

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1972
September

Yamaha Grand Sports Festival Gigantic Summer Pageant of Motorcyclists

Yamaha organized a grand meeting of motorcycle enthusiasts at the Foot of Mt. Fuji, and at Hakone, famous resort some 80km west of Tokyo under the designation of 'Yamaha Grand Sports Festival' during a 2-day period from August 5. It turned out to be a gigantic summer pageant by some 80,000 motorcycle enthusiasts in total.

The objective of this grand meeting was to popularize Yamaha's motto 'Safe and Pleasurable Motorcycling' through sport events such as road race and motocross, Yamaha-original rider education schools, motorcycle spot shows and other various enjoyable events. (see inside color pages for full reports)



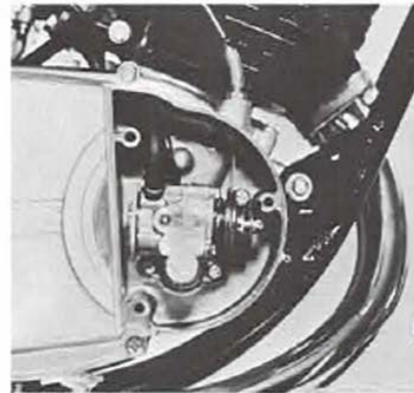
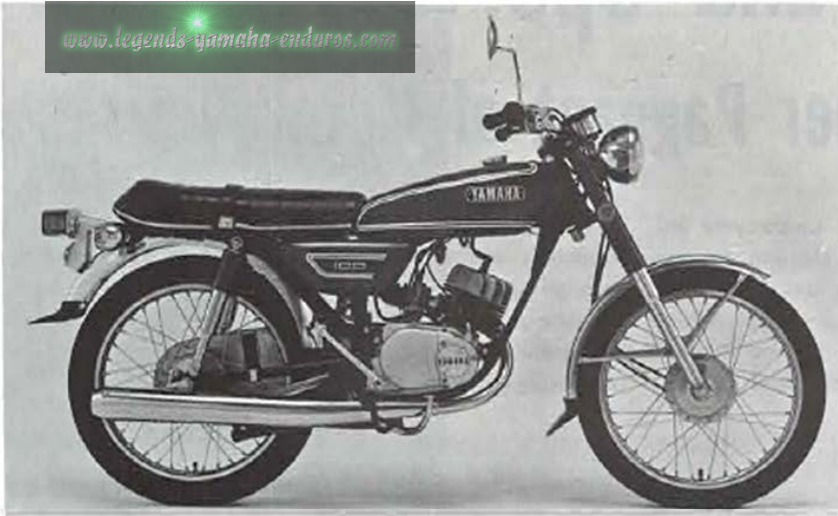
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A scene of riders entering the Fuji Speedway Circuit for opening ceremony

Yamaha 100 Street LS3

Lightweight Torque Induction Model

Noteworthy



The Yamaha 100 Street LS3 has made its market debut as the noteworthy 100cc lightweight street model which features the Yamaha-developed 7-port single cylinder Torque Induction engine, as already proven excellent with the Yamaha Trail models, the Torque Induction engine has noticeably improved output at low and medium speeds.

The LS3 is equipped with the rugged double cradle type frame to guarantee marginal durability and maneuverability against vibrations at high speeds, and shocks from rough road surfaces.

The adoption of a link type shaft pedal assures quick effortless gear shifts with the best riding position maintained. Cylinder fins have been made larger in radiation area for better heat dissipation, and shaped like those of motocross machine's cylinder to minimize dust deposits around fins. Besides, included in refinements introduced are an air cleaner of new design for higher intake efficiency, and a new stoplamp for improved safety, too.

Specifications of LS3

PERFORMANCE

Max. speed range.....115km/h (71 mph)
 Climbing ability.....26 degrees
 Min. turning radius.....2,000mm (78.7 in.)
 Min. braking distance.....7.5m at 35km/h
 (24.6 ft. at 22 mph)

ENGINE

Type.....2-stroke, 7-port, single cylinder, Torque Induction
 Displacement.....97cc (5.91 cu. in.)
 Bore x Stroke.....52 x 45.6 mm
 (2.047 x 1.795 in.)
 Compression ratio.....7.2 : 1
 Max. power.....11.5 hp/8,600 rpm
 Max. torque.....1.05 kg-m/7,500 rpm
 (7.65 ft.lb)

Lubrication system.....Autolube
 Starting system.....Primary kick starter
 Transmission.....4-speed gearbox (5-speed available)
DIMENSIONS
 Overall length.....1,880mm (74.0 in.)
 Overall width.....760mm (29.9 in.)
 Overall height.....1,000mm (39.4 in.)
 Wheelbase.....1,200mm (47.2 in.)
 Min. ground clearance.....160mm (6.3 in.)
 Weight (net).....85 kg (187 lbs)
 Fuel tank capacity.....1.4 lit. (1.6 US qt)
 Tires Front.....2.60 - 18 - 4 PR
 Rear.....2.75 - 18 - 4 PR
 Caster.....62.5 degrees
 Trail.....90mm (3.5 in.)

Never Unusual

It is never unusual at all that Yamaha has introduced the famous 7-port Torque Induction engine-mounted street model LS3 which has rendered so far big service to ride-to-work motorcyclists and holiday touring fans, and also is intended for much wider usage by lightweight street sport bike enthusiasts in the world.

Proven performance of Yamaha-developed Torque Induction engine ensures more dependability through urban traffic, and more comfort for holiday touring. High and reliable performance coupled with its sleek attractive appearance has made this model an ideal sporty commuter, doing much more for users.

The Yamaha 100 Street LS3 is expected to be the forerunner of new Torque Induction engine-mounted street series.

For sales promotion

Here introduced are items prepared for sales promotion of the Yamaha 100 Street LS3. They are all colored and used either for shop decoration or as premium gift to customers. Poster, catalog stand, window sticker, poster calendar, hanging display and stand display are intended for your shop; and customers sticker, leaflet, and pocket calendar for customers.



Hanging display



Poster



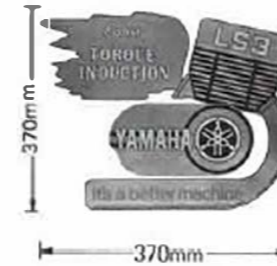
Catalog stand



LS3 Pocket calendar



LS3 Customers sticker



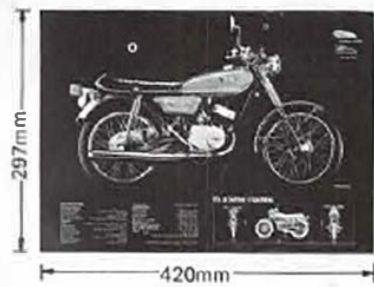
Window sticker



LS3 Poster calendar



LS3 Stand display



Leaflet

President Kawakami Visits Indonesia

Mr. G. Kawakami, President of Yamaha Motor, recently made his goodwill visit to Indonesia where Yamaha motorcycles are steadily expanding their market share. The visit of Mr. Kawakami was very favorably received by all people concerned with Yamaha in this country, as it would do much for further promoting goodwill relation and close communication between Yamaha and dealing people, eventually benefiting sales activities.

Photo:
Mr. Kawakami is seen at center. Taken at Djakarta with Yamaha dealers.



Colorful and Fantastic

Anniversary Ballroom Contest in Indonesia

The first Anniversary Ballroom Contest was staged in Djakarta, Indonesia in connection with the 445 Anniversary of the City of Djakarta.

The contest was sponsored by P.T. Harapan Motor, sole agency for Yamaha in Indonesia, and turned to be a colorful and fantastic event participated by a lot of pairs, amateur or professional, from every part of Indonesia, and attended by many VIPs including Marshal of the Indonesian Air Force, the Governor of Djakarta, and Chief of Department Basic Industry. The winning pair was awarded a sparkling Yamaha Gold Cup.



Photos:
1. Mr. A. Sudikin, Governor of Djakarta congratulates the amateur class winners.
2. Winners of the Contest with the Yamaha V30 in the background
3. General Moh. Hosen, Head of the Police Force in prize giving

500cc World Motocross Series

Velthoven Rides Yamaha to Victory Round 11, Luxembourg GP

J. van Velthoven, a Belgian star riding a Yamaha machine became the overall winner of the Luxembourg GP, final round of this year's 500cc MX world championship series which was staged on August 13. The race was run in the most terrible weather conditions. A thunderstorm with torrential rains before and during the first leg changed the hillside circuit into a quagmire. A. Jonsson riding a works Maico of West Germany streaked away first as soon as the first leg started. On lap second, another Maico rider A. Weil snatched the lead from his team-mate.

Velthoven was in steady pursuit of a leading pair of Maico riders. Jonsson succeeded in recapturing the lead halfway, and finished first with Velthoven securing a very safe 2nd place.

Only 17 riders contested the second leg. Again, Jonsson led the race very closely followed by Weil and Velthoven. Luck, however, turned against a Maico ace. Jonsson stooped on the very last lap, leaving first place to Weil. Velthoven again finished second. Two second places eventually earned this 21-year old Yamaha ace the first classic win.



Photos:
Belgian J. v. Velthoven is one of the most promising MX riders.

H. Andersson's Success in Swedish GP

250cc MX World Championship Series

Yamaha machine ridden by H. Andersson of Sweden scored a win at the 250cc Swedish round on the very same day as the Luxembourg GP.

Andersson displayed his flawless skills on his home ground against powerful rivals on works Husqvarna machines. A. Kring proved to be the toughest rival throughout racing. He finished first at the first leg but

stood at second place at the second leg, while Andersson rode his Yamaha to second place at the first leg, and beat Kring at the second leg. Thus, both riders were tied at race results, but Andersson enjoyed 21-sec. advantage over a rival in total racing time. With this win Andersson climbed to second place in 250cc championship point table.

Overall placings

- | | | |
|----|------------------|-----------|
| 1. | J. van Velthoven | Yamaha |
| 2. | P. Friedrichs | CZ |
| 3. | J. Stoolulka | CZ |
| 4. | J. Storm | Husqvarna |
| 5. | F. Shiechl | Husqvarna |

Overall placings

- | | | |
|----|--------------|-----------|
| 1. | H. Andersson | Yamaha |
| 2. | A. Kring | Husqvarna |
| 3. | P. Roulev | KTM |
| 4. | K. Vehkonen | Montesa |
| 5. | M. Halm | CZ |

Yamaha's Spectacular Domination Canadian Road Race Championships

The Canadian National Motorcycle Road Race Championships Meeting held on July 30 at Westwood, British Columbia turned to be the best and most exciting event of this kind ever held in this part. Yamaha's spectacular domination largely accounted for it.

Yamaha riders entered by Fred Deeley Ltd.

in Vancouver, together with other privateers on Yamaha machines almost monopolized wins and other major placings of all races.

The team of Fred Deeley consisted of S. Baker, M. Lane and P. Evans as well as T. Lloyd.



Photo:
S. Baker is leading the race aboard the 250cc Deeley-Yamaha.

Trail School Opens —Australia

Australia is one of the most trail-enthusiastic countries in the world. Recently, the first session of trail school was organized by Willoughby District MCC Club at Amaroo Park, backed by McCulloch of Australia, distributors for Yamaha in New South Wales. Students were shown the basics of dirt riding, and practised their techniques under alert eyes of Yamaha instructors. Besides, they learnt a working knowledge of motorcycle control on unsealed surfaces. The session ended in a big success, and the school will run for more three sessions. Just for the first session, entry was restricted to Yamaha owners, but the school will eventually be opened to all trail enthusiasts, whether they ride Yamahas or not.



Learning new skills

A school for owners of Yamaha trail machines and started by Willoughby District MCC clubmen commenced at Amaroo Park on July 1.

Used a mixture of theory and practical skills the school will run for three sessions: August 5, September 23 and October 7. The school is a day school, and will be held on the premises of Amaroo Park.

The first session is restricted to Yamaha owners, but the school will eventually be opened to all trail enthusiasts, whether they ride Yamahas or not.

Trail school teaches riding and ecology

The school, which will run for three sessions, is a day school, and will be held on the premises of Amaroo Park. The school is a day school, and will be held on the premises of Amaroo Park. The school is a day school, and will be held on the premises of Amaroo Park.

Traffic Broadcast Girls

Radio Station 4BK in Brisbane, Australia are using several Yamaha CSSE's equipped with two way radio and other minor accessories, ridden by 6 very attractive girls in very distinctive outfits. Their purpose is that during peak hour traffic hours, that is to say, early morning and early evening, they tour the main arterial roads of Brisbane, advising motorists of any road hazards, traffic jams or alternate routes to miss these jams or hazards. During the normal day, they then patrol the Brisbane City areas, collecting information and advising mainly woman shop-

pers of parking availability and areas where parking can more easily be obtained. On top of this service, they are also used as mobile news reporters. It is positively the first time ever that motorcycles have been used by radio stations for radio traffic broadcasts anywhere in the world. The use of motorcycles for this type of operation proves beneficial to the public. Excellent comments on this new service and Yamaha's reliable performance are received by Annand & Thompson Pty. Ltd., distributors for Yamaha.



YAMAHA Topics

Australian Agricultural Show

Here pictured is a scene of an agricultural show held in Northern Victoria, Australia. The show is one of the most important annual events in this country. The Yamaha corner was arranged by Keidon Ford Pty. Ltd. of Boort, Yamaha dealers. Farming people now find Yamaha trail bikes quite serviceable for farming and grazing.



Next Issue

- Yamaha TX 750 Full Reports
- Graphic Reports of Europe
- Racing Highlights
- Yamaha Topics
- Motorcycle Glossary

CONTRIBUTIONS INVITED

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences anything it's about YAMAHA. A commemorative gift will be sent to those subscribers whose pictures are accepted for publication.

YAMAHA MOTOR CO., LTD. 2500 SHINGAI IWATA CITY, SHIZUOKA - PREF. JAPAN.

Motocross Enthusiasm Hotting Up



Yamaha Motor Do Brazil has recently constructed a permanent motocross circuit called Yamaha Trail Landia in the suburbs of Sao Paulo, intending just to meet ever hotting up enthusiasm to motocross in this country.

The new circuit extends 1.6km, and is 50m wide at the start. The course opened with the 1st regional championship motocross meeting, and attracted approx. 8,000 spectators who intently watched 125cc and 250cc races. The number of spectators turned to be a new record for this type of sport event, thus reflecting great public interest in motocross. Every highlight scene was televised, and leading local paper Folha Da Tarde gave much space to this event.



Window Dressing Contest

In connection with the 1972 Wool Festival, New Zealand Retailers' Association promoted the nation-wide window dressing contest for professional window dressers. Mr. Russell Harris dressed his large department store with such an impressive display by combining a sheep with a Yamaha Trail HT1 which was offered by a Yamaha distributor. This display won the said contest.



Yamaha Rally Proves Successful

Motorcycle rally is winning high popularity among motorcyclists in Thailand. Yamaha Sales Division of Siam Motors Co., Ltd. is taking the initiative in promoting a big rally as an annual motorcycle event. The second rally which took place recently was participated by some 100 competitors, and covered a total distance of 450km extending into 6 provinces of Central Thailand. Public reaction to Yamaha rally proved very favorable, as this type of motorcycle sport was not only pleasurable but positively instrumental in promoting a sense of traffic safety.



New Film

'It's wonderful to be young'

Details

Title: 'It's wonderful to be young'
Running time: 20 minutes
Size: 16mm, all colored
Length: 612ft. (186.5m)
Narration: None, music & sound only
Price: @ US 300 dollars,
FOB, Japan for 16m/m

* Half borne by Yamaha

Here introduced is the outline of Yamaha's new film titled 'It's wonderful to be young'. Action-loving motorcyclists representing 'Youthful Power' find motorcycling activities best fit their ever-thirsty quest for fresh thrill and novel excitement.

'It's wonderful to be young' is a 17-minute color film which Yamaha has compiled, intending to depict the ultimate in youthful sentiment through a lot of highlight scenes in motocross competitions.

No scene is narrated at all, which bears special effects upon every vivid scene of the film. In addition, it features much less publicity than any conventional commercial film.

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'Youth and Growth' Cranks in

Entirely-new edition of 'Youth and Growth' introducing every detail of evergrowing Yamaha will be shortly made available. Filming is now going on smoothly, and will be completed by the Mid-Nov.

'Quick, Quiet, Quality'



Another new film is titled 'Quick, Quiet, Quality' which is introducing strenuous efforts exerted by Yamaha technical staff for the improvement of Yamaha snowmobiles in performance and quality through various scenes of severe tests and Eagle River World Championship Race.

It is Yamaha's consistent policy to develop quiet and non-pollution snowmobiles of high performance and excellent quality for the betterment of people's life in snow clad regions. It is narrated in English only, but will be well serviceable for world-wide PR purpose.

Details

Title: 'Quick, Quiet, Quality'
Running time: 27 minutes
Size: 16mm, all colored
Length: 972ft. (296m)
Narration: English
Price: @ US 350 dollars for 16m/m

* Half borne by Yamaha