



## Yamaha Attains A Target as Established for '73; All-Out Efforts for Another Lead Upward

*Yamaha Turns Out More Than One Million Motorcycles for '73; First-Ever Attained Big Target; All Efforts Combined Together for Another Upswing for This Year*

It turned out to be a big, sensational news in the Japanese motorcycle industry that Yamaha attained the long-cherished target of 1,000,000 motorcycles in production for '73.

This goal was reached under rather hard circumstances as caused by the serious energy crisis coupled with the inevitable shortage of steel and other important materials.

Yamaha's success was important and sensational all the more for the above reason.



### Matter of Increased Attention; Yamaha's Booming Exports

Yamaha's trend of overall business activities has become the matter of increased attention ever since the strikingly aggressive policy for 1,000,000-unit production was announced.

Overcoming various difficulties arising in conjunction with the above crisis taking shape during the latter half period of 1973, Yamaha successfully achieved its established goal.

Nobody can deny that exports exceeding 700,000 units played a very important role in this policy. Backed by booming exports to all overseas markets due to strenuous sales promotion efforts by Yamaha distributors and dealers across the world, some 50,000 increase was registered over the original estimate.

As stated above, exports maintained an overall upward trend, and especially, North America, the largest market, was still in favour of Yamaha models regardless of sizes with particular emphasis placed on sport-oriented machines.

Lightweight sport machines also enjoyed

very high sales in Europe. In Oceania, Yamaha's unique speciality bike AG 100 proved to be one of the best sellers. Lightweight utility bikes fast increased the number of users in Southeast Asia. Though things about business activities may get even worse this year, Yamaha will combine all efforts together to get through such a situation in an effort to take another step forward in all phases of business activities, basing on its long accumulated capacity and world-reputed motorcycle technology as the sole motorcycle-specialized manufacturer in Japan.

### Efforts Take Shape for Home Market Expansion

Despite various adverse factors due to the drastic curtail of oil supply causing the shortage of electricity and various materials, Yamaha's efforts put in the expansion of home market also took shape in a very successful way. Total home sales for '73

attained 310,000, exceeding '72's sales by 16%.

Along with the introduction of high quality, high performance products on the market, Yamaha-exclusive rider education program comprising the 50cc and larger bike licence schools as well as the sport school, all designed to teach motorcyclists how to ride safely, and how to enjoy motorcycle sport, greatly contributed to this remarkable increase in sales.





# Competitionworthy Mini Motocrosser Yamaha YZ80A



Motorcycling has remarkably risen to popularity among all family members, especially youngsters since Yamaha introduced on the market its unique mini bikes which were originally designed and tailored in performance and configuration as well with those junior motorcyclists in mind.

Those models are not the mere scale-down versions of the larger bikes of the same linkage but feature a lot of well-considered technical advantages which Yamaha has developed in an effort to have them enjoy the maximum fun and excitement of motorcycling in the safest conceivable way.

## Contributions to the Healthy Growth of Sport

"Safe and Enjoyable Sport"—this is Yamaha's long established motto, under which Yamaha has continued strenuous efforts to introduce a wide selection lineup of sport models such as street sport, trail, motocross and trials which are enjoying unsurpassed fame and reputation in their respective fields, along with the highly successful sport activities covering the sectors of road

race, motocross and trials both here and abroad.

Fully meeting the requirements of sporty youngsters, the YZ 80A is designed to further broaden the utilization area of sport bikes by developing the entirely-new sector of market, thus making great contributions to the healthy growth of safe and enjoyable sport for youngsters.



### SPECIFICATIONS

#### ENGINE

Type.....	2-stroke, 7-port, "Torque Induction" Single
Displacement.....	72 cc
Bore & Stroke .....	47 x 42 mm
Lubrication System.....	Autolube
Starting System.....	Primary Kick
Ignition System.....	Flywheel Magneto
Transmission.....	5-speed Gearbox
Max. Horsepower .....	5.8 hp @ 7,500 rpm.
Max. Torque.....	0.7 kg-m @ 5,500 rpm.
Compression Ratio.....	6.8 : 1
Fuel Tank Capacity.....	4.3 lit.
Oil Tank Capacity.....	0.25 lit.
Min. Ground Clearance.....	160 mm
Weight (Net).....	61 kg
TIRES Front.....	2.50-16-4PR
Rear.....	3.00-14-4PR

\*Specifications subject to change without notice.

## Trend Getting Ripe for Mini Sport Models

With this situation for a background, a considerable number of youngsters have already become the masters of their mini bikes and quite naturally, they are looking for the advent of more sporty, competition-oriented mini bikes available on the market. The newly introduced Yamaha YZ 80A is an answer to this trend.

The model overall represents the fruits of Yamaha's long, successful experience of mini bike development coupled with noteworthy accomplishments of the world GP motocross, offering a tremendous amount of valuable technical data necessary for the development and improvement of production models.

Compact in size, but big in performance, these words well characterize this brand new, grade-up mini model of Yamaha.

Reports from Africa

## Sierra Leone, New Market for Yamaha Products

Sierra Leone, a newly risen country on the West Coast of Africa, has recently appeared before the footlights as one of the most promising markets for Yamaha products in the world.

This country has long been noted for its mining industry, especially for diamonds of fine quality. Benefited by mild climate and abundant rainfall, an open field extending along the coast yields agricultural products in large quantities. Also, fisheries are active in this country. The government is eager to promote the program of motorization on the water.



## Popular utility bikes



Utility bikes up to 100cc in cylinder displacement are now fast rising to popularity in this country. Those bikes are intended mainly for use by ride-to-work motorcyclists in daily commuting, shopping or other practicable purposes. Also, some ride those bikes out for a short distance touring on holidays.

Lightweight utility bikes are found nice means of transport for business and for recreation alike.

Yamaha's utility bikes such as the V series, YB series, etc. are specially enjoying always-growing popularity for their dependable performance and excellent quality coupled with outstanding fuel economy.

## Adnan & Adel Mullah

Adnan & Adel Mullah in Freetown opened their business as general importers and distributors for Yamaha motorcycles in Dec. '72. But, they had achieved successful business results as a dealer of Yamaha outboard motors before.

It is said that their unique easy payment system together with well considered after-service system was very much welcomed by users, eventually leading to their business expansion.

They have now nine affiliated motorcycle dealers under their direct control.

Aiming at a sharp increase in sales this year, they are promoting their active campaign by means of radio, TV or movies, which is, in turn, steadily elevating the brand image of Yamaha.

Backed by their constantly strenuous efforts, Yamaha motorcycles and outboard motors are expected to progressively expand their share on the market.





# 43rd Milan Show of Cycles and Motorcycles

The 43rd International Show of Cycles and Motorcycles in Milan, Italy took place late in 1973, in a beautiful day without fog (quiet strange for Milan).

The Yamaha booth was arranged by Italjet S.A.S., distributors for Yamaha in Italy, showing a full line of new Yamahas in a very impressive way. The number of visitors was bigger by 30-35% than the last event. Also, they showed even greater interest in motorcycles despite the shortage of fuel supply, with the consequent measures of the Government prohibition of circulation

during holidays and limit of speed at 100 km/h on normal roads and 120 km/h on motorways.

As for street sport models, everybody noted a tendency toward the 350 cc and 500 cc machines because they are lighter, easier to handle and more economical, but with powerful engine performance.

Off-road machines also won high popularity, reflecting an always-growing enthusiasm to this type of motorcycling enabling young motorcyclists to find an outlet to their energies.

## A look at Yamaha models

Public response to Yamaha models as exhibited at the show was summarized as follows:

### RD 350

It is a model that does not need further comments. In fact it is considered the best 350 cc street sport machine available today on the market.

### DT 360

It pleased and excited novelty-conscious motorcyclists for its nice outlook.

### TX 500

It was the "queen" of the Yamaha stand. There was a great wait for its coming on the market. The overall design was highly appreciated.

### TX 650

This orthodox big twin model also enjoyed tremendous popularity. Improvements and refinements added thereto, especially to the frame were very much appreciated.

### TX 750

There was a great interest, and much curiosity for various modifications. Many questions and enquiries about those changes were received. The TX 750 owners who visited the show, expressed their satisfaction in their own machines.



### Off-road/motocross

As mentioned above, a tendency is now getting ripe for off-road motorcycling in Italy.

Thus, naturally, off-road enthusiasts' interest focussed on the Yamaha stand showing a complete line of trail and production motocross models.

### Road racers

The TZ 750 aroused a tremendous sensation among race enthusiasts. All the riders who rode for Yamaha during the '73 season visited the show and observed the TZ 250 and TZ 350 exhibited.

At the end of the show, a dinner party was

given for those riders and some motor journalists. During the party, those riders were given prizes for their successful accomplishments for Yamaha.



## Again TZ 750 -Road Race

19-year old John Boote of New Zealand grabbed his second consecutive win in the New Zealand Marlboro series, riding the sensational Yamaha 4-cylinder TZ 750 racer.

The final round of the series was held at Ruapuna Park on January 13. The machine clocked 125 mph along the main straight of the one mile circuit, keeping all spectators thrilled and excited.

## Peter Repeats His Success -Trials

17 years old Peter Oakley did it again in succession to his win in the Pathfinders and Derby Club Trials.

Riding the 250 Yamaha, Peter finished first in the Bates Cup Trials held at the Donington Park motor circuit, Leics, on January 13. Peter covered the observed sections with only 49 marks lost, though heavy rain made the course extremely punishing and tricky.

# Dream Comes True for Him Most Promising Trials Rider, Peter Oakley

Dream has just come true for Peter Oakley, a teenager of Nottingham, England.

Yamaha asked the development engineer and former European Observation Trials Champion Mick Andrews of Derbyshire, to find an up-and-coming young trials rider worthy of one of the latest trials machines.

Mick's choice was 17-year old Peter Oakley of Allison

Gardens, Chilwell. Peter collected his brand-new production Yamaha recently, and still could not believe his exceptionally good fortune.

"I am really excited about it all", said he. "There is only one other bike like this in the country—and mine even has some added refinements."

The machine—a Yamaha TY 250—has been specially flown from Japan and prepared by Mick Andrews, who says in turn as follows: "Peter is a good trials rider. He won five open to center events the previous year, and now he should be able to compete in national events, and perhaps the Scottish Six-day event."

Peter who finds favour with one of the greatest trials riders the world has ever had, is a most promising trialist and high hopes can be held for his future growth.

Peter is now working for his father's garage as a mechanic.

## First Win on Yamaha

Making his debut on the above works replica 250 cc Yamaha, Peter won the recent Pathfinders and Derby Club Trials. The 16 observed sections cost him 22 marks but the next two laps he really found his form and completed the final round with no mark lost.

His sensational, victorious debut excited a lot of spectators.



# Yamaha Snowmobiles Withstand the Severest Cold

Yamaha snowmobile tests were conducted in Lapland and in the Northern part of Norway for the first time. Those areas are well known for the severest cold in the world, and also for reindeer grazing.

Through test sessions, Yamaha snowmobiles successfully withstood every condition under those exceptionally

rigid circumstances.

Lapland people looked very much interested in these revolutionary motorized vehicles on the snow.

Tests were attended by Mr. Gunn Hegna, importer in Norway, and Messrs. Nakamura and Overmars from Yamaha Motor N.V.





# Yamaha ENDURO15

It makes debut on the market as a special fishery-oriented outboard motor

The new, powerful model has added to Yamaha's wide selection lineup of outboard motors. The model is designated "Yamaha Enduro 15" which has been developed from the 15 hp 15A.

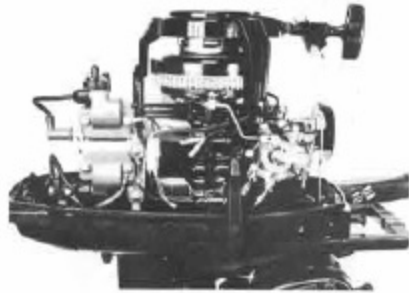
With fishermen working under extremely rigorous conditions, in mind, the Enduro 15 has been precisely engineered for improved dependability coupled with the ease of operation and maintenance. Excellent fuel economy is another feature of this model.

All parts and materials as used for every moving or frictional section of power-unit or drive-unit have been carefully selected and tested so as to withstand whatsoever heavy duties for a long period of operation on the water.

## More refined mechanism

The reed valve mechanism has been designed thicker and more robust in structure without badly affecting the intake efficiency. The aluminum die-casting base itself is used as the valve seat instead of the conventional heat-treated rubber in an effort to make the overall structure much simpler.

Also, the newly adopted "drainless system" is designed to feed back any unvaporized mixed fuel while running at low speeds, thereby preventing water-pollution or plug fouling.



## Overall strengthened structure

In an effort to overall strengthen the power-unit in structure, large-capacity bearings have been newly adopted for the crank and big end. Thus, bearing distortion and crank rattling have been eliminated even under prolonged heavy duties.

Non-retainer needle bearings as used for the small end have also made the motor structure more rugged and simpler. The cast-iron ring which is attached to the crankcase for preventing distortion.

## Maneuverability & Serviceability

Tools can be housed in the top cowling. Service tools, spare plugs, emergency rope, etc. are always carried with the engine in an ideally watertight condition.

All link-related parts have been designed simpler, in structure for the sake of easier maintenance.

### SPECIFICATION

#### PERFORMANCE

Max. horsepower..... 15 hp/5,500 rpm.

#### ENGINE

Type..... 2-stroke, Twin

Displacement..... 246 cc. (15.01 cu. in.)

Bore & Stroke..... 56 x 50 mm. (2.205 x 1.969 ins.)

Cooling system..... Water

Starting system..... Recoil hand starter

Ignition system..... Flywheel magneto

#### BRACKET

Tilting position..... 4-stages

Fuel..... Gas-oil mixture (50 : 1)

Fuel tank capacity..... 24 lits. (6.4 US gals.)

#### DIMENSIONS

Overall length..... 790 mm.

Overall width..... 345 mm.

Overall height..... 1,120 mm. (S)

Transom height..... (S) 381 mm. (15 ins.)

(L) 508 mm. (20 ins.)

Weight..... 37 kgs. (82 lbs.)

\*Specifications subject to change without notice.

# Yamaha Outboard Motors



## Watertight & Corrosion-free

The full mold type ignition coil is perfectly watertight and ensures positive spark performance at all times.

All electric components including the flywheel magneto are of the unique labyrinth structure. Pressures from inside and outside are designed to counterbalance each other for shutting off water. The cylinder wall has been improved in durability by fitting the special iron-casting sleeve to the heat dissipating aluminum cylinder.

The bodywork overall finished in marine ocean blue features zincromate undercoating for the sake of less ionization and more corrosion-free characteristics.

The grounding lead from the flywheel magneto base is designed to earth the body for preventing electricity leakage as may deteriorate aluminum or other similar materials.

# Always-growing motorization on the Water Fishing for business, and for recreation

Outboard motors have won tremendous popularity in Japan for the recent years. An increasing number of motorized boats are fast replacing non-power wooden boats in fishery operations for business and for pure recreation as well around Japan. Yamaha, as the leading manufacturer of outboard motors and FRP boats occupying some 70% of total home market, has greatly contributed to the constant growth of motorization on the water in an effort to improve the work efficiency of fishery operations and also increase the fun and excitement of recreational fishing with the introduction of high quality, high performance products ranging in power from 2 hp to 25 hp.



[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

## Increased fun and excitement

Recreational fishing is also very much popular around Japan. Here again, Yamaha outboard motors have increased a number of

enthusiasts. Aboard a Yamaha-powered boat the whole family can enjoy fishing together in a very safe way.



# Hatahata Catching Northeast Japan

Hatahata catching is one of the most typical fishery operations in Japan. Hatahata is a kind of hard finned fish which gather together early in winter along the coast of Northeast Japan.

Hatahata catching has long been the most important business for fishermen in this district. Yamaha's lightweight outboards which have recently appeared in the scenes of these fishery operations, have positively elevated their work efficiency in a safer way, bringing on a larger catch of fish at all times. The whole village combines efforts together for this seasonal fishery and it is an impressive sight that a lot of Yamaha-powered boats are going out into the open sea, fighting heavy wind and rough waves.





# Medical Boat Yamaha FC-41

A medical boat-converted Yamaha FC 41 was recently contributed to Bangladesh, a newly risen country in Asia.

The boat was constructed at the Gamagoori boat plant of Yamaha on the order of the Japan Bangladesh Association (Yamaha is also a member). The boat is equipped with all necessary medical facilities as a new floating clinic which is expected to render tremendous service for the people of Bangladesh, thereby further promoting friendly relation between both countries.

A grand launching ceremony took place on January 12 at the Gamagoori plant, attended by Mr. A. M. Chaudhury, Ambassador to Japan, Mr. T. Hayakawa, Chairman, the Japan Bangladesh Association and many other people concerned.



## Lady Rider's Tour around Europe Part V

### Tour Ends in A Big Success



The last part of my tour around Europe covered Italy and Spain. After enjoying a wonderful sightseeing tour in these countries of Southern Europe, though I had some-

times hard time making a reservation at a hotel, I rode into France via San Sebastian. Touring along the coast was also very nice for me, and old castle towns along the River Loire greatly pleased me. This part of tour will also be my unforgettable memory.

But, the traffic was rather jammed up with lots of vehicles returning home from resorts in Italy or Spain.

From France I went over to England, my last destination.

Throughout my stay in this country, it rained every day. Bitter cold penetrated to the marrow but people's hospitality and goodwill considerably relieved my hardships as otherwise might have been encountered.



## Wonderful RD 350

My 3.5-month tour around Europe ended in a big success, covering a total distance of 20,000 km. Throughout this period, I had many, many rainy days. Even on returning to Amsterdam through Belgium via Southampton and Calais, I had to continue my tour in rainy weather. Inclement weather inevitably slowed my pace and sometimes disheartened me. But, in all such cases, my Yamaha's dependable performance was a big relief to me. The RD 350 ran all the way without troubles, though I had to replace a plug and fuse just once throughout my 20,000-km touring. But, my poor knowledge of a bike should be blamed for it. My Yamaha's wonderful performance made me well convinced of the fact that Yamaha motorcycles are fast winning popularity on the international market.

Also, I have to express my utmost thanks for help and aid extended by Yamaha Motor, Yamaha Motor N.V., distributors and dealers in all countries I visited. But for their kindness and goodwill, my tour-around-Europe might not have been so successful.