



A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

1972

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## Yamaha To Keep On Running Higher; President Kawakami Addresses at New Year

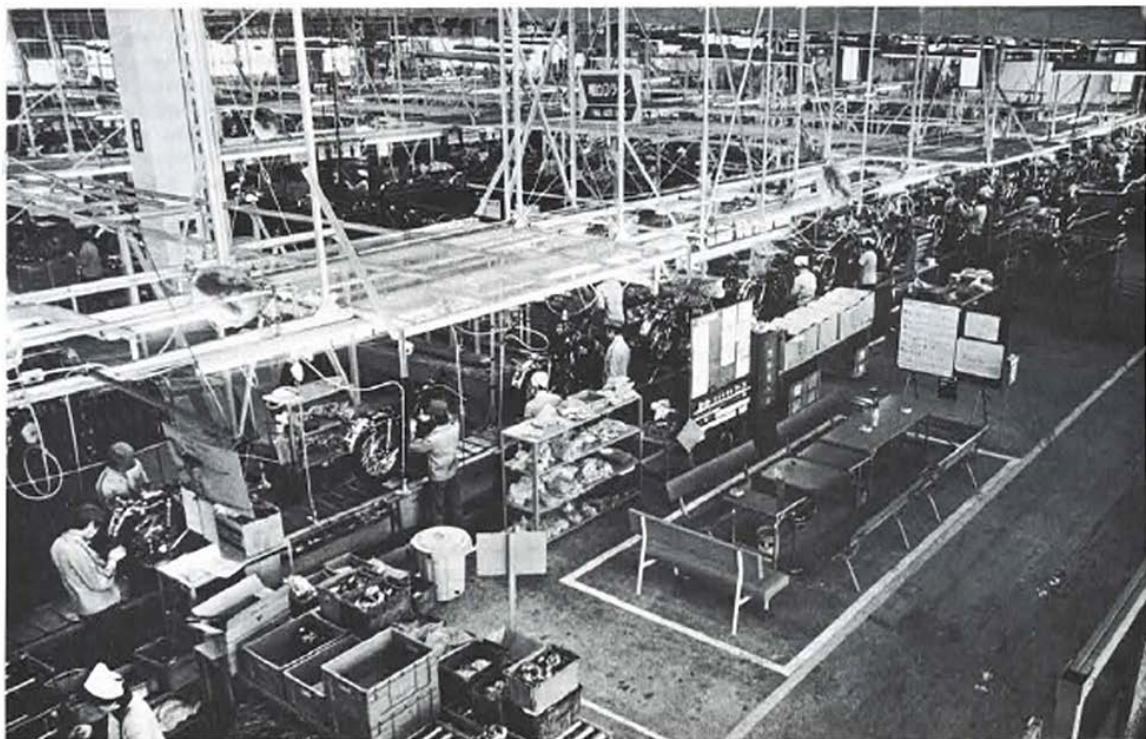
Despite a series of rather fluctuating conditions incurred during the year 1971 both at home and abroad, Yamaha attained the best conceivable business results thanks to strenuous efforts of the Yamaha worldwide distributors and dealers. At the outset of the year Mr. Geriichi Kawakami, President of Yamaha Motor Company, gave his message, addressing to them as follows:

Yamaha is most grateful to all of you for your overall cooperation and strenuous efforts which made great contributions to us in setting new high in business attainments during the year 1971 despite rather unstable trend of market mainly caused by the fluctuation of international currencies.



In line with progressive popularity enjoyed by all of Yamaha products in every part of the world, we will put greater efforts than ever in the promotion of sense for driving safety this year, as well as on the development of unique quality products, in the fields of 2-cycle and 4-cycle.

It is our sincere hope that all of you will extend consistent exertions in creating new demands along our established program.



## Yamaha Sets Output Target at 850,000 for 1972; 480,000 Abroad, and 370,000 at Home; Full Efforts to Be Combined Together Toward Goal

Yamaha Motor Company is the sole motorcycle specialized maker in the motorcycle industry in Japan. Yamaha, with its incomparably strengthened system of production, succeeded in attaining 760,000 in total output for the year 1971, thus rising above the initial target of 720,000 by massive 40,000. It is said that the world-largest motorcycle industry of Japan is now steadily coming to its climax stage this year. Yamaha has already announced that all the efforts will be combined together to attain its target set at a level of 850,000 this year under a newly established slogan "New Discovery, 2 & 4". 480,000 will be intended for export, backed by a very favorable trend of market in the United States and other major importing countries. Mr. Hisao Koike, Senior Managing Director of Yamaha, outlined this year's plan as follows, asking for consistent cooperation on the side of Yamaha worldwide distributors and dealers:



### New Discovery, 2 & 4

Yamaha became the only motorcycle maker in Japan to exceed its original production target, registering record-breaking sales both at home and abroad. A series of efficient campaigns which was adopted by Yamaha earlier than other makers in Japan in the forms of driving license school, trail school and sport school had undoubtedly very favorable effects upon sales increase at home. Total number of attendants to the said driving license school amounted to 160,000 during the year 1971. In a word, closer link between dealers and users brought on such an increase in sales. On the other hand, export sales boosted by leaps and bounds to a startling level of 450,000, thanks to your constant efforts and cooperation.

The United States, the largest market, greatly contributed to this upswing by showing a very favorable trend of demands to the heavyweight 650 XS2, and new trail models. Now, Yamaha has set this year's output target at a level of 850,000 with a massively strengthened production setup for a background. Production facilities centering on the twata Main Plant will be further consolidated this year, too, to reach or even go higher than this original target. In line with Yamaha motorcycles progressively increasing in number, and to create new demands all around the world, Yamaha will promote its comprehensive program intended for publicizing the merits of Yamaha motorcycles, and inspiring a sense of safety



to the public with full efforts concentrated on the development of new models featuring Yamaha-exclusive technological refinements, accompanied by very efficient and far-reaching after-service operations, under a newly established slogan "New Discovery, 2 & 4 meaning Boundless World of Sport on Yamaha".

### Bright Prospects with Other Products, Too

Yamaha is also getting ready for production increase for other products such as snowmobiles, motor boats and outboard motors.

Especially, snowmobiles which amounted to some 30,000 in total sales the previous year, are expected to show another spectacular upward swing this year, too, reflecting surging sport or recreation enthusiasm to these motorized vehicles on the snow all over the snow belt in North America. Accordingly, Yamaha will strengthen production lines in the Main Plant in order to meet sales which will for sure double the year-ago level.

A lineup of Yamaha outboard motors ranging from the 2 hp P-45 and the 25 hp P-450 including unique kerosene models will keep on running high in sales this year, just as before.

It is not too much to say, all the models of Yamaha featuring proven technological merits are enjoying almost boundless potential for market expansion at the time when motorization of fishing method is steadily going on, while enthusiasm to water recreation is progressively getting ripe.

Yamaha FRP pleasure and utility boats are also increasing in sales, thus necessitating more solidification of production facilities. Bright prospects can be held with all the products of Yamaha this year, and it is all of you that will put these prospects into reality.

## Prospective Upswing in Export Sales; Target Set at 480,000, Mr. Eguchi Emphasizes

Yamaha registered a record-breaking total of 450,000 in export sales the previous year due to an overall upward trend of demands to Yamaha motorcycles in the world. This year, Yamaha expects to renew a record by reaching a level of 480,000 backed by a very favorable trend of market in the United States, Canada, Australia, Europe and Central-South America. Yamaha's export drive will be carried out on a larger scale than ever with particular emphasis laid on knockdown production in line with complete unit exports, Managing Director Hideto Eguchi stresses.



Yamaha motorcycles are now reputed for their tremendous usage backed by high quality and excellent performance. Sport and leisure models will be mainly intended for use in the United States and other advanced countries, to satisfy evergrowing sport enthusiasm. On the other hand, utility or business models will be for ride-to-work motorcyclists in developing countries. In line with active export sales, afterservice operations will be further strengthened to help all of you increase sales in your own territories.

### Most Promising Snowmobiles

Yamaha now counts among the biggest five snowmobile makers in the world. This year, sales centering on the market of North America are expected to show another increase by leaps, as snow recreations are enormously growing in popularity.

As for outboard motors, Yamaha is now under progress for the development of larger displacement models which are designed to do much more for sport and utility purposes on the water. Also, in this field sales will exceed the year-ago level by far.



### Competitive Enough

As a matter of fact, conditions involved with export sales may be not always satisfactory this year mainly due to rather unstable situation of international currencies. However, we have good confidence in Yamaha products to be competitive enough to overcome any disadvantage inevitably incidental to such a situation.

We are intending to promote more efficient and powerful export drives in accordance with actual conditions of individual markets. To take it more concretely, particular efforts will be directed toward the development of knockdown production program just to meet each local policies in favor of local auto industrialization, while we will try harder to increase complete unit exports just as before.

### Closer Link

We have to be closer linked with each other under ideal cooperative setup to develop our mutual benefits to a maximum. Accordingly, we will do our best to keep you well informed of what Yamaha is, and of what Yamaha is going to do at any time. At the same time, we will introduce unique quality new models to help you develop new markets and enjoy higher market share.

# Mainstay of Outboard Motor Industry in Japan; Yamaha to Take Another Giant Stride This Year



Yamaha has become the mainstay of outboard motor industry in Japan, occupying nearly 80% of the market, since it commenced mass production in 1960.

Yamaha outboard motors, now available in types ranging from 2 hp to 25 hp, including unique kerosene models, are reputed for their ruggedness, durability, and handling and maintenance ease just to fit versatile usage on waters, both for leisure, and for utility.

The lightweight Yamaha-powered runabouts have greatly expanded the scope of recreations on waters around Japan, and at the same time, Yamaha outboard motors have multiplied fishing grounds severalfold for fishing people.

Progressive motorization of fishing methods is common to all developing countries.

The modernization and motorization of fishing methods are still under progress for a larger catch of fish, and improvement of fishing people's living standard, while enthusiasm to water recreations is also ever-growing. Yamaha, keeping eyes straight to the future, will take the most important role to lead this trend as the No.1 maker in Japan.

Yamaha is also always looking far into a trend of overseas markets. The total market of outboard motors in the world is constantly expanding in the fields of leisure, and utility. Especially, the motorization of fishing boats is a matter of increased importance in developing countries. Thus, Yamaha's lightweight models find almost boundless sphere for sales increase in the future.

## Yamaha Boat Show Foreruns '72 Season



Yamaha organized its own boat show at the Ryutsu Center, Heiwajima, South Tokyo during a period from 14 through 17 January. A full lineup of Yamaha boat and outboard models were on display for enthusiastic water fans. It was the largest scale show of the kind ever held by a single maker in Japan. Reflecting an ever-onward trend of enthusiasm to motor boating, the show attracted a lot of people who were intently looking for their own favorite models. It was a very successful event to forerun '72 water season.



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## New Main Office under Construction for Better Business Setup

In order to further solidify its overall business management setup, along forthcoming increase in production, Yamaha has decided to move its headquarters to the Iwata Main Plant, Iwata City some 20 km south of Hamakita.

The new 4-story ferroconcrete building is now under construction within the site of Iwata Main Plant at a total cost of 400 mil. yen. Construction works will be completed by the end of January, and the new headquarters will get ready for business by the Mid-Feb.

# Yamaha Business Information Upvaluation of the Yen

The rate of yen has been settled 308 yen to US\$ effective Dec. 20, and it means a 16.88% upvaluation of yen to dollar, thus facilitating imports from the United States. For instance, in buying an article worth US\$1,000.00 it requires only ¥308,000.- in Japanese yen instead of ¥360,000.- paid for so far.

On the contrary, when Americans buy Japanese goods, US\$1,000.00 has so far been enough to get an article worth ¥360,000.- in Japanese yen, but after the upvaluation of the yen they have to pay US\$1,000.00 to get an article worth only ¥308,000.-, and thus they have some difficulty in getting goods from Japan and Japanese exports will become smaller accordingly.

How it affects Yamaha:

The effects on Yamaha will be:

1. Decrease of yen proceeds and decrease of profits.

For instance, take up the Yamaha model which has been exported at the price of:

	Before Revaluation	After Revaluation
Dollars	US\$1,000.00	US\$1,000.00
Yen	¥360,000.-	¥308,000.-
		Loss of ¥52,000.-

In exporting, each unit will have to be

sold at the price ¥52,000.- lower than before, resulting in possible deficit to the company.

2. Necessity of raising price so as not to decrease yen proceeds. For example, model priced at ¥360,000.- per unit (for export).

Yen	Before Revaluation	After Revaluation
Yen	¥360,000.-	¥360,000.-
Dollars	US\$1,000.00	US\$1,168.80
		US\$168.80 increase

As you see, to secure total sales as the same level as before, the company will have to increase the price by 16.88% (US\$168.80). But it will inevitably result in fears about the amount of export sales in the future. If the price increase brings on the decrease of total sales, the company will suffer the decrease of gains after all.

3. Loss on the change of the exchange rate.

Upvaluation of the yen also causes the decrease of yen proceeds in converting overseas credits, which have so far been received at the rate of ¥360.- to the dollar, thereby bringing the company possible deficit.

## Yamaha sets new high

Yamaha has attained a record-breaking total of sales for the 33rd fiscal term (from May '71 to Oct. '71). During the said period motorcycles registered a particular upward swing in sales both at home and abroad, thus bringing on a total value of 25,532 mil. yen which largely accounted for an overall record-breaking total.

Snowmobiles, backed by surging demands all over the snow belt of North America, ran high to a total value of 5,223 mil. yen, thereby almost doubling the total of the comparable period of the previous year.

In line with the expansion and solidification of production facilities, boat sales also went on very smoothly. A total value reached 2,937 mil. yen, a 650 mil. yen increase over the last term.

Outboard motors enjoyed a constant upward trend in sales both at home and abroad, and attained a total value of 1,900 mil. yen, thus exceeding the previous term by 390 mil. yen.

Accordingly, Yamaha's total sales for the said term amounted to 44,198 mil. yen. It meant a 57% increase and 78% advance, as compared with the last term and the corresponding term of the previous year, respectively.

## Contributions Wanted



It is ten years in full since the first issue of monthly 'Yamaha News' was published in 1966, and quarterly issue 'Yamaha Time' has also attained its third year. Yamaha is most grateful to you for your esteemed cooperation which has been extended for those journals so far. It is with Yamaha's utmost thanks and pleasure to tell you that your constant contributions of news and photographs have recently made those journals much richer in contents than ever.

Now, Yamaha is asking for your further cooperation in the future, too, intending to make those journals more brushed up, and more interesting to read, as well as more instrumental to use.

It is most desirable that any photograph will be accompanied by brief commentaries explaining 'when', 'where', 'what', 'who', 'why' and 'how' as to each happening or incidence.

# YAMAHA TOPICS

## Fantastic Yamaha Mini

Just look at those happy faces! Lined in front of Ottawa Motor Sport are the members of Ottawa Shrine Club in Ottawa, Canada. They are all Yamaha favorite, and recently purchased twenty Yamaha Mini Enduros from Ottawa Motor Sport, a Yamaha dealer in this part of Canada. They used their Yamahas in their parade in the Niagara Falls, Perth, Cornwall, etc., thus covering a very long distance of trip. All the Yamahas went on very happily and smoothly with no single trouble suffered. It was a new record of troublefree touring ventured by the smallest displacement bike over such a long distance.

"The Yamaha Mini Enduro is the most fantastic mini bike on the market", say they, "We are quite satisfied with and proud of our Yamahas".

## Tony Hatton

Mr. Tony Hatton as pictured below is one of the most successful Yamaha riders in Australia. He scored a lot of wins on the highly successful race-tuned 350cc RS sponsored by Spooner Motor Cycles. Especially, success in the N.S.W. Junior T.T. highlighted his racing career, last year. Tony competed in very poor weather conditions, and went on to win the race against all comers.



## Compact in Size, Big in Performance

Compact in size, but big in performance, nothing more clearly defines what the Yamaha Mini Enduro is than those words. Both for

commuting and for leisure touring, the Yamaha Mini is doing much for a lot of people in the world.



## Sydney Motor Show

McCulloch of Australia set up an attractive corner of Yamaha motorcycles for the 1971 Sydney Motor Show recently held as one of the most important events of the kind in Australia. The corner featured the 4 major groups of Yamaha product line, including the new V75, 650 XS2, the factory-prepared 125cc machine, the fantastic 350cc TR3 and the race-converted

350cc R5 together with the modified RT1. A cutaway 650cc 4-stroke engine also provided a focal point of interest for the large crowds who visited the Yamaha corner throughout the show session. McCulloch of Australia acts as the distributor for Yamaha in New South Wales, Australia, and sales increase in this territory is drawing particular attention.

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## Success in Grenada

Yamaha motorcycles are now getting popular in Grenada, the West Indies, thanks to strenuous efforts by Goo F. Huggins, Yamaha distributor on this island. Recently, they celebrated the 50th anniversary of founding the company, and a story of success was published in the Sunday Guardian, influential local paper. According to it, Yamaha motorcycles were first introduced by Mr. R. Menezes, Credit Control Supervisor at Huggins, in August '68. They sold like hot cakes, really, as users wanted cheaper, more convenient means of transport. Now, the fastest selling model is the 100 Sport Twin and 180 Twin.



## Laos Youngsters Favor Yamaha

Lightweight Yamaha motorcycles are favored by youngsters in Laos, too, for their steady performance plus unusual maneuverability. The V model, especially, is winning high popularity among female riders, as the safer and quicker means of transport. She has just arrived at the main gate of fair ground, of "That Luang", annual festival in Vientiane.



## Yamaha

The Yamaha section of Huggins in Grenada

## Success

WHAT is there about speed and thrills that attract and excite young people? It's hard to define, but these factors have contributed to the "Yamaha Success Story" — the story of the Yamaha motorbike and its popularity in Grenada. It was Mr. Richard



## New Sprint Record

A Yamaha YL1 100cc engine-mounted sprinter, ridden by Mr. K. White, set 1 world and 5 British national records at the record attempts meeting held recently by the National Sprint Association at Elvington, England. The frame of the said machine was designed and built by Mr. W.G. White and his team members. The gas/oil mixture was carried in the top tube, overall height 30 inches, and weight 110 lbs.

Standing Start 1/4 Mile World and National Record: 15.545 sec. 57.90 mph.



## Caribbean Champion

Mr. Frank Van Sertima in Guyana became the '71 Caribbean road race champion, riding his own 350cc TR2 production racer. Throughout this year he rode his Yamaha to victory in many a big event in this part of the world, beating much bigger machines in unlimited capacity class. He promises us to make tougher bid for '72 title, too.

## Tougher and Lighter

The sidcar-equipped 650cc Yamaha makes its powerful bid for victory in heavyweight motocross events in Switzerland. The Yamaha always displays better handling and tougher performance against other 750cc machines. This type of sport is so much favored by the people of Switzerland. Each event attracts some 4,000 enthusiastic spectators. Yamaha pioneered trail run also is now becoming popular in Europe.

# YAMAHA SERVICE TIP

## OIL DISC BRAKE

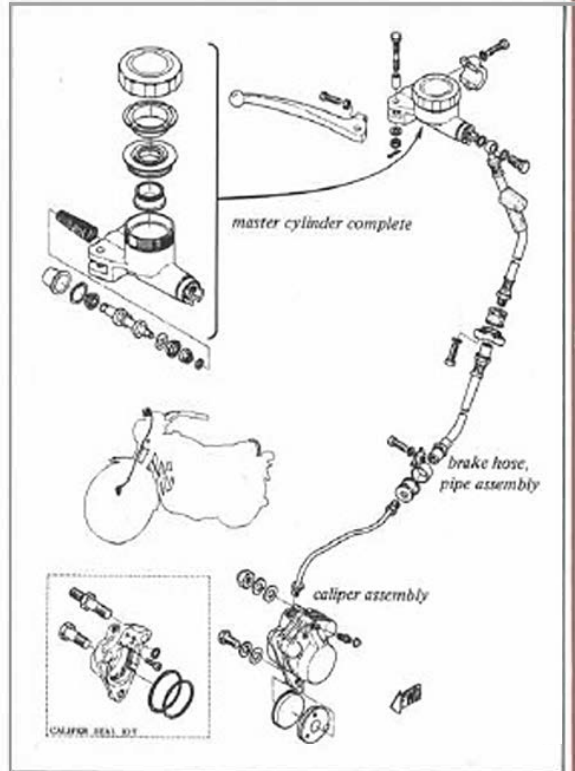
A motorcycle is primarily intended for pleasurable or comfortable riding. The importance of brakes to control speeds can not be too over-stressed, accordingly. They should operate flawlessly at any time.

Brakes used on a motorcycle are of internal expansion type for the most part. This type of brake has a function that brake shoes housed in a brake drum made in unit with a hub, expand and press the lining against the inside wall of cylinder, to control speeds. Larger displacement models, however, have recently incorporated disc brakes to meet their higher performance. Those brakes, unlike the expanding type actuated through conventional mechanical process, feature an innovative device operating on oil pressure.

The oil disc brake is quite usual with sport cars or some sporty passenger car versions, but not so with motorcycles yet.

Recommended you get familiar with every detail of this type brake as soon as possible for smoother service and maintenance works. Here illustrated is its mechanical structure for your information.

Brake lever and master cylinder are fitted to right handgrip. Piston-facing caliper is on front fork. Bracket-supported disc is fitted to front hub through clutch assembly. Oil pressure-transmitting brake hose and pipe link cylinder with caliper.



The Yamaha Mini Enduro never fails to prove itself motocross-worthy on rough surfaces.

## Mini Motocross

Motocross enthusiasm is ever hotting up among young riders in Japan. It is a noteworthy feature that the stratum of enthusiasts is progressively becoming thicker as Yamaha-originated trail land program gets more popularized.

Recently Yamaha organized a 50cc motocross competition at Tsu Trail Land, Western District, for the first time in Japan, to be favorably received by those who wanted to train basic motocross techniques. Pictured here is one of the most enthusiastic mini motocross fans who want to attack bigger displacement classes in the future.

## Massive Yamaha



A 650cc Yamaha looks more massive with a specially made fuel tank installed. Some riders in Europe prefer such a larger tank for their heavyweight bikes so that they may enjoy 400 - 500km cruising at high speeds up to 150km/h without stop for refueling.