



POPULAR Small Displacement Bikes

Motorcycles in Japan for '74



According to the official statistics, total home sales of motorcycles for '73 attained 1,180,000 units, thus exceeding the comparable sales of the previous year by approx. 110,000.

This upward trend was mainly supported by booming

sales of small bikes up to 50cc in cylinder displacement. Total sales of this class ran high to 820,000 units, showing some 150,000 advance over '72's 670,000 units, thereby occupying nearly 70% of total home sales of motorcycles in Japan.

This class appeared on the market first in a form of motorized bicycle some 20 years ago when the motorcycle industry was founded for the first time in history. Later, as demand grew larger, more sophisticated models were introduced on the market one after another, backed by an always-increasing number of users demanding higher performance and more diversified usage of these small bikes.

In a word, small displacement class has formed the mainstay of the home market, always taking a greater share of total motorcycle sales in Japan, though the market has continued to expand itself in favour of larger, more spirited models to appeal to young, novelty-conscious motorcyclists on the other hand.

Hotbed for Larger Class

Yamaha successfully attained a long-cherished goal of 1,000,000-unit production for '73. Thus, Yamaha has established a memorable milestone in the history of the Japanese motorcycle industry. Also, it is undeniable that small displacement class played a very important role in this most spectacular accomplishment. The V series, Lightweight Series, Business Series and Mini Series each consisting of 50cc models and their respective larger versions, just met the taste and need of the most widely ranged users wishing to ride small displacement bikes for utility and for fun alike.

Enjoying high popularity and increasing sales, this class also turns out to be an ideal hotbed for larger displacement classes, as beginners are deeply impressed with excellent utility and tremendous fun only the motorized 2-wheeler can afford, when they ride small displacement bikes for the first time.

Now, this class is specially popular, as it is much less vulnerable to all surrounding adverse factors including current energy crisis or air-pollution.

For '74 Yamaha will direct greater efforts in the further development and expansion of this class market both here and abroad, which will in turn further strengthen the overall business system of Yamaha leading to another upswing forward.



Yamaha's Successful 50cc Licence School



Talking of Yamaha's remarkable market expansion, the merits of 50cc licence school can never be overlooked. Previously, no regular education system was available for those wishing to obtain motorcycle licences in Japan. Yamaha was the first manufacturer ever to establish its original system for training and educating those prospective 50cc licencees. This system won tremendous public recognition, as it did much for the prevention of traffic accidents as otherwise might be caused by novice motorcyclists. 500,000 or more have already attended the sessions of this school ever since this system

started some five years ago. Sessions are promoted by local Yamaha distributors or dealers throughout Japan. Attendants can acquire correct and up-to-date knowledge of traffic rules and motorcycle mechanism under the guidance of Yamaha-approved expert instructors. Also, they can ride 50cc bikes under instructors' alert eyes. By promoting those school sessions, Yamaha distributors and dealers can tighten their relation or communication with their prospective customers, thus developing their business opportunity to a maximum in their marketing territories.



High Hopes Can Be Held with 50cc Class in West Germany, Too



Mr. Sugiyama is taking care of Yamaha

West Germany is one of the most bike-enthusiastic countries in the world. The staff of Yamaha Division, Mitsui & Co., Ltd. in Dusseldorf are always eager to expand the share of Yamaha motorcycles on this highly competitive market. The 2-stroke 250cc and 350cc RD sport models of Yamaha are now enjoying high popularity in their respective classes. In this country, too, small displacement bikes always top the table of motorcycle registrations. Hercules, Kreidler and Zundapp of West Germany are the three leading brands now, but Japan-made bikes are also steadily expanding their market shares. Especially, high hopes can be held with Yamaha's 50cc models such as the GT 50 and RD 50. The RD 50 is expected to be the most popular 50cc model in this country.

Possible Brisk Sport Activities for '74

Giacomo Agostini Joins Yamaha

Giacomo Agostini, one of the greatest riders we have ever had and 13-time world champion, joined Yamaha for '74! It turned out to be a tremendously sensational news to all concerned with motorcycle sports throughout the world. Yamaha released the outline of contract with Agostini at a press conference held on December 6 at the Tokyo Imperial Hotel in a form of surprise announcement to all

Japanese journalists present.

The conference opened with Managing Director Eguchi's message, stating that Yamaha would continue its brisk sport activities all over the world as before, just intending to collect valuable technical data as needed for the development and improvement of production models.

Message spoken in Japanese

Appeared the world's racing giant Agostini accompanied by Rod Gould, ex-world 250cc champion and now serving as public relations manager for Yamaha Motor N.V.

He was humorous enough to give his short, complimentary message in Japanese language!

Then, came a rush of questions from some 50 Japanese motor journalists who were specially eager to know everything about this Italian racing hero, such as reasons for his switchover to Yamaha, his racing plan for '74, etc.

Questions and answers as exchanged between them were summarized as follows:



- Q. Could you tell us the reason for your switchover to Yamaha?
- A. Certainly, I, first of all, wished to renew my spirit as professional rider. I believed that Yamaha's highly performing 2-stroke machines could serve my purpose best.
- Q. It was rumoured that Honda contacted you first, is it true?
- A. Yes, but Yamaha was much quicker in settling all necessary matters with me.
- Q. Did you feel any regrets over quitting MV Agusta when you decided to switch to Yamaha?
- A. Yes, naturally, I did. But, I had to take the best way for myself. Generally speaking, anyone must make choices in a certain turning point in his life.



- Q. How about the disagreement with Phil Read as has been so often reported in foreign journals?
- A. Nothing serious. It had nothing to do with my contract with Yamaha. I did so just of my own accord.
- Q. How about the length of contract?
- A. Two years, and renewable.
- Q. Then, how about the amount of contract money?
- A. No comment. Please guess as you like.
- Q. We are specially eager to know your racing plan for '74. Could you tell us the outline right now?
- A. No. Every detail would be arranged with Yamaha later. But, I expect to ride the 350cc and 500cc machines for the world championships and 750cc machine for the FIM F-750 championship and some selected American events including the Daytona 200.
- Q. How do you think of your own adaptability to the 2-stroke machines?
- A. I have never ridden the 2-stroke machine for racing before, but I think that I will get accustomed to it very soon.
- Q. When are you going to start practices on 2-stroke machine?
- A. I am going to ride it early in Feb. '74 for the first time at the Yamaha Course.

Growing Enthusiasm to Trials in Oceania

Oceania is one of the most motorcycle sport-enthusiastic zones in the world. In the fields of road race and motocross Yamaha has always set a trend. Trials is also rising to popularity in this part of the world. Mick

Andrews, ex-European Observation Trials Champion, greatly contributed to the further promotion of this safe and enjoyable sport by his recent coaching trip covering both Australia and New Zealand.

Tremendous response

Andrews who had finished overall second in the 1973 series on a Yamaha 250 prototype machine, was the first rider of such eminence to appear in this part of the world ever since Sammy Miller's visit in 1969. And it is also doubtful if there has been a more popular visitor to step on to the shores of this area.

His whistle-stop tour covered four Australian states and New Zealand; and each trials session as promoted under his overall guidance in close cooperation with regional distributors won tremendous response from trials enthusiasts.



Expertly piloting a TY80

Amaroo Park Trials

Amaroo Park trials near Sydney attracted an entry of 60 riders, with the honoured guest being the 61st, but classified as a non-competitor. Set out by John Hayes and Mick Hill of the St. George Motorcycle Club around the motocross area, the event had eight observed sections to be negotiated five times each.

Newly signed Yamaha rider Peter Paice completed the five laps with a loss of 58 points to win the trials comfortably and convincingly.

But, much to spectators' surprise, Andrews as a special demonstrator covered a total of 6 laps and lost only 12 marks!

Andrews was accompanied to each section by a loudly applauding gallery of ardent enthusiastic spectators who were lucky enough to watch world-champion class riding.

Rarely Andrews foot and only once did he fail a section and that was put down to "mucking around" by those who knew his style.



Spellbound group of riders



Immediately after his arrival

First, he worked in Sydney from the time he got off the plane until he left for Brisbane. Behind him Andrews left a spellbound group of riders who would tackle this new sport with increased interest and knowledge. After airport chores with the Press, which included interviews and a practical demonstration in the car park, he shot 24 kilometers across town to the Oxford Falls practice area where he again demonstrated

his wonderful riding skill for television cameras. Andrews' approach to the trials and the coaching course in Sydney were professionalism of the highest order. On a Yamaha TY 250A which was used for the purpose, generally ran over the whole bike checking tightness of bolts and adjusting control settings to suit himself for ensuring every flawless performance.

"Finding the right line," Says Mick

After the event, Andrews and others attended a barbeque party. There, the champion explained as follows:

"I pay a great deal of attention to finding the right line through a section no matter how easy it may look".

"When I pick the line, I then decide on an alternative to use if something goes wrong".

"The next most important thing is to be able to read the grip of the terrain with the

throttle and avoid wheelspin"

To most spectators Andrews was a breathtaking sight as he bobbed and wrestled his Yamaha machine through the hardest of the sections as though it were suspended by some invisible force.

His efforts were well rewarded by mass adulation from his pupil who were completely taken in by Andrews' manner.



VICTORIA SESSIONS

TZ 750 Wins Its Race Debut

—Zew Zealand



The Yamaha 4-cylinder water-cooled TZ 750 which is claimed to be the most powerful racing machine ever built in the world, made its victorious racing debut in New Zealand.

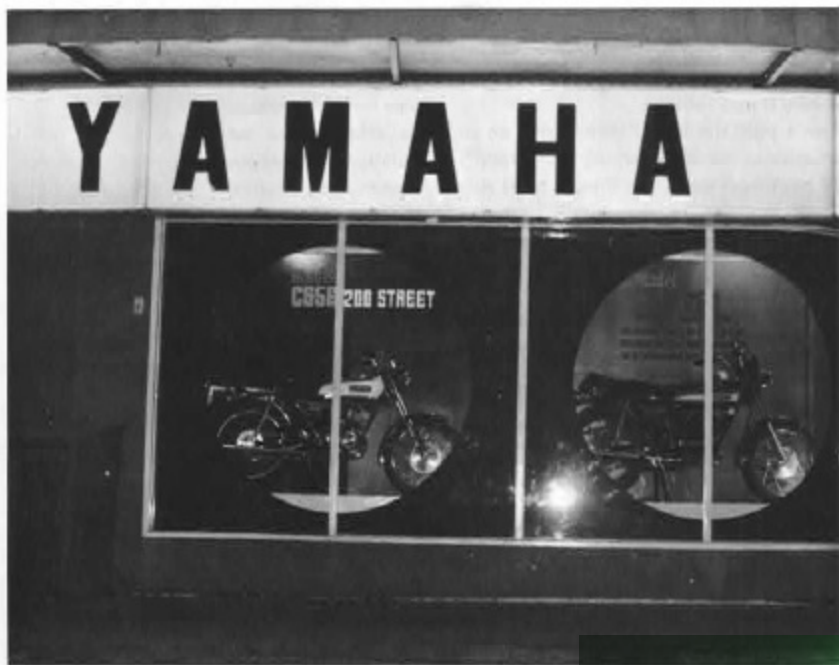
Ridden by 19 years old John Boote from Christchurch of the South Ireland, the TZ 750 won the 3rd round of the International Marlboro series, beating the machines of other brands including Suzuki and Kawasaki.

Impressive display center of Norkis Trading

The Philippines

Norkis Trading Co., Inc., importers for Yamaha in Philippines, has recently opened an illuminating display center in Mandaue, thus drawing much more attention from the public at night. Emphasis is laid on the bigger models and the special features of "Torque Induction" system to attract solo-riders.

It is only a part of their campaign program as designed to increase the market share of Yamaha motorcycles in this country. They are very proud of this display and have in fact initiated a similar one for their other branches.



Full capacity for sales promotion

—Nigeria

As reported from time to time in this journal, Yamaha is fast expanding the market share in Nigeria, Africa with all efforts combined together for sales promotion activities under the leadership of J. Allen & Co., Ltd., importers for Yamaha in this country.

Here pictured are the staff of the company who are in high spirits in expectation of further increase in sales. The picture was taken in connection with the recent campaign in Maiduguri.



DT3-powered Kart



A kart racer mounted with the engine of Yamaha trail DT3 proved extremely successful in the local events of New Zealand including the Club Championship meetings. The said engine was offered by W. White (Wellington) Ltd., and it displays a very impressive performance even in a very mild stage of tune.

Yamaha Appeals to Children

Wim van Gilst, a Dutch boy living in Rotterdam, sent here a letter together with his masterpiece illustration of Yamaha trail bike. According to his letter, Gilst wants to be a motorcycle designer in the future, and one of his friends has a Yamaha 50cc FS1 which proves very much dependable and exciting in performance, thus giving him a tremendous fun and pleasure. But, Gilst himself likes the trail machine best.

Yamaha at Independence Day Parade

—Indonesia—

P.T. Harapan Motor Industrial Co., Yamaha's sole agent in Indonesia, took part in the motorcycle parade which was promoted in commemoration of the 28th Independence Day of Indonesia.

The parade turned out to be a more colourful, eye-catching event than ever before, thus lending a truly festive air to the Independence Day. Gaily decorated in a riot of assorted colours, each symbolizing the spectacular progress of Indonesian industry, the parade snaked its way along the prescribed route overspilled on both sides by thousands and thousands of almost uncontrollable spectators trying to gain the vintage point for watching the procession better.

All the way P.T. Harapan Motor's Motorcade won tremendous, thunderous applause for holding its line so neatly and smoothly. The bright tangerine colour of shirts worn by all riders added the extra touch of brilliance to the whole pageant.



Tremendous utility off the road

—AG bike—

Yamaha's unique lightweight agricultural bike AG-100 is highly appreciated by Australian users for its tremendous utility off the road.

Developed from the world-renowned trail models of Yamaha, the AG bike is specially tailored in performance and maneuverability with every conceivable off-the-road condition in mind. As means of transport or for sheep or cattle grazing, the AG bike is fast taking over the place of horse in this part of the world.



Yamaha Wins Opening Round

—Snowmobile Race Season—

Snowmobile race season opened on Dec. 2 in the snow belt of North America.

Yamaha machines as entered by Yamaha International Corporation and Yamaha dealers highlighted the opening round held at Soda Spring, Idaho at the foot of Rocky Mountains as follows:

Stock 340cc class
 1st Yamaha GPX 338 (YIC)
 2nd Snowjet F/A
 3rd Snowjet F/A

Stock 440cc class
 1st Yamaha GPX 433 (Yamaha dealer)

2nd Yamaha GPX 433 (Yamaha dealer)
 3rd Yamaha GPX 433 (YIC)

Modified 340cc class
 1st Arctic Cat
 2nd Yamaha GPX 338 SR-kit (YIC - Wayne Trapp)
 3rd Polaris

Modified 440cc class
 1st Yamaha GPX 433 SR-kit (YIC - Wayne Trapp)
 2nd Snowjet '73 SR
 3rd Polaris

Effective PR



Seizing the opportunity of local shrine festival in Japan, Yamaha dealers launched a scale Chappy campaign. The campaign was designed to mainly approach prospective female users, and the wives of dealers played a very active part overall.

New Commercial Films

Two different sorts of commercial films for '74 have been just completed by Yamaha. Both are intended for use by TV or at movie theatres.

One is designated "Yamaha". This film is designed to publicize the general brand image of Yamaha. For this purpose, every scene depicts the highly sporty and energetically youthful characteristics of Yamaha by impressive action shots of trail, motocross and street sport models.

The other is titled "YB Series".

Every scene of this film represents the reliably dependable performance and excellent quality of the YB models which are winning high popularity as widely familiarized bikes offering tremendous utility.

Both will best serve the purpose in sales promotion activities by world-wide Yamaha distributors and dealers.

Both are all coloured, 60 seconds long and available in either 16mm or 35mm version.

Narration: English, French or Spanish

Price: 35mm US\$45 FOB Japan

16mm US\$25 FOB Japan

As usual, half an amount will be subsidized by Yamaha.

YAMAHA (for General Use)



YB SERIES

