

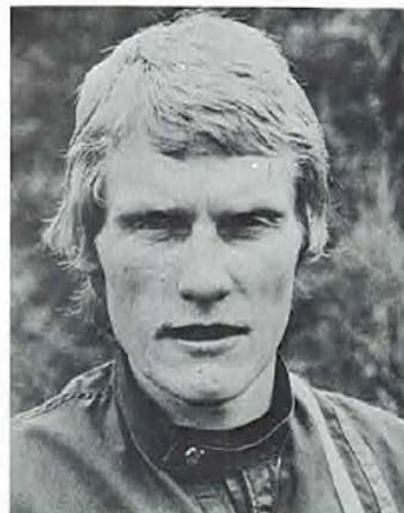


Andersson Wins Title-250ccMX

Hakan Andersson of Sweden riding for Yamaha in this year's world championship 250 cc MX series, won the title, shattering Suzuki's three-year near-monopoly of the series.

The Finnish GP, the 8th round of the series held on August 5 became the title decider for Andersson. His lead in each heat was almost half a minute. First time out he headed West Germany's Adolf Weil riding a works Maico, and in the second heat Russian Gennady Moiseev on a KTM machine.

When the 8th round was over, Andersson's total championship points hoisted to 171 to be unsurpassed, regardless of the results of other races, securing 41 points lead over the runner-up rider.



He Scores Again

Yamaha's new 250cc moto-cross world champion Hakan Andersson was in great form at the Swedish Grand Prix, the 10th of the series on August 19. Riding in front of his home crowd for the first time since he clinched the title Andersson underlined his superiority by winning both heats.

This lifted his net championship points total to a massive 177, thus enjoying 41 points lead over runner-up Adolf Weil of West Germany who rode for Maico.

2nd Yamaha Grand Sports Festival

The 2nd Yamaha Grand Sports Festival (Y.G.S.F.) was organized at the Fuji Speedway located on the foothills of Mt. Fuji during a 2-day period from August 4.

It was a colourful, fantastic jamboree of motor sports which was designed to widely publicize Yamaha's established motto—Safe and Pleasurable through road racing, motocross, kart racing and trials.

The program also comprised other various events such as safe driving contest, trials sessions, gymkhana, and photographic contest, all open to the general public, together with motor sports consultation corner, riders' autograph corner, sports leisure club corner, Yamaha products exhibition corner, technical center corner, parts/accessories corner established all over the ground.



Profile of Hakan Andersson, New World Champion

Last year, in his first season with Yamaha, Sweden's Hakan Andersson finished a brilliant second in the 250cc moto cross World Championship series. This year he was out to win the title—and he made his intentions clear when he took the lead in the championship table at the Belgian Grand Prix.

Now 28 Hakan has had more than his share of bad luck—and he has proved his courage and stamina by fighting his way back to the top after a series of injuries that would have put a lesser man out of the sport for good. He made his name racing Husqvarnas alongside the great Torsten Hallman. But in 1968 he broke a leg while holding a challenging second place in the world championship table. Eleven months later he broke the same leg again while practising for the 1969 season.

Despite two years virtually out of the sport he fought his way back to the top and in 1971 he finished second on a Husqvarna in the 250cc championship. Then he joined Yamaha to race the 250cc moto cross machine that his old team-mate Hallman had developed for Yamaha, finishing the year as runner up to Joel Robert.

Born in Uddevalla, Hakan was a postman before he became a professional moto cross rider. Now he has achieved his aim—to become the first Yamaha mounted moto cross World Champion.



Andersson's Total Results

	1st heat	2nd heat
Spanish GP	6th	2nd
Italian GP	3rd	6th
Belgian GP	3rd	1st
Swiss GP	1st	1st
Polish GP	1st	2nd
Yugo. GP	1st	1st
French GP	2nd	1st
Finnish GP	1st	1st
(Championships clinched)		
Soviet GP	—	—
Swedish GP	1st	1st
Austrian GP	4th	—

This year's series was contested 11 times and each round had two heats. According to the new competition rules of the FIM, the first ten finishers in each heat were awarded championship points by a new awarding system as follows:

1st—15,	2nd—12,	3rd—10,
4th—8,	5th—6,	6th—5,
7th—4,	8th—3,	9th—2,
10th—1		

Also, the best 12 results counted for final championship standings. Andersson, as you can see, snatched 9 wins and 3 second places when the Finnish round was over, thereby collecting a total of 171 points which could never be surpassed.



Kent Andersson First-ever Swede Road Race Champion

Kent Andersson of Sweden riding a water-cooled prototype Yamaha became the first-ever Swede road racing world champion when he finished second in the 125cc class at the Swedish Grand Prix held at Scandinavian Raceway, Anderstorp on July 22.

Andersson impressively dominated the early grands prix winning five rounds in succession. Unfortunately, at the Dutch TT he crashed while trying hard to make up time lost when he had to make a pit stop to change spark plugs. He suffered a broken right ankle and missed the Belgian and Czech. rounds. Wearing a special boot to support the ankle Andersson was fit to race on his home ground just a month after his Dutch crash. He, however, was found not quite fit enough to fight off the challenge of fellow Swede Borje Jansson who won the race on a Maico, eventually.

But, second place was good enough to settle the world championship. He is the third rider to win the 125cc title on a Yamaha. Bill Ivy took it in 1967, and Phil Read in 1968.



250cc Title Won by Braun

Dieter Braun of West Germany rode his Yamaha to victory in the 250cc class of the Swedish GP. It was his fourth grand prix success of the year. Besides, Yamaha machines took the first 16 places in the race!

The Finnish GP, the 11th of the series took place at the Imatra circuit on July 29.

The 19-lap 250cc race developed into a dice between Braun and Teuvo Lansivuori both on Yamahas immediately after the start. Finnish ace Lansivuori managed to cross the line first some 10s. ahead of Braun. But, Braun's second place was more than he needed to clinch the 250cc title this year.



350cc Title Won by Yamaha, Too

In the 350cc title battle, Finnish Ace Teuvo Lansivuori riding an Arwidson Yamaha proved to be a serious threat to reigning champion Giacomo Agostini on an Italian MV works machine.

Though his bid to win the title eventually failed when he came off his machine after fighting a hard fight with Agostini in the

Finnish Grand Prix, his wonderful performance deeply impressed lots of his countrymen. Also, by that time Yamaha riders had won six races of the series, thus bringing Yamaha the 350cc manufacturer's title for the first time in history, though Agostini defended the rider's crown for the sixth consecutive year.

Yamaha Trio Does Well -500ccMX-

Despite its first-ever full scale attack, the Yamaha trio superbly performed in each round of this year's world championship 500cc moto-cross series consisting of 10 rounds.

Sweden's Christer Hammargren and Ake Jonsson, together with Jaak van Velthoven of Belgium all riding the newly developed factory machines fitted with the "Yamaha Mono Cross" rear suspension unit, turned out to be serious threats to Roger de Coster on a works Suzuki and Willy Bauer riding for the Maico factory of West Germany throughout the 73 titleseries.

The Yamaha trio scored 5 wins and 8 second places during the championship series, thereby deeply impressing spectators with Yamaha machine's highly dependable performance.

Now, Yamaha is a promising winner in this class, too.

Foreign Expert Journalists Visit Yamaha

Eleven expert journalists from 6 countries in Europe and South America visited Yamaha at Iwata at the invitation of Yamaha on August 2, prior to the organization of the 2nd Yamaha Grand Sports Festival. A press meeting was held at the conference room of main office building attended by Senior Managing Director Koike, Managing

Director Eguchi and many other top level executives of the company. After the general outline of Yamaha industrial group and Yamaha's business policy was explained, most lively discussions were exchanged between journalists and Yamaha staff.



A press meeting at the conference room.



New models are introduced at the presentation room.

Manufacturer's Social Responsibility

"Yamaha, will continue to direct more efforts toward working out various plans for the healthy growth of leisure-time sports, with greater emphasis laid on motorcycle sport", said Mr. Koike, "We are now working on plans for the establishment of large-scale sportlands all over this country, as represented by the Tsumagoi Sportland which is now under construction". Those establishments are designed to let as many enthusiasts as possible enjoy various sports safely. At the same time, Mr. Koike announced Yamaha's forthcoming business expansion to Brazil by means of the con-

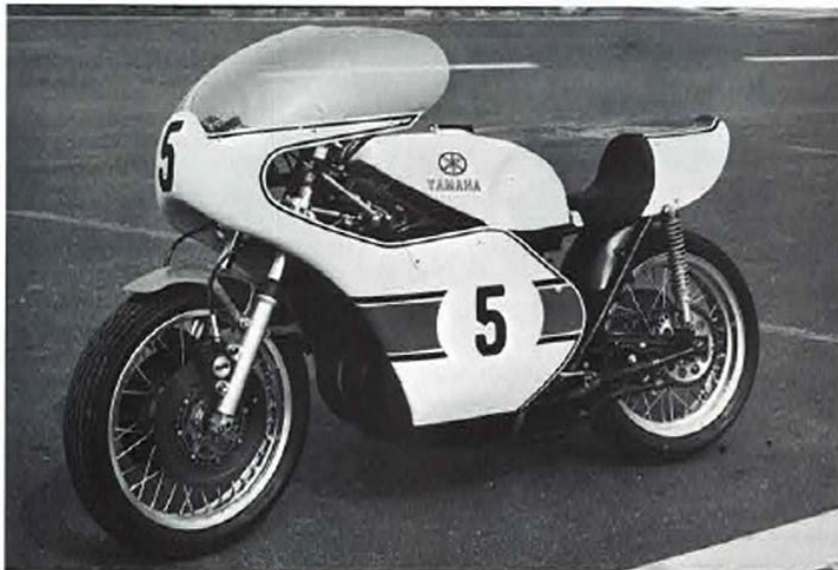
struction of KD plant in Sao Paulo as part of overseas sales promotion program. Journalists from Brazil were specially impressed by this announcement. Another focus of journalists' interest was on Yamaha's race plan for '74. In reply to their questions, Mr. Koike answered as follows: "Yamaha machines will appear on racing circuits all over the world in 1974 as usual. We have just completed the new water-cooled 750 machines to take part in the largest displacement class racing next year. But, we are not sure yet whether a works team will take part in racing".

Unusual Debut of 750 Racer

As a special attraction to the 2nd Y.G.S.F. held at the Fuji Speedway, 4 machines of the newly developed Yamaha 750 racing model made their unusual, sensational debut. The machines ridden by Hideo Kanaya, Akiyasu Motohashi, Shigeyoshi Mimuro and Hiroyuki Kawasaki, demonstrated their

thrillingly dynamic performance in the presence of some 100,000 spectators. The 4.3 km circuit was lapped at 218 ~ 230 km/h, but it was strongly felt that those machines had considerable power in reserve. No technical data are available yet, except for the 2-stroke 4-cylinder water-cooled, reed valve powerplant and 6-speed transmis-

sion. It is claimed to produce well over 80 ps/10,000 ~ 10,500 rpm, and top speed can be hit at 170 mph or more. Their unusual public debut, however, definitely indicates that they have already attained a satisfactory and raceworthy level in performance overall.



International Stars Meet Together

Road races were entered by 450 riders, a record number ever seen at this circuit, reflecting surging enthusiasm to this sport in Japan. Each race was close fought by a lot of young, vigorous riders from every part of Japan. Especially, the main event counting for the SSF Cup was participated by famous foreign riders including ex-world champion Kel Carruthers as well as all Japanese star

riders of Yamaha including Hideo Kanaya. The race developed into a duel between Kanaya and Takazumi Katayama, expert-junior rider, both on water-cooled 350 racers. Much to spectators' surprise, young Katayama finished first, enjoying considerable margins over veteran Kanaya. Carruthers managed to finish fifth, eventually.

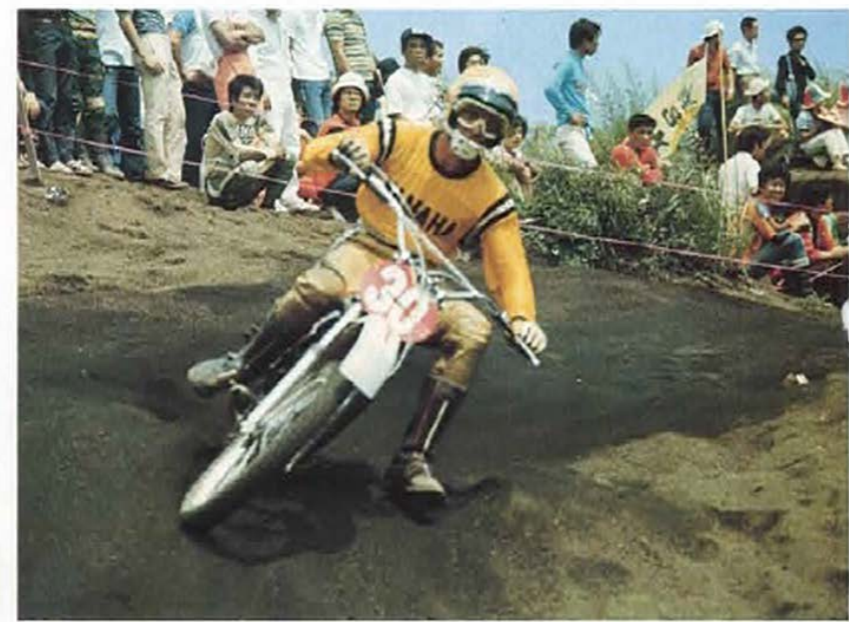
Road Race



Motocross

Torao vs. Karsmarkers

The motocross meeting had 14 races which were contested by 800 riders. But, the main event counting for the YGSF Cup provided a spectacular highlight, Torao who had ranked 1st in the A group of this year's FIM Prize 125 cc Motocross, won both legs. Pierre Karsmarkers of Holland, however, displayed his wonderful performance in hot pursuit of leading Torao on this ashy, slippery circuit. His dynamic ride added another spice to this event, indeed. Tim Hart of the United States, Ron Keys of Canada and Claudio Ippolito of Venezuela also took part in this race.



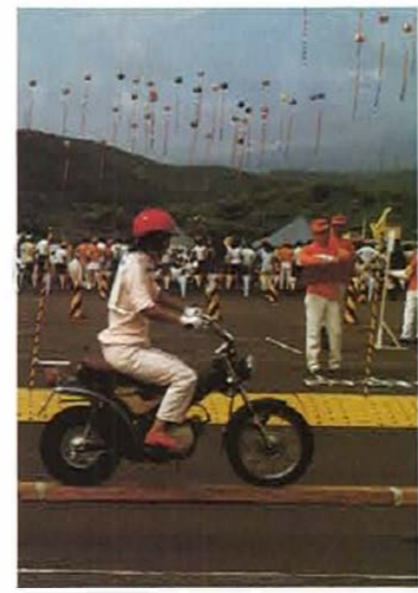
Andrews' Superb Ride

Trials riding is also fast becoming popular in this country. The program of the 2nd YGSF included trials competition for Japanese enthusiasts. Yamaha is now directing particular efforts toward the promotion of this sport along

with the introduction of the first production trials model TY 250. Reigning European Champion Mick Andrews specially demonstrated his wonderful skills on the specially prepared trials course.



Trials



Trials School and Gymkhana

Trials school sessions and gymkhana, open to the general public, were favourably received by a lot of young enthusiasts, too. Here again Andrews served as a special instructor to teach novice trials riders how to negotiate various trials conditions in a successful way. Novice riders looked very much interested

in champion's lectures. Slalom, slow racing, log riding, etc. were also tremendously enjoyed by participants most safely. Yamaha expects to expand the base segment of sporty motorcyclists through these safe and pleasurable events.



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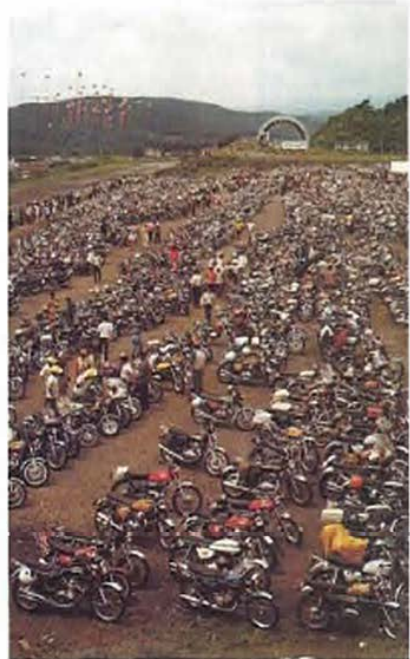
Kart Race

Kart racing is a relatively new sport in Japan, but fast winning popularity among widely ranged enthusiasts. The events of the Y.G.S.F. were contested by some 280 machines, more than half of which were equipped with Yamaha's multi-purpose engines, well known for their high, dependable performance.





1. Parafaccessories corner attracts lots of Yamaha fans.
2. A grand lineup of Yamaha products including motorcycles.
3. 100,000 visitors, and 10,000 motorcycles!



4. A veteran race is run for a couple of laps, adding special interest to the YGSF.
5. Time for relaxation! A photographic contest is also an enjoyable attraction.
6. Each cheering party represents eye-pleasing locality.



7. Mimuro taking an oath.
8. Mick signing an autograph.
9. A reception party given for foreign riders and journalists.
10. Famous riders sign their autographs for fans.

Lady Rider's Tour around Europe

Part 1

Once introduced in this journal was an adventurous story of Mr. Shoji Suzuki who covered a total distance of 75,000 km through many a country, riding a Yamaha 250 DT1. "It was a wonderful experience", says he "But for my Yamaha's trustworthy performance and all-out cooperation and support by Yamaha distributors and dealers, my adventure might not have ended in such a tremendous success".

Here again we have got a chance to tell a similar exciting story. It, however, was positively much more wonderful or even astounding, since it was attempted by a female rider.

Miss Takako Sanoh, 34 years old, had acquired a driving licence just three months before she ventured to take an around-Europe trip on a motorcycle.

Departure from Amsterdam

It was quite natural that Miss Sanoh should have chosen Amsterdam as a starting point. Yamaha Motor N.V., Yamaha's European headquarters is located in this city and she could expect to have all aids and advices needed in connection with her big trip. She had to spend just one week, training herself, practicing driving skills and servicing a machine; and awaiting the delivery of clothing, spare parts and other trip gear which had been sent from Japan. The date scheduled for departure was the 28th of June. Unluckily, it was in torrential rain that she left Amsterdam. While forcing her way in heavy rain to the border of West Germany, a trouble hit her machine. She found a spark plug inoperative for some unknown reasons, unknown to herself at least. Her poor knowledge of mechanics did not allow her to trace the trouble to its cause.

Then, what to do? Nothing but waiting! Fortunately, she did not need to wait so long before a kind, young motorcyclist came along and helped her. He skillfully replaced a defective plug with a new one. A very easy task for him! Then, he told Miss Sanoh that every spark plug should be kept at an optimum operational condition, or performance would be extremely spoiled. The original plug on her RD 350 had been the 8HS. It had been intended for use on highways demanding high speed cruising. Nevertheless, she had been all the way reluctant to raise engine's running speed higher than 3,500 rpm. A square peg can not be in a round hole—it was the first-ever lesson for her. Accepting his kind advice, she made up her mind to stay overnight in that frontier town.



2. With a kind, nice boy.

Auto-bahn

Next morning, immediately after passing the border Miss Sanoh rode out into the famous Auto-bahn. She enjoyed a short but exciting journey to Bremen, the 2nd largest trading port in West Germany. After taking a lunch at Bremen, she came back to the Auto-bahn and beat the way just northeast. At or about 16:00, she got to Travemünde, a port town facing the Baltic Sea, where she wanted to have a ferry boat to Finland. Aboard the boat she happened to be with a team of 8 German and American motorcyclists also making a trip to Finland. They were all kind to this lone lady trotter from Japan. It was her strong impression that friendship knew no boundary.



1. Just leaving Amsterdam.



3. Awaiting a ferry boat.

Colourful, Delightful Campaign — Nigeria

Nigeria in North America is the largest market for Yamaha products in this part of the world.

Sales have recorded an amazing upswing these several years thanks to all dealing people of Yamaha in this country.

Total sales for this year are expected to boost to a level of 17,000 units.

Here introduced are the pictures of sales campaign recently promoted by the distributors in Ibadan under the designation of 'Most successful Yamaha Promotion'. It turned out to be a delightful and impressive event tremendously welcomed by the general public.



YAMAHA Topics



'73 International Trade Fair — Morocco

Mifa, Yamaha distributors in Morocco, arranged the stand in such an impressive way at the '73 International Trade Fair recently held in Casablanca. The Yamaha stand was established in close cooperation with Capico, importers of parts. Reflecting tremendous popularity now being enjoyed by Yamaha motorcycles, the stand drew lots of spectators each day. In this country, the outboard motors of Yamaha are also highly appreciated by fishermen.



New Distributors

Yamaha outboard motors have been recently authorized to be imported to Turkey by quota system. Along with Yamaha's business expansion to this country, Bula Brothers & Co. in Istanbul have set out to act as new distributors for Yamaha.

It is expected that the lightweight outboard motors of Yamaha will steadily winning popularity among utility/business users including fishermen.



Attractive, Indeed

Salah Eddine Itani Establishments, distributors for Yamaha in Beirut, Lebanon have erected a big, sophisticated shop sign for the sake of better visual effects. Their shop facing the main street has been made much

more attractive and impressive than ever by this method, thereby drawing greater attention from the general public. Their efforts for sales promotion are noteworthy, indeed.

Surging Enthusiasm

Sport enthusiasm is surging in Mozambique where Yamaha's first-ever CKD plant is to be put in operation in April next year in Africa.

This trend is led by Yamaha riders in this area, too.

Mr. José Garsia, 43 years old, won the 250 cc class of the 2nd Circuito Bomdeiros Voluntarios, riding a Yamaha racer.

Mr. Garsia, importer and wholesaler of tools and machinery, is one of the most ardent Yamaha fans in this country. Besides taking part in road races, he is greatly interested in 50 cc class motocross events. By his impressive racing success, the brand image of Yamaha has been noticeably improved.



Evergrowing

Motorcross events are fast becoming popular in Zaire, a new, evergrowing country in Central Africa. The sport of this type was introduced here just a couple of years ago when Yamaha's highly performing motocross machines made their debut on the market.

Ever since, the people of Cyclor, distributors for Yamaha in this country, have taken the initiative in promoting the sport among enthusiasts.

