can be worked out successfully.

Demonstrating their excellent mobility and reliability on the snow, Yamaha snowmobiles will never fail to prove a new power in snow rescue operations in this country.



Boat Shows in Europe

Water Season Opens

Water season for '73 has just opened in most countries of Europe. Yamaha's lightweight outboard motors ranging in power from 2hp to 25hp have been steadily winning a fame on the market for their dependable performance and ideal economy since some 5 years ago when Yamaha expanded business to this part of the world for the first time.

The Yamaha corner featuring a full line of new models attracts a lot of spectators at each boat show in Europe.



Hiswa Boat Show, Amsterdam.



Hiswa Boat Show, Amsterdam, arranged by Yamaha Motor N.V.



Paris Boat Show, arranged by Soditomy Moteurs Hord-Bord Yamaha

Effective Demonstration

In connection with the '73 Hiswa Boat Show held in Amsterdam Holland, One of Yamaha dealers affiliate to Yamaha Motor N.V. gave a demonstration display for the complete range of Yamaha outboard motors, where a lot of users could test new models themselves.

It was the first demonstration of this type ever held in this country, and it was very favorably received by all visitors.



Bigger Yamaha Family in Germany

In Frankfurt, the biggest meeting of Yamaha dealers in Germany recently took place.

220 dealers and their wives came to the Esso Motor Hotel in Frankfurt, to see the full range, to discuss sales plans, exchange ideas and lastly to welcome what is hoped to be a record breaking year for Yamaha in West Germany.

Over 420 people met at 1.30 for cocktails

and a light lunch before the meeting started at 2 o'clock. They were welcomed by Mr. Chino, the general manager of Mitsui Machinery Düsseldorf, the importer of Yamaha motorcycles in West Germany. They were then welcomed by Mr. Kuratomo, assistant general manager of Yamaha Motor N.V., who briefly spoke about Yamaha's hopes for all of the dealers in 1973.



Fantastic 300% Increase

Mr. Konishi, general manager of Mitsui Machinery, Yamaha division, and Mr. Vom Hofe, sales manager of Mitsui Machinery in Germany then spoke about the new organization which has been compiled to cope with the fantastic increasing sales over the last two years.

The 1973 advertising program was shown. For the first time Yamaha will be advertising not only in motorcycle magazines but also in general interest magazines, such as Stern and Der Spiegel. The total advertising program will reach approx. 35 million people throughout the country. Mr. Manfred Weihe, the technical manager, spoke about the service and parts situation and the improvements that have been made over the past year.

He also explained to the dealers the new computerized spare parts ordering and invoicing system, which hopefully insures quick and accurate supply of parts to every dealer. After this, as relaxation, the Yamaha Youth & Growth film was shown.

At 16.30 the meeting closed, the dealers took coffee and looked over the machines. Great expectations were held by the dealers

for sales.

At 19.30 everybody met again for the cocktail party before dinner. After dinner, Dieter Kürten took over to present the grand tombola, the winning tickets being drawn by Mrs. Konishi, wife of the general manager of Mitsui, Yamaha Division.

The first prize, a twelve-day trip to Japan, was won by Mr. Asbeck Jr., from Witten. The second prize, a Yamaha stereo set was won by Mr. Riedelshömer of Bad Toletz and the third prize of a Metzeler boat and Yamaha 2 H.P. outboard motor was won by Mr. Neumann, Freiburg, much to their pleasure.

The dealers were entertained by the Four Kings with singer Sven Jensen and dancing carried on until 2.30 in the morning, when everybody retired, having had a very enjoyable day.

At the time of going to press, Mitsui was pleased to report that sales to the dealers during the month of March had recorded a fantastic 300% increase over 1972, and there is a good indication that this trend will carry on during 1973.



AG Bike Proves Serviceable Australia

Yamaha's unique lightweight speciality bike AG 100 is rendering tremendous service to so called ride-to-work motorcyclists in Australia or New Zealand, now. Ideally

equipped for varied uses on terrain conditions, it has greatly improved their daily work efficiency. Shown here are examples of how the AG 100 is serviceable.



Most Successful TR3

Yamaha riders on the 350 TR3 machines monopolized the first three places of the big international road race held in Brazil. Demisio Casarini spearheaded a powerful onslaught of Yamaha, finishing first with Walter 'Tucano' Barchi and Pedro Esquerro taking their similar Yamahas home 2nd and third, respectively, almost unchallenged by theirs on much larger machines.



Miss Kay Jones is officially employed as a messenger (courier) at the Victorian Open Golf Championship. Her duties are no hardship on the new Yamaha AG 100, as her favourite hobby is motorcycling. Besides, not a few golf clubs use Yamaha trail bikes exclusively in the business of their course operation and maintenance.

Deeley-Yamaha Scores Best Canadian MX

Deeley-Yamaha riders dominated the C.M.A. sanctioned MX meeting held recently in B.C., attracting one of the largest crowds ever to see a motocross. They finished 1st in the 125 Expert, 250 Expert and Open Expert classes. Other Yamaha riders from the B.C. Lower Mainland won 100cc School Boy and Open Junior classes.

They repeated their success at the meeting of the Mission Raceways also sanctioned by the C.M.A., by monopolizing all wins.

Household Word, 'Yamaha'



What do you think is meant by this cartoon? It recently appeared in a local newspaper in England. The joke inferred was in connection with the British sales team who visited Tokyo some months ago to interest JAL in purchasing the Anglo/French 'Concorde'.

It implies that when the British sales team arrived they were told that the advanced Japanese technological facilities had already a project in existence for a similar aircraft. Well, the most important and interesting part of this cartoon was the fact, that, of all the many Japanese manufacturers Yamaha was the name that the artist chose to use in his work. It may be not too much to say that 'Yamaha' is becoming a household word in the U.K. and the world at large.

Yamaha Trail, New Task Force for Them

-El Salvador-

Yamaha trail bikes which are demonstrating their outstanding reliability and excellent mobility on every terrain condition, attracts special public attention as a new task force for cattle management in El Salvador, taking over the place of horses. The 7-port single-cylinder 'Torque Induction' engine, ample road clearance, knobby tires, both efficient cushion units, etc.—these features enable a rider to negotiate the toughest or roughest riding surface very

smoothly. In addition, operation and upkeep costs prove much less than those for horses. The trail models which were exhibited by Moto/Mund S.A., the Yamaha importer in this country, enjoyed tremendous public response at the Agro Expo 73. They also hold high prospects with the forthcoming lightweight specialty bike AG 100 which will highly improve the efficiency of general farming work.



Yamaha trail bikes display their amazing mobility in managing and controlling herds of cattle.

YAMAHA Topics



A horse? No, something strange!



A modern, progressive cowboy prefers a trail bike to a horse.

Mr. Jim Kelly, president of the Canadian Motorcycle Association succeeded in establishing the first Canadian record for an adventurous coast-to-coast trip on a motorcycle. Riding a Yamaha 650 XS2, he covered 4,009 miles from Sydney, N.S. to Vancouver in 92 hours and 22 minutes. According to him, he averaged about 43 mph for the run and slept only 12 hours during three stops for rest.

"I've never been so exhausted in my whole life", said he at the finish. "But, I learnt a lot. I found out touring people are the motorcyclists who always return the wave. I know now why they use fairings, saddlebags and highway pegs".

His Yamaha performed very well all the way, needing only periodic chain attention. He thanked Fred Deeley Ltd. very much for the use of the bike and Mr. Dave Lloyd at Keeley's for his help; Mr. Bob Hines, the Yamaha dealer in Sydney, BK Motorcycle in Hamilton for financial help and wonderful jobs on the Yamaha; and all the people who wished him success.

Again, according to him, he found out for himself that Canada must be the most beautiful country in the world and that the CMA could use a full-time travelling organizer.

His Adventurous Trip

Record run from coast to coast

Jan Kelly established the first Canadian record for a coast-to-coast dash on a motorcycle — 4,009 miles in 92 hours and 22 minutes.

Mr. Kelly, 45, left Sydney, N.S. on Aug 30 and arrived in Vancouver, B.C. on Sept 21. He covered 4,009 miles on a Yamaha 650 XS2. He averaged about 43 mph for the run and slept only 12 hours during three stops for rest.

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