



## Higher Pitch toward A New Goal of 1,000,000 Motorcycle Production for '73; Firm Confidence Announced by Mr. Koike at Dealers Conference

Yamaha's firm confidence in a new goal established for '73 was officially announced by Mr. Hisao Koike, Senior Managing Director of Yamaha at the conference of Yamaha dealers held in Tokyo for the first time this year. "All efforts will be combined together", stated Mr. Koike "Aiming for a new goal of 1,000,000 in motorcycle production this year as the sole motorcycle specialized manufacturer in Japan".

Yamaha, as already reported, successfully attained '72's

goal just as scheduled. Now, Yamaha estimates home sales at 350,000 and exports at 650,000, respectively for this year. Bright prospects can be held for Yamaha to reach or exceed this level with its massively strengthened business setup which is now claimed to be the most powerful of all in the domestic motorcycle industry.

Yamaha's firm confidence was summarized as follows:



Yamaha has prepared the widest range of motorcycle models ever seen since the company started production some 18 years ago, just intending to satisfy always-growing diversification of users' demands. Also, the exciting rotary engined RZ 201 will shortly join the line upon the completion of service system.

Exports ran high to a total of 600,000 the previous year at higher rate of growth than before. Some of overseas markets may not always present a favorable aspect this year, but taken as a whole, overseas inventory is considered in a very satisfactory condition. Therefore, Yamaha will swing higher in exports this

year too, to further consolidate its footing for a new goal.

On the other hand, much more efforts will be directed toward the promotion of safe driving campaigns, and various rider education schools. As part of this program, Yamaha is now constructing a new technical center which is intended for use in organizing highly efficient sessions for rider education, and the 2nd Yamaha Grand Sports Festival will be promoted on a larger scale this year, participated by some foreign riders at the invitation of Yamaha.



# Nigeria, Youthful and Energetic Country in West Africa, Proves Very Promising as Motorcycle Market for Yamaha



Nigeria located in West Africa, is a youthful and energetic country ever exerting strenuous efforts for national industrialization. Also, this country is noted for her abundant natural resources and proud of its largest population in the Continent of Africa. Those factors have positively benefited her amazing growth recorded in recent years.

Now, this always-growing country is also

attracting particular attention as a very promising market for Japan-made motorcycles, especially for Yamaha products. According to the figures disclosed by the Japan Automobile Manufacturers Association, Nigeria took over 50% of total motorcycle exports to the whole area of Africa for '72, and that high prospects can be held for the further expansion of market this year, too, backed by evergrowing en-

thusiasm to motorcycling in this country. Yamaha will direct more efforts than ever toward sales promotion in this area in close cooperation with J. Allen, distributors for Yamaha with the head office located in Lagos, capital city of Nigeria. In line with rapid increase in sales, the importance of smooth parts supply and after-service may be not too much exaggerated.

## 1st Service Campaign

In order just to meet such a trend, Yamaha recently launched the 1st service campaign designed to let dealer mechanics acquire better technical know-how of Yamaha models. The staff of Yamaha in close cooperation with J. Allen's staff made a 2-month trip around this country, promoting the sessions of mechanical training school in Ijebuode, and sessions of service

check school in all major cities such as Ibadan, Benin, Warri, Kano, Kaduna, Jos, Zaria, Maiduguri, Enugu, Port Harcourt, Aba, Calabar and Onitsha. The campaign was favourably received by dealers wishing to make full use of acquired knowledge for better machine service works which might bring them better opportunities for sales promotion.



Lightweight Yamahas are winning high popularity.



J. Allen's office



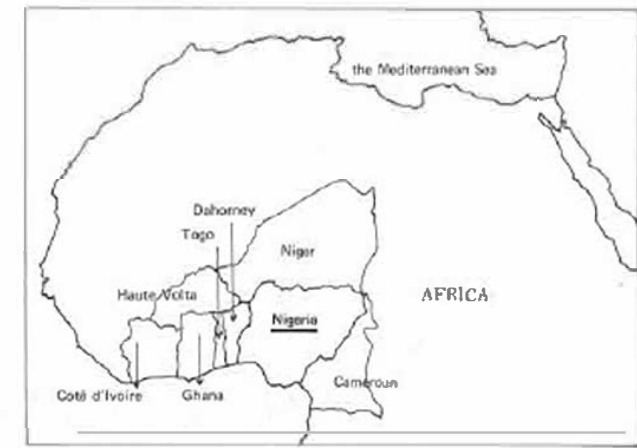
Road conditions are excellent.



The campaign was favorably received everywhere.

## High Popularity Enjoyed by Yamaha Outboard Motors, Too

Lightweight outboard motors of Yamaha are expanding their market share at a very steady rate here, too. Models ranging from 2.5hp to 25hp are highly appreciated by fishermen for their dependable power and excellent economy, ensuring larger catches of fish at lower cost at any times.



## Prospective Market Leader

Lightweight Yamahas centering on 100 cc models are enjoying wider usage here, for transportation or other business purposes, and for sporty use as well. Young enthusiasts tend to form motorcycle clubs to develop riding pleasure to the maximum. Thanks to constant efforts by J. Allen and affiliated dealers, Yamaha is expected to be the leading brand on the market in the future.



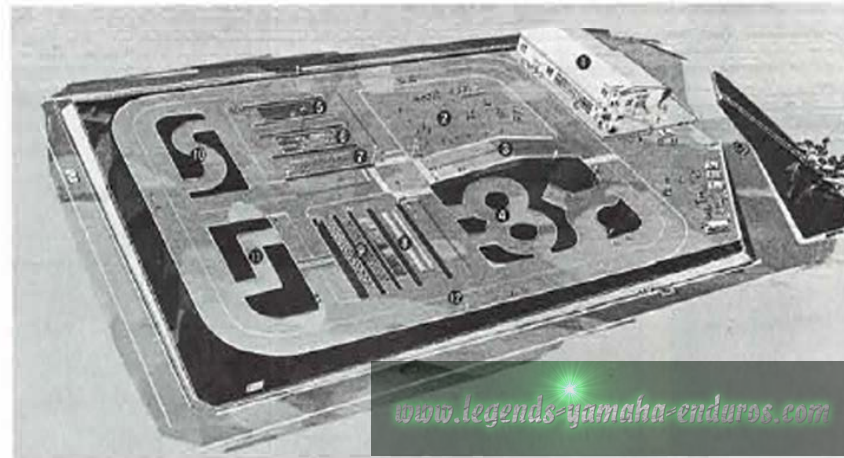
Smooth, efficient parts supply





# Technical Center Iwata

## Yamaha's Efforts Put in Motorcycle Driving Safety Are Now Taking New, Definite Shape; Headquarters for Rider Education



Technical Center Iwata which is now under construction at a site adjacent to Yamaha Main Factory at Iwata, is designed to be the new headquarters for rider education. Within the center covering approx. 9,500m<sup>2</sup> in total area, various training courses are established together with the building containing the lecture room, mechanical training room and observation

tower, all designed to train or educate licensed motorcyclists or prospective licencees for correct knowledge and practicable techniques in highly efficient way, thus making great contributions to traffic safety. Yamaha intends to promote 'safe & pleasurable' motorcycle sports through training sessions to be given at the center, at the

same time. The normal driving course is intended for training those wishing to take license tests. The special course features every conceivable riding condition for those wishing to drill their skills off the road. The center will be the first facility ever established in Japan for systematic training or education of motorcyclists. The center will open from April 1, and Yamaha's efforts constantly put in motorcycle driving safety will take new, definite shape to attract particular attention of all quarters concerned.

1. Headquarters
2. Ground (slalom course)
3. Slope
4. 8-figure course
5. Sand course
6. Gravel course
7. Undulatory course
8. Long bridge course
9. Rough surface course
10. S-bend course
11. Crank course
12. Main course

## Yamaha's New Division

Yamaha has recently established a new work division entitled 'New Products Division' consisting of the two functional departments, namely, Import Department and Marketing & Planning Department which are to import various goods from overseas countries for sale in Japan. The new division commenced operation from February 1.

It is desired by Yamaha that any products as you think may be salable in Japan would be introduced or recommended without hesitation.

## Gigantic Leisure-Sports Land

The big-scale sports land is now under construction at Kakegawa, near the Main Factory at Iwata, Shizuoka-ken. The land is designed to be the first establishment for comprehensive recreational motorcycle sports ever constructed in Japan. The land incorporates trail, motocross, trial, gymkhana courses, etc.

## Yamaha Model Awarded Special Prize at Contest

Yamaha's popular 2-stroke 350 sports model was awarded the special prize at the Bike of the Year Contest organized under the sponsorship of 'MY CAR Reports', one of the major auto journals in Tokyo. Featuring high performance as well as attractively stylish design, the model won the largest number of votes by enthusiasts in this category. The model which has been straight developed from Yamaha's world GP winning racer, is called to be a real bike for the action-loving motorcyclists across the world.

# Hideo Kanaya



Hideo Kanaya nominated the best road race rider in Japan for '71 took part in the first half rounds of the '72 world championship series as a member of the works Yamaha racing team.

His brilliant achievements in 250 cc and 350 cc events, including the most sensational victory in the West German GP, the opening round of the series, turned out to be a fresh excitement to spectators.

According to him, the main objective of his participation in the '72 world series was to drill himself on the GP circuits, and to collect technical data essential for the development and improvement of Yamaha water-cooled racers through actual racing.

It was very satisfactory to Kanaya and Yamaha alike. Kanaya gained much out of his experiences in the world GP races, which on the other hand proved tremendously valuable for the betterment of Yamaha machines.

This year it has been already decided that

Kanaya will team up with reigning 250 cc champion J. Saarinen to fully cover the 250 cc and 500 cc world championship series.

He is now in higher spirits than ever to make the toughest bid for the title as a new hope of Yamaha, or of Japan.

## Self-possessed rider

Kanaya, born in 1945 and 28 years now, is one of the most famous riders in the world as well as the No. 1 rider in Japan both namely and virtually. His racing career began some 10 years ago when he took part in a local road race event as a novice member of Kobe Konomi Club, Western Japan.

He finished 3rd in the 350 cc class.

In 1964 Kanaya promoted to the junior class of the Motorcycling Federation of Japan (MFJ), national motorcycle sports governing body affiliated to the FIM. During the period from 1965 through the first half of 1970 he was under contract with Kawasaki, and became one of the most promising national title contenders. In 1967 he was granted the senior class competition license for his brilliant success in the 1967 season. In 1968 he added another grandeur to the racing career by clinching the 250 cc national championship.

It was in June 1970 that he joined the Yamaha racing team, and teaming up with Motohashi or other Yamaha riders, he ranked 2nd overall in the national championship table.

The '71 season turned out to be the climax for Kanaya. Beating tough rivals on Honda, Suzuki or Kawasaki machines, he monopolized the senior 90 cc and 350 cc titles,

which earned him the honour of the best road race rider for '71.

According to Yoshimi Katayama, ex-rider of Suzuki and leader of Kobe Konomi Club who trained Kanaya in his novice days, Kanaya is an admirably self-possessed rider. He always holds himself cool in negotiating whatever conditions he may confront.

His noteworthy self-possession is backed up by his long trained racing skills, of course. Now, he has got ready to test ride the improved '73 water-cooled machines thoroughly and more than thoroughly to launch the most powerful onslaught throughout the '73 series. He has firm confidence in pulling full performance out of the fantastically fast and reliable Yamaha racers.

Kanaya makes it a rule to take a short stroll daily around the hills of Rokko near his home town, accompanied by a pet dog. He used to train his riding skills around here by making use of various topographic conditions when he was a novice rider. But, now, topster Kanaya is improving the physical strength in such a way.

He has particular interest in golf (handicap - 22). Walking down the course in the morning will do good for him. It is a kind of training for a rider.

## Concentration on 'Fighting'

During his New Year vacation, Kanaya appeared on the Suzuka circuit, intending to ride a machine for warming up.

"I wish to, or must win this year", said he, surrounded by a lot of young enthusiasts who were lucky enough to address their new hero.

"To tell the truth, I had rather hard time to grasp every feature of the circuit and set racing tactics within a very limited time. In those cases, mental burden proved to be much heavier than I had anticipated. But, I hope I could concentrate just on 'fighting' this year as I have become much more confident in each GP circuit with better knowledge of all features for a background".

"G. Agostini is my target this year", continued Kanaya "I feel it very happy to have a chance to challenge this greatest rider the world has ever had, especially at the circuit of Imola, his home ground".





## Strenuous Efforts for Sales Promotion

Guatemala is one of the very promising motorcycle markets for Yamaha. Canella y Cia. Ltda., general agency for Yamaha in this country, is keen to expand the market through launching brisk, well planned PR campaigns including most successful racing activities which prove very useful in impressing the general public with high performance and high quality of Yamaha products.

Sales are expected to swing higher this year, too, thanks to their strenuous efforts.



## Double Class Winner

Riding a 50 cc and 180 cc Yamaha machines, Carlos Cortes Pachero became the double class winner in the national road race meeting in Colombia. Those machines were tuned up by Mr. Rodolfo Lutz A. of Lutz Hnos. & Cia. Ltda., distributors for Yamaha in this country.



## Brisk Racing Activities

Yamaha's racing activities are very brisk in Guatemala, too. The racing team entered by Canella y Cia. Ltda. acting as distributors for Yamaha, proves most powerful in most of big national events.

Here pictured is Mr. A. Asturias, director of national MX meeting, presenting a winning trophy to Mr. O. Elias (center, Yamaha team manager) and Mr. K. Muller (right, champion).

The picture (below) shows a delightful scene of Christmas sales campaign promoted by Canella y. Cia. Ltda.



## YAMAHA Topics

### Rider of the Year

Here pictured is Mr. Leito Franco with a helmet in his hand, an expert rider of the Republic of Dominica. Riding Yamaha machines, he scored a lot of wins in road races and motocross races to clinch the national championships. For those brilliant successes he was nominated the Rider of the Year for '72 in this country. Trophies as shown here were all won by him.

The other man is Mr. Eurique Montilla, a mechanic for him.



## Record-Breaking Yamaha



Yamaha riders under the sponsorship of Venemotos, C.A. in Caracas swept national road race and motocross events by setting a lot of new records. Venemotos racing team won 5 out of 6 championship classes in the national motocross championship series as follows:

Junior category		
Up to 100cc	Fred Brandt II	Champion
101cc to 200cc	Fred Brandt II	"
Unlimited class	Valentino Zoffi	"
Senior category		
Up to 125cc	José Canache	Champion
Unlimited class	Silfredo Dorta	"

Especially, Freddy Brandt II, a son of Mr. F. Brandt, PR Manager of Venemotos became the first pilot of the season for his brilliant successes throughout the '72 season.

Venemotos road race team also won 4 national titles in a very impressive way as follows:

Up to 100cc	Victor Bracamonte	Champion
125cc	Victor Bracamonte	"
250cc	Ferruccio Dalle Fusine	"
Unlimited class	Pedro J. Betancourt	"



## Pupular Brand

Backed by impressive successes in big motocross and road race events, Yamaha motorcycles are winning higher reputation among young enthusiasts in Venezuela. Each introductory show of new models which is arranged by Venemotos, arouses fresh sensation and excitement.

## He is Yamaha-favourite



The Rt. Hon. Lord Strathcarron (right) takes delivery of his new Yamaha 200 cc YCSSE from Mr. David Startup, Sales Manager of Yamaha Motorcycles U.K. in London. Lord Starthcarron is the President of the U.K. Guild of Motoring Writers, and the Yamaha machine is presented to him in commemoration of his excellent contributions to the industry. Lord Strathcarron looks very much interested in his new Yamaha.

### CONTRIBUTIONS INVITED

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences-any-thing if 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 SHI, SHIZUOKA KEN. JAPAN.



## Be Familiar with Them, Now

### After fire

When combustion is imperfect in the cylinder, unburnt mixed gas is driven out into the exhaust pipe, and combustion takes place therein. It is called 'after fire'.

The results are the accumulation of more carbons, and sometimes bursting of the exhaust pipe.

Misfiring in the combustion chamber, or imperfect valve function will cause it.

### Misfire

Imperfect ignition which results in imperfect combustion. Defective ignition system, improper density of mixed gas or imperfect compression will cause it.

### External cooling

Engine cooling from outside. The cylinder and cylinderhead, or in some cases crankcase are equipped with cooling fins made of aluminum in most of cases. By this means, air-exposing area of power-unit becomes larger. Aluminum proves excellent in heat dissipation, but unsatisfactory in heat resistance. In order to make up for this weak point, the inside of fins is chrome-plated, or incorporates liners.



Cooling fins



Water cooling system

### Internal cooling

Engine cooling from inside. Oil circulating inside the engine, or new intake has an auxiliary function for engine cooling. Internal cooling has close connection with external cooling. If external cooling is in a good condition, oil works well. Otherwise, cooling efficiency by oil will become much poorer.

### Forced draft cooling

The engine has its own cooling fan working to generate cooling draft.

This system is normally used by scooters, but relatively less popular with motorcycles.

### Water cooling

Engine cooling by water. May be the best conceivable means for cooling, though somewhat more expensive than any other cooling means. The temperature of water never rises above 100°C, which results in much better cooling efficiency than air cooling system. Water circulates between around the engine and the radiator. Water also ensures better silencing efficiency.

### Hybrid cooling

Rarely used for motorcycles. The engine is partly cooled by water, and partly by air.



## Impressive Vinyl Arch

Here introduced is a colorful vinyl arch which is designed to attract more public attention, if used in connection with various introductory shows of Yamaha models. Each ring-shaped tank at the bottom contains water up to 60 litres. A compressor is used to inflate the main body. The length of time for inflating is approx. 20 minutes. It can be easily installed or handled in accordance with a manual attached thereto.

Coloring: Red & blue

Price: US 170 dollars, half borne by Yamaha, FOB, Japan.