



[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

**YAMAHA**  
**SALES AID**  
**CATALOG**

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

*"YAMAHA . . . it's a better machine," is now being recognized as the best-known slogan in the industry. Why? Primarily through advertising. Ours and yours.*

*Every day of the year a Yamaha message can reach present customers plus thousands of prospects (of course, you know that).*

*But advertising goes beyond ads in newspapers, commercials on radio and T.V. This sales aid catalog shows the 101 ways you can advertise Yamaha person-to-person. The many items that sell Yamaha (and you!) to customers and prospects . . . day after day, week after week, month after month. From a Yamaha pen to a lighted sign. From a decal to a display room poster. Advertising tools! All of them!*

*We've organized our many selling aids so that you can pick what you want, when you want it. Ordering instructions are simple, easy and under each item!*

*Take a minute now to go through this catalog. Decide on the aids you can best use. Order them—and see why "YAMAHA . . . it's a better machine" will continue to be the best known slogan in the industry. For us. And—for you.*

#### IMPORTANT INFORMATION

- 1. Prices are subject to change without notice.*
- 2. Yamaha International Corp. reserves the right to delete any item at any time without prior notice.*
- 3. Order all material from Main Office of Yamaha International Corp. except where noted otherwise.*
- 4. These are your dealer costs. You may establish your own retail prices.*

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)



**Yamaha...it's a better machine.**

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

**YAMAHA INTERNATIONAL CORPORATION**  
P. O. Box 6600  
Buena Park, Calif. 90262  
(714) 522-9011



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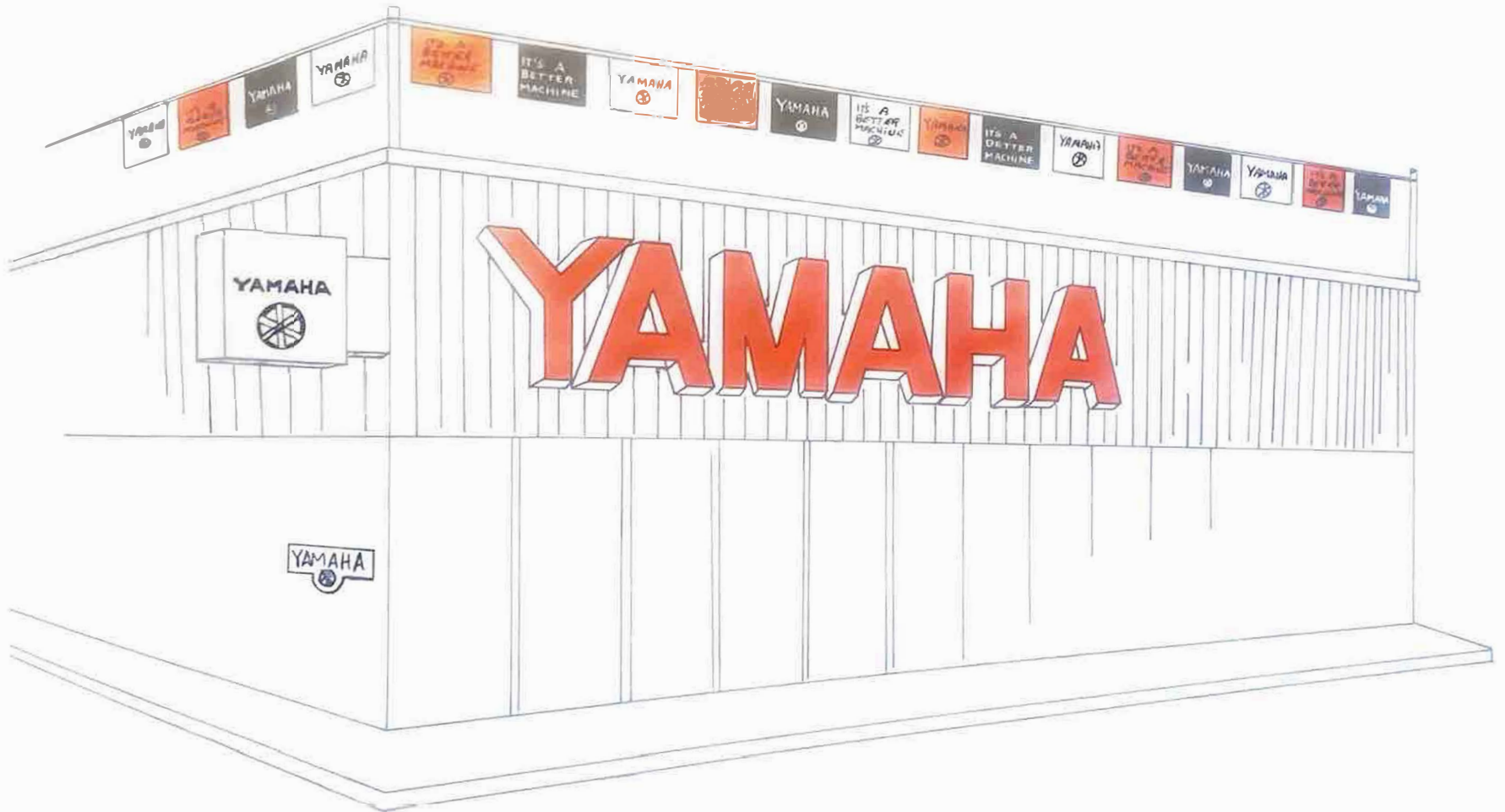
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# GENERAL



**SALES AIDS**

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**Pens** — a natural give-away. Yellow plastic with a black top and a big bold Yamaha name and logo. An inexpensive item to promote the Yamaha name and create customer goodwill.

Order # **ADM-1-11-9005-00**

Price each 10c



**Gas Lighter** — a lesser expensive cigarette lighter, but of the same fine quality as our butane. A very popular item for dealer advertising. The brushed case makes this a welcome gift.

Order # **ADM-0-11-9003-00**

Price each \$1.25



**Key Chain** — an all metal key holder that you can use as a gift when you deliver a motorcycle or snowmobile. A nice gesture of good business practice that will be appreciated.

Order # **ADM-0-11-9001-00**

Price each 45c



**Pencil Type Cigarette Lighter** — a unique idea. Looks like a pen or pencil but it is actually a butane lighter—and re-fillable! Comes in anodized aluminum colors.

Order # **ADM-0-11-9019-00**

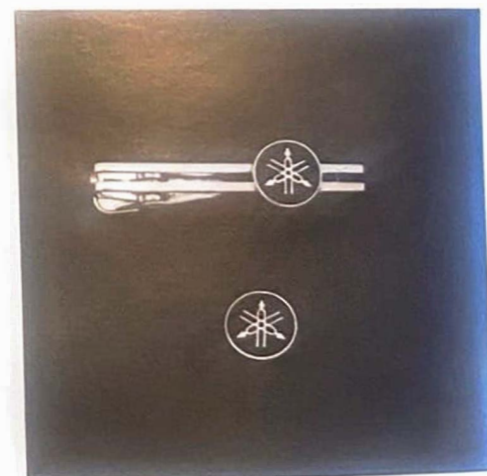
Price each \$2.00



**Butane Lighter** — a handsome gift idea for the very special customer. Many dealers find it profitable to sell these lightweight pocket cigarette lighters.

Order # **ADM-0-11-9006-00**

Price each \$3.00



**Tie Bar & Tie Tac** — Yamaha enthusiasts will prize these distinctive pieces of Yamaha jewelry. Wear them yourself and give them as gifts to your customers. All-metal with a black enamel background.

Tie bar order # **ADM-0-11-9002-00**  
Price each 35c

Tie tac order # **ADM-0-11-9005-00**  
Price each 50c

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY

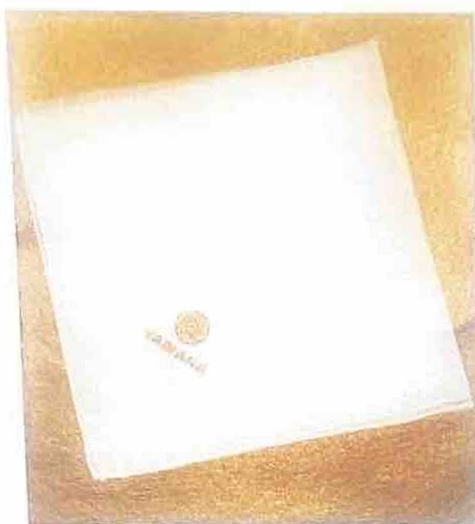




**Cuff Links & Tie Bar Set** — a most welcome gift by every Yamaha enthusiast. A beautiful set in brushed satin chrome finish. Comes gift-boxed in a blue satin hinged case. A Christmas present or birthday gift needed?

Order # **ADM-0-11-9018-00**

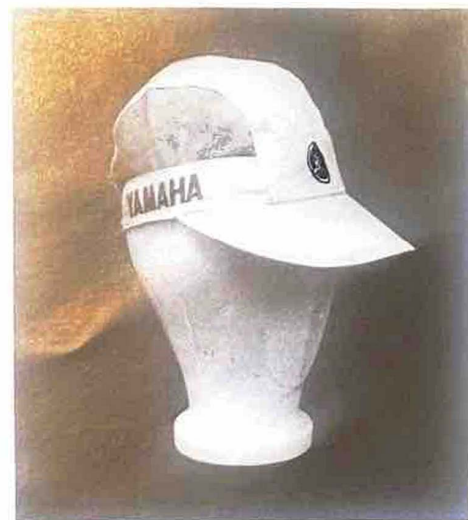
Price/set **\$3.50**



**Kerchief** — a perfect woman's gift of fine quality silk with the Yamaha logo. Various colors available, a valued gift by the female Yamaha enthusiasts.

Order # **ADM-0-11-9008-00**

Price each **10c**



**Yamaha Caps**—especially for the kids. A handsome novelty to sell Yamaha products. Use as a give-away at races and rallies where they are sure to be appreciated. One size fits all.

Order # **ADM-0-11-0010-00**

Price each **40c**



**"Happi" Coat** — get into the Oriental spirit. Wear this coat at shows and rallies. Soon customers will be asking if they can buy one. They can! Quality cotton material. Use as a give-away at a "Yamaha Night."

Order # **ADM-0-11-0009-00**

Price each **\$3.00**



**Shop Overalls** — advertising is the by-word. Give your service man a gift of quality overalls and at the same time promote your product. Comes in 4 sizes to fit everybody.

Small Order # **ADM-0-11-0011-01**

Price each **\$6.00**

Medium Order # **ADM-0-11-0011-02**

Price each **\$6.00**

Large Order # **ADM-0-11-0011-03**

Price each **\$6.00**

X-Large Order # **ADM-0-11-0011-04**

Price each **\$6.00**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**



Sweatshirts

— Yamaha sweatshirts are now a distinctive part of our promotional line of material. Worn by almost everyone who rides, these shirts can be an added "thank you" to your customers. Comes in long and short sleeves and in two colors. (Order by exact sizes & colors wanted).

Order #	Sleeve	Size	Color	Price
ADM-1-11-0001-25	Long	Small	Yellow	\$ 2.50
ADM-1-11-0001-28	Long	Small	Blue	2.50
ADM-1-11-0002-25	Long	Medium	Yellow	2.50
ADM-1-11-0002-28	Long	Medium	Blue	2.50
ADM-1-11-0003-25	Long	Large	Yellow	2.50
ADM-1-11-0003-28	Long	Large	Blue	2.50
ADM-1-11-0004-25	Long	X-Large	Yellow	2.50
ADM-1-11-0004-28	Long	X-Large	Blue	2.50
ADM-1-11-0005-25	Short	Small	Yellow	2.50
ADM-1-11-0005-28	Short	Small	Blue	2.50
ADM-1-11-0006-25	Short	Medium	Yellow	2.50
ADM-1-11-0006-28	Short	Medium	Blue	2.50
ADM-1-11-0007-25	Short	Large	Yellow	2.50
ADM-1-11-0007-28	Short	Large	Blue	2.50
ADM-1-11-0008-25	Short	X-Large	Yellow	2.50
ADM-1-11-0008-28	Short	X-Large	Blue	2.50

— The Yamaha T-Shirt is of fine quality cotton, worn by many of our enthusiasts as a token of their loyalty and pride. Use them as a promotional piece for clubs at rallies, races or as moderate priced give-aways. Comes in long and short sleeves and 3 colors. (Order by exact size and color wanted).

Order #	Sleeve	Size	Color	Price
ADM-0-11-0001-25	Long	Small	Yellow	\$ 2.50
ADM-0-11-0002-25	Long	Medium	Yellow	2.50
ADM-0-11-0003-25	Long	Large	Yellow	2.50
ADM-0-11-0004-25	Long	X-Large	Yellow	2.50
ADM-0-11-0005-25	Short	Small	Yellow	2.50
ADM-0-11-0005-28	Short	Small	Blue	2.50
ADM-0-11-0005-36	Short	Small	White	2.50
ADM-0-11-0006-25	Short	Medium	Yellow	2.50
ADM-0-11-0006-28	Short	Medium	Blue	2.50
ADM-0-11-0006-36	Short	Medium	White	2.50
ADM-0-11-0007-25	Short	Large	Yellow	2.50
ADM-0-11-0007-28	Short	Large	Blue	2.50
ADM-0-11-0007-36	Short	Large	White	2.50
ADM-0-11-0008-25	Short	X-Large	Yellow	2.50
ADM-0-11-0008-28	Short	X-Large	Blue	2.50
ADM-0-11-0008-36	Short	X-Large	White	2.50



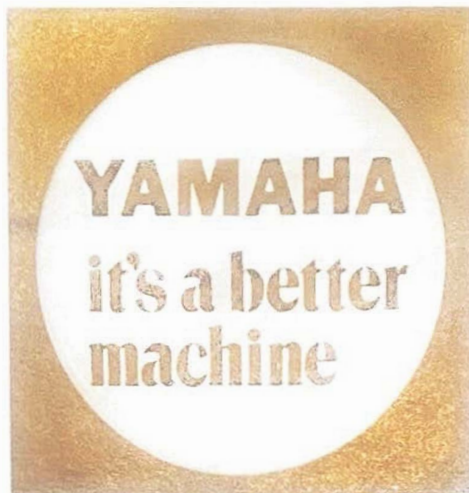
T-Shirts

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY

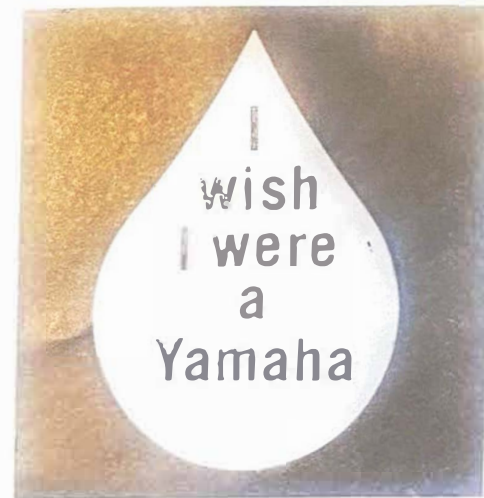




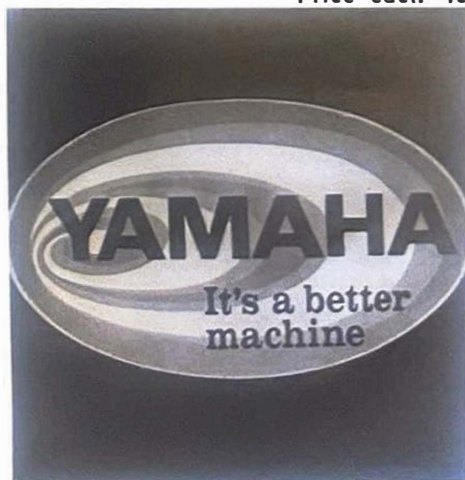
**"I Love Yamaha" Buttons** — here's a great way to promote today's in-thing, "Love." Promote Yamaha and create a lot of attention while you're doing it. Yamaha Buttons are a perfect hand-out for your local motorcycle or snowmobile show, grand opening or open house. Order #ADM-1-11-9003-00  
Price each 4c



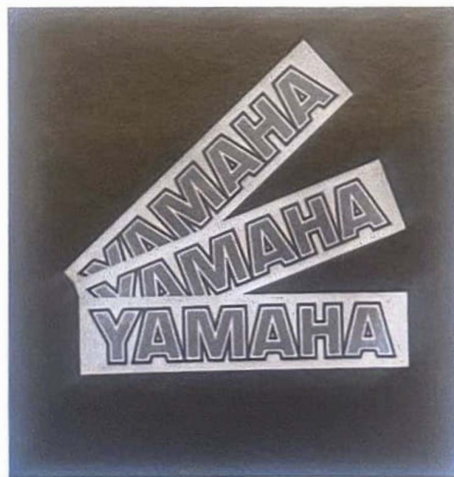
**"Better Machine" Buttons** — what better way to advertise our motto "Yamaha—it's a better machine" than to use this promotional piece. Use as a give-away at demonstrations or shows. Order #ADM-1-11-9008-00  
Price each 4c



**"I Wish I Were a Yamaha" Decal**—the most novel decal to hit the industry! This is one of the most asked-for items in our line. People wear them proudly. A great way to get the message across, inexpensively! Order #ADM-1-11-1005-00  
Price each 4c



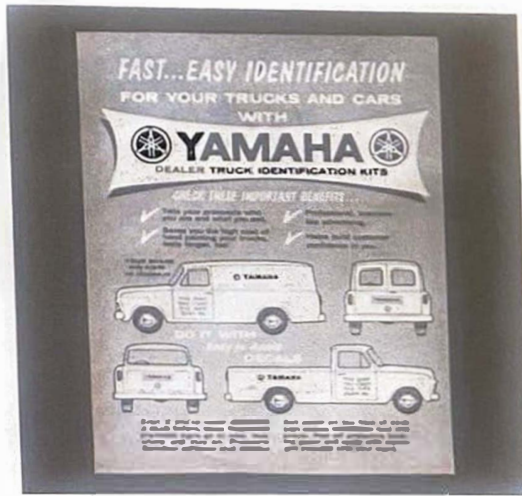
**"Better Machine" Decal** — our new "psychedelic" design. This will stand out on any window or machine. Another way to promote and advertise our slogan with an inexpensive give-away. Order #ADM-1-11-1011-00  
Price each 7c



**3 x 10 Logo Decal**—The Yamaha Logo decal, designed to adhere to car windows. Decals are popular today with all age groups. Order #ADM-1-11-1012-00  
Price each 10c



**Two Sided Decal**—the new "two sided" decal to advertise our total slogan. Goes on windows to deliver a two-way message. Order #ADM-1-11-1014-00  
Price each 10c



**Truck Decals & Lettering Sets**—Yamaha dealer identification is always important. Since almost every dealer owns a truck, you now have the opportunity to display “top grade” lettering at a low cost. Comes in a complete kit, especially personalized for you. You tell us what you want and we send the lettering already prepared. All you do is apply the letters to your truck. **Drop a note to the Advertising Department at Yamaha for the special order form!**



**Logo Letter Decals** — a brand new item for spring or fall “dress-up.” Will stick to the outside of windows or on the wall. Comes in two colors — red or yellow.

Red Order # **ADM-0-11-1005-00**

Price/set **\$3.00**

Yellow Order # **ADM-0-11-1006-00**

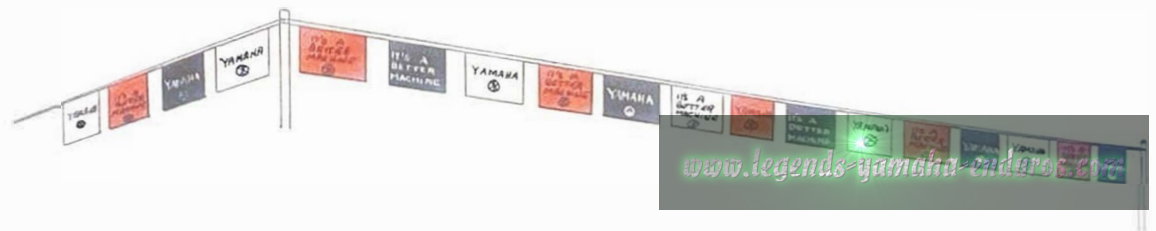
Price/set **\$3.00**



**Sticker Set** — use these to advertise to the kids (your future customers), or as a graduation souvenir at Yamaha rider training programs. A great way to make friends.

Order # **ADM-0-11-1003-00**

Price each **12c**



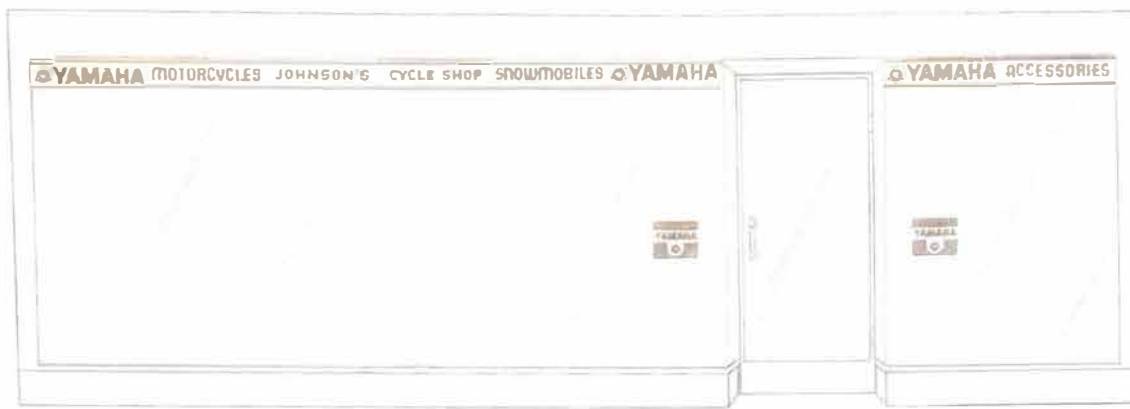
**Yamaha Pennants** — 50 feet in length. High-quality, heavy-duty plastic cloth. Alternating bright colors panels spell out our name and slogan. Decorate your show-room or outdoor display.

Order # **ADM-1-11-1006-00**

Price each **\$4.00**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**





**Store Identification Program** — Yamaha offers their dealers the opportunity to "personalize" store windows with easily applied pressure-sensitive, die-cut letters. You decide the words you want and we prepare them with a 5 year guarantee on material. **Drop a note to the Yamaha Advertising Department for special order form.**



**Set-of-3 Pennants**—cloth pennants for an inexpensive give-away item to children at shows or grand openings. Use these brightly colored ornaments to dress up your accessory display or your windows.

Order #**ADM-0-11-1001-00**

Price/set 30c

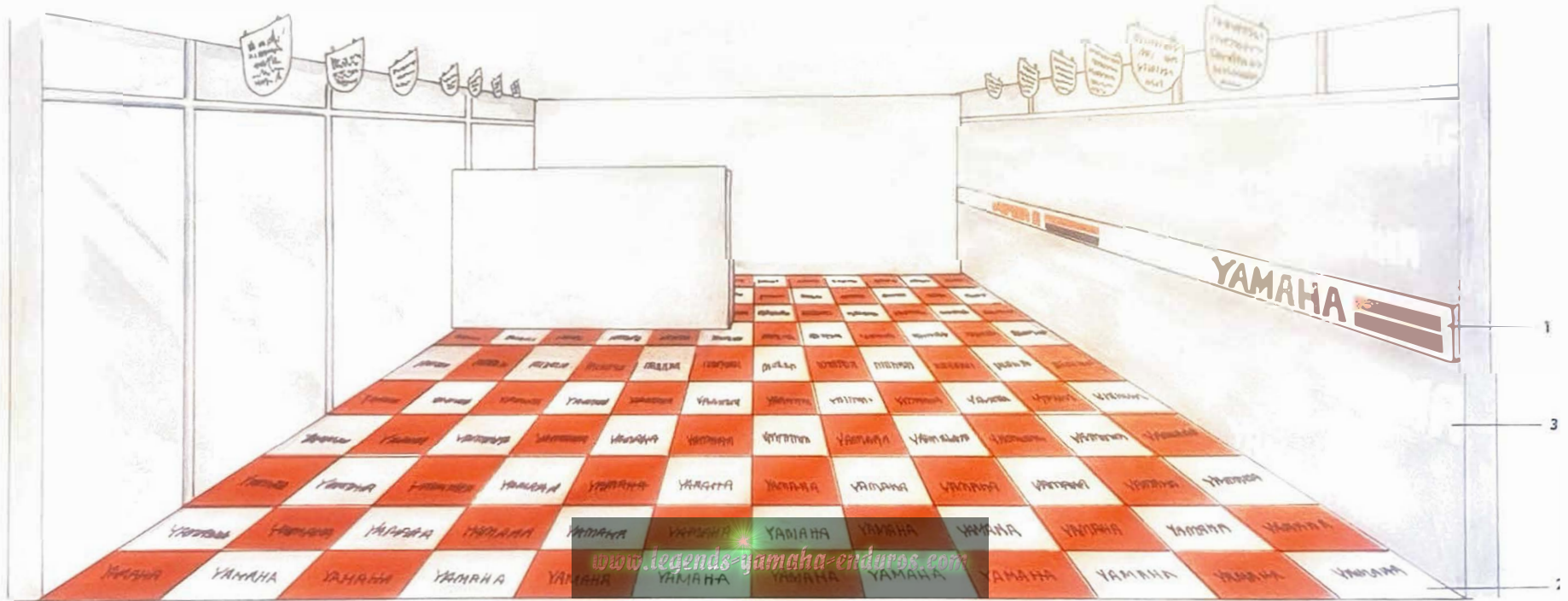


**Logo Banner** — made of fine silk, will add beauty to your showroom wall display. Let people know we've been around for almost a century. "Quality" is our by-word.

Order #**ADM-1-11-1004-00**

Price each \$2.00

## REDECORATE YOUR DISPLAY

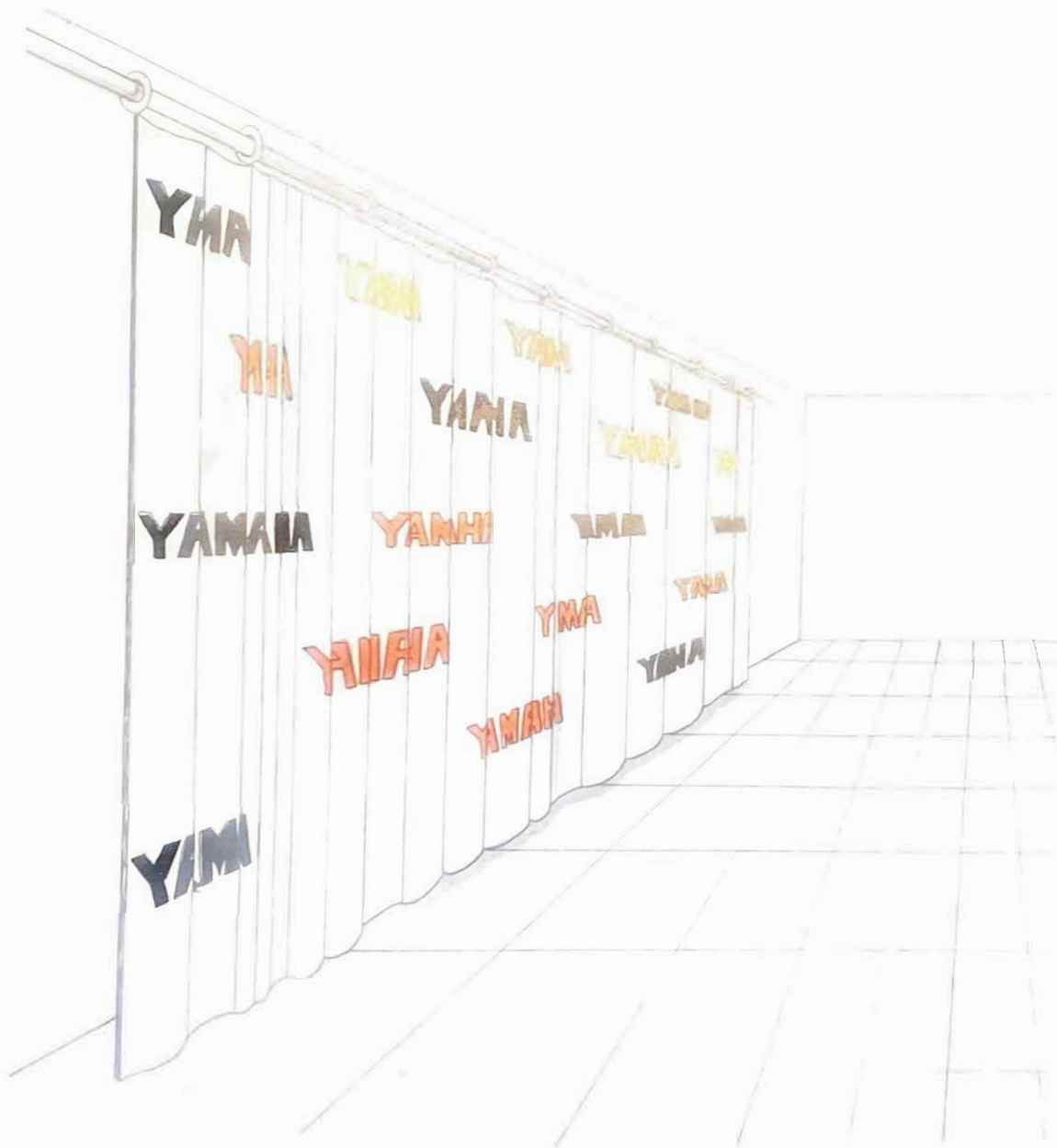


Yamaha now offers new ideas and display materials to make your showroom the best in the retail business. Above you can see the items we have made available for you to use. Take a look at your display now. Does it need improvement, redecoration? If so, order what you need to make it SELL! Use your imagination!

<b>ADM-0-11-9011-00</b>	3 ft. letters		<b>\$35.00/set</b>
<b>ADM-0-11-9012-00</b>	2 ft. letters		<b>23.00/set</b>
<b>ADM-0-11-9013-00</b>	Light Box	1	<b>7.30/unit</b>
<b>ADM-0-11-9014-00</b>	Floor Tile-Vinyl	2	<b>14.00/box</b>
<b>ADM-0-11-9015-00</b>	Vinyl Wall Paper	3	<b>23.00/roll</b>

We have it all — from wallpaper to floor tile. Durable, Utilitarian. Plastic letters, in two sizes, to let people know what you sell. And "Light boxes" to illuminate your products and draw attention to your display. A pleasing sales area is half the battle!

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**



**Drapes** — fine quality asbestos material you can use to build a display at a trade or retail show or to brighten up your show-room. Four (4) feet wide per panel and six (6) feet long. Printing is blue and red on a silver-white background.

Order # **ADM-1-11-9001-00**

**Price each \$7.25**



**Literature Rack** — built to our specifications to properly display literature available to you from Yamaha. Can be mounted easily to pegboard or can be set with an easel back.

Order # **ADM-1-11-9004-00**

**Price each \$11.00**



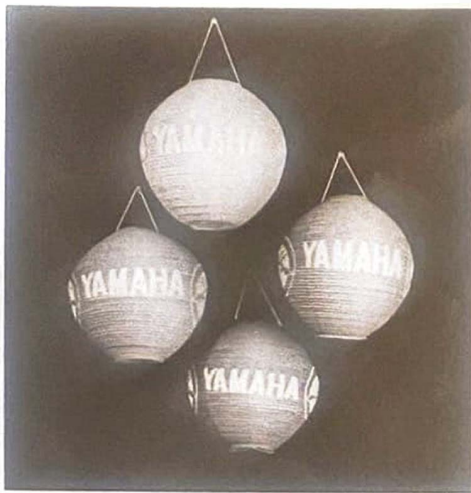
**Helmet Ash Tray** — a great gift for any customer. Can be used by motorcycle or snowmobile dealers. Ceramic and gift boxed. A natural "safety" promotional item.

Order # **ADM-0-11-9017-00**

**Price each \$1.00**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**





**Lantern Set** — decorate in the true "eastern" tradition with this lantern set. Made of rice paper in assorted colors. Comes 5 to a set and can be strung on a wire. A bright addition to any shop display.

Order #ADM-0-11-9007-00

Price/set \$1.50



**Cushion Bag** — a dual purpose novelty item. Use as a carrying bag or as an inflatable cushion. A soft seat at the ball park or rally or race. Heavy duty plastic with carrying strap.

Order #

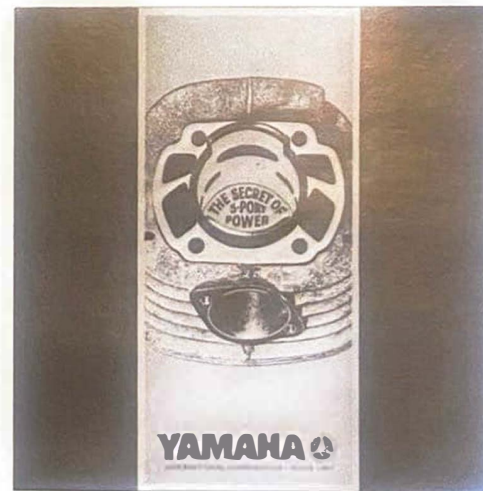
Price each \$1.45



**"Nono Mei Gosa" Doll** — the same doll you receive every year from Yamaha Motor Company (Japan) as a Christmas gift. You can now use them for "special" events or drawings at your shop. Always a welcome gift.

Order #ADM-0-11-9009-00

Price each \$5.00



**"Secrets of 5-Port Power"** — this booklet explains one of the most outstanding Yamaha features. A smart idea to give the customer who wants "more information." Explains in easy to understand terms the Yamaha "secret." (Illustrated.)

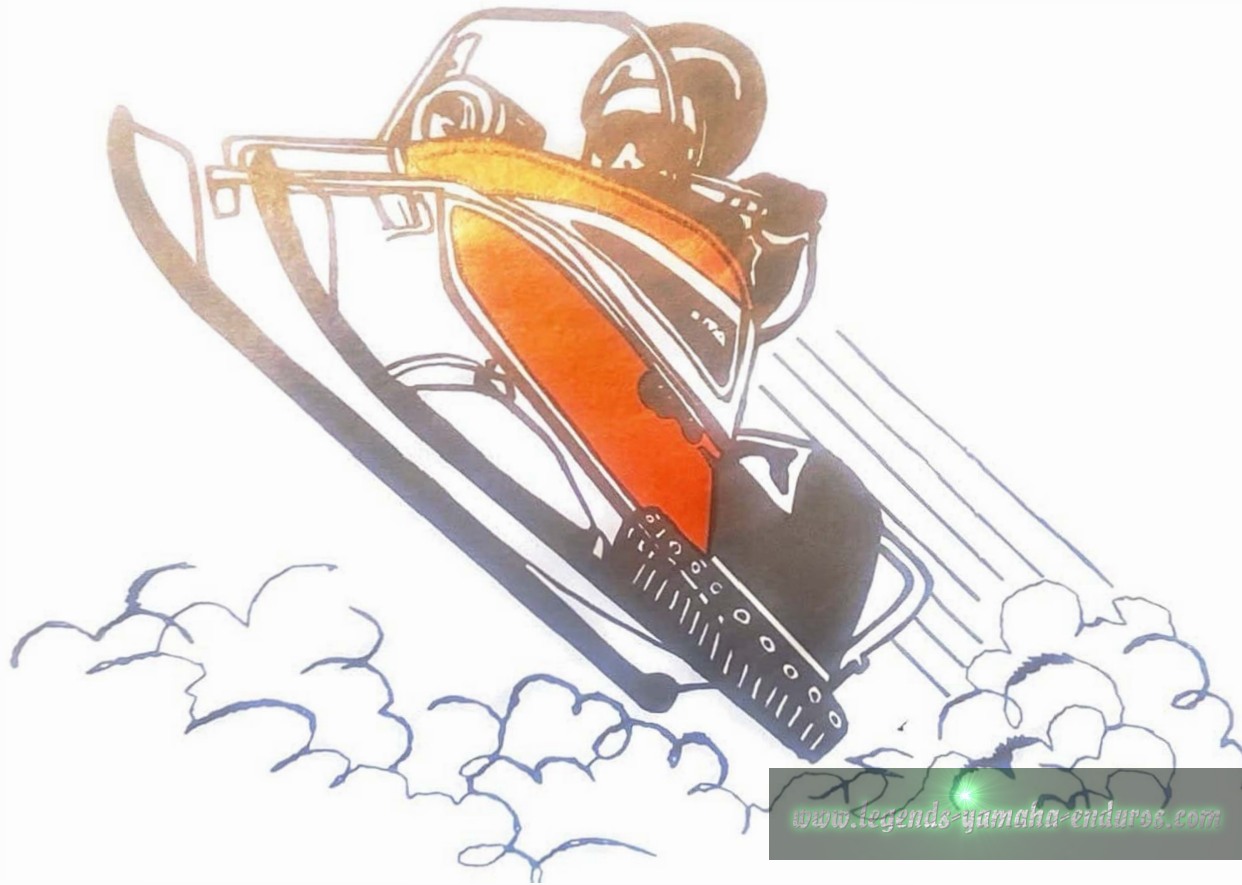
Order #ADM-1-12-9002-00

Price each 2c

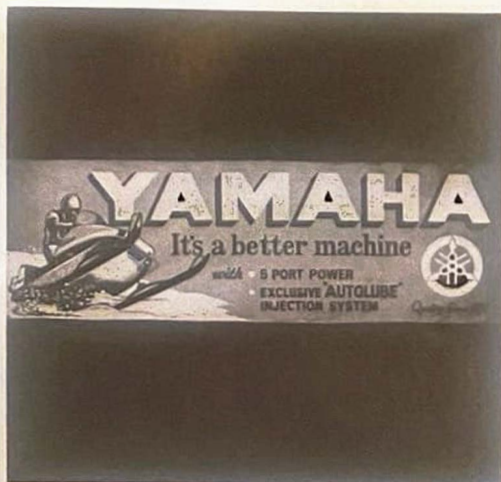
ORDER BY CORRECT IBM NUMBER TO AVOID DELAY



# SNOW MOBILE



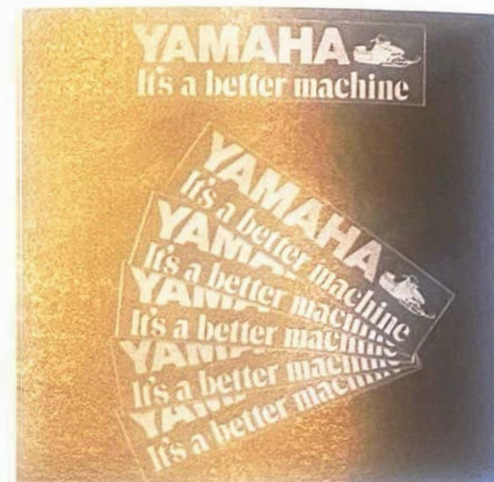
**SALES AIDS**



**Canvas Banner** — hang it inside or out, this all weather banner (5 ft. x 2 ft.) will really dress up your wall display. Has metal grommets so you can hang it anywhere you want. Red background. Order #ADM-1-12-1001-00  
 Price each \$5.00



**Large Color Posters** — to beautify your showroom we have full size posters on the full line and Autolube. You receive one free at the beginning of each season. A great idea to decorate a retail show booth. If you wish to order more, we will send them. (Order numbers and prices on request).



**Snowmobile Bumper Sticker** — a very effective and inexpensive means of advertising. Goes on cars and trailers. Bright colors make this novelty stand out. Great as a give-away item at shows, etc. Order #ADM-1-12-1004-00  
 Price each 15c



**Snowmobile Patches** — a brand new colorful design. Can be sewn into jackets or snowsuits. Offer them to owners. Color scheme matches our illuminated signs for a "total" effect. Back Order #ADM-1-12-1002-00  
 Price each \$2.75



Pocket Order #ADM-1-12-1003-00  
 Price each 75c



**Snowmobile Product Guide** — a complete and handy reference to answer any customer's questions. Indexed and charted for your salesmen. Handy to keep in the pocket. A note pod is included to take notes. Order enough for your entire sales staff. Heavy duty vinyl covered. Order #ADM-1-12-9001-00  
 Price each 75c

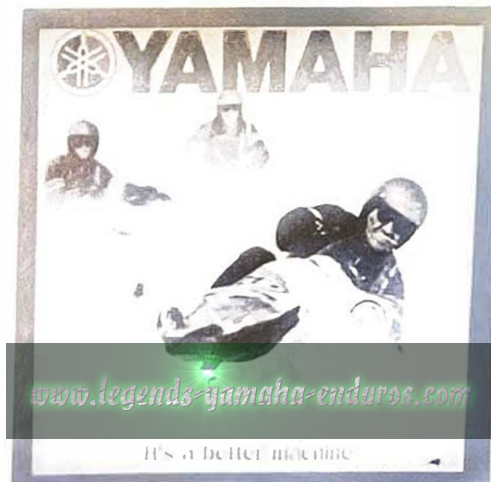




**Snowmobile Service and Drivers Manuals** — parts, service and drivers manuals are available for every Snowmobile Yamaha has ever manufactured. Write to the Advertising Department at Yamaha for complete order numbers and prices.



**4-Page Leaflets** — are available for every Yamaha model. Beautifully illustrated and a great sales tool. Specifications are also included. **Check your Master Twelve Digit Order Book for order numbers (Cost is 3c each.)**

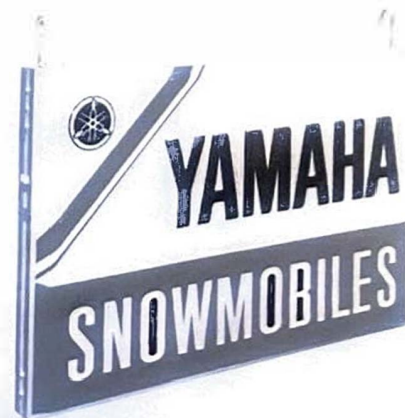


**Snowmobile Full-Line Catalog** — describes in detail all machines. Beautifully illustrated in 4-color with specifications of all machines. Describes the "exclusive" Yamaha features in detail. Order #LIT-121-3-000-00

Price each 5c



**Indoor Signs** — these are animated for a pleasing appearance and incorporate a clock. This size is 48" x 12" and comes F.O.B. Florence, Kentucky. **Ordering information and prices are available from Yamaha. (All clocks are shipped freight collect).**



**Outdoor Illuminated Sign** — 6 x 4 feet outdoor illuminated sign. Every dealer receives one when he is "set-up". You may need an additional for your "second" shop. **If you desire more information drop a note to the Dealer Set-up at Yamaha. (All signs are sent freight collect, and are F.O.B. Florence, Kentucky).**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**

# Here are your Yamaha Snowmobile Television and/or Theater Movie Commercials.

Use your TV commercials for local spot TV buys. Buy time at your local movie theaters for your theater commercials.

**Snowmobile T.V. Commercials** — every year we prepare television commercials for dealer use. We have 60 second, 30 second and 20 second versions. Drop a request to the advertising department at Yamaha and we will send you order forms, together with a "storyboard" that describes each commercial.

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## SNOWMOBILE FAMILY



We make the finest motorcycles in the world. And they go just great.



Except for one thing.



So you know what happened?



Yamaha snowmobiles!



They've got the same great 2-cycle engines. Yamaha motorcycles have.



And the same great oil injection system. It mixes gas and oil automatically.



You don't have to mess with it. Yamaha snowmobiles.



Think of them as Yamaha motorcycles in their winter coats.

## SNOWMOBILE ACTION



Yamaha. They've won just about every major motorcycle event in the United States. And Canada.



Now they've taken their great motorcycle engine and put it into Yamaha snowmobiles. How do they run? How do you think they'd run?



Automatic oil injection.



Ball joint steering.



Disc brake.



If you're thinking about buying a snowmobile.



Think about Yamaha.



Before it was a snowmobile, it was a championship motorcycle.

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY



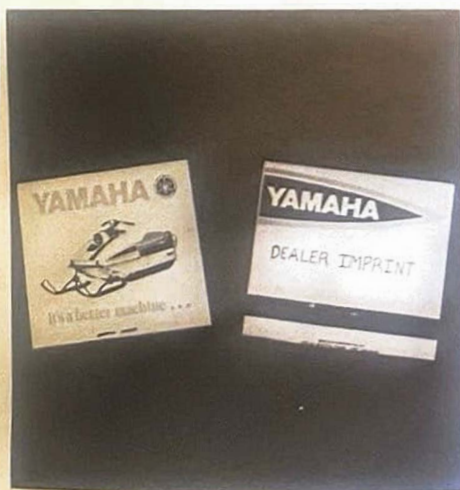


**Special Snowmobile Racing Jackets** — a perfect mate to the Snowsuit are the “new” racing jackets. They come in two weights: a lightweight for the summer days and grass races and a winter “fleece” lined coat with red and white stripes. Zipper sleeves are an added attraction on the coat. A patch on the front is standard. Color is black with red and white stripes

Winter coat w/ zipper sleeves  
Summer lightweight

**Price each \$13.50**

**Price each \$9.50**



**Matches\***—a very popular and effective type of reminder advertising. Color design matches our snowmobile decals. A white varnished stock and a 50 stick book. Priced for mass distribution  
**(Order by the # cases only)**

All shipments are **freight prepaid.**

No. Cases	Price per case
1	\$67.60
2	63.23
3	60.10
4	58.85
8	56.80

**\*DO NOT ORDER FROM YAMAHA—**

**Order from:**

**Atlas Match Corp.**  
**PO Box 5588 Great Southwest Station**  
**Arlington, Texas 76011**  
**Write Yamaha for order form,**  
**attention Advertising Department.**

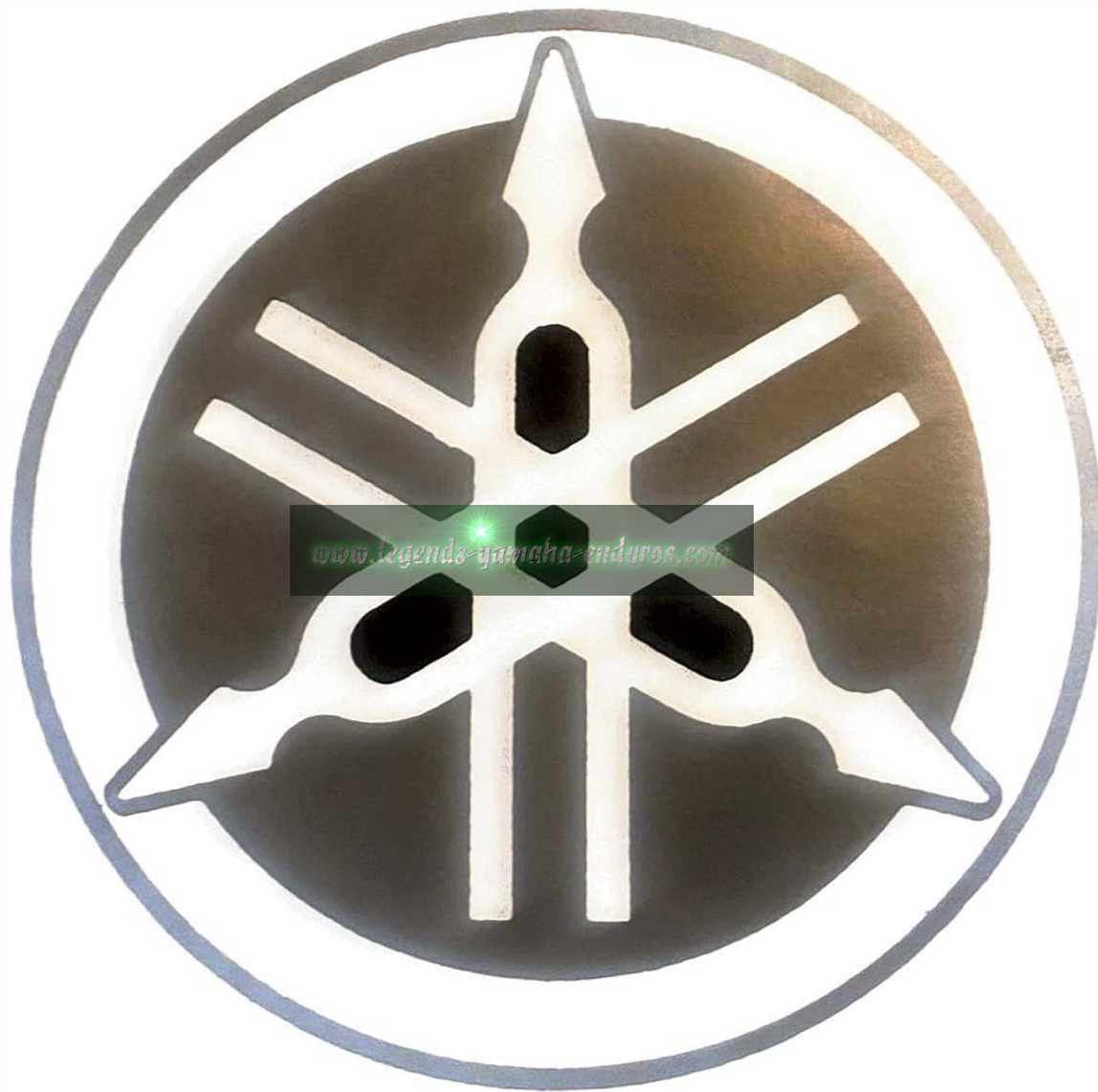


**Balloons** — comes in assorted colors. A great give-away item in your showroom or at shows.

Order #ADM-1-12-9003-00

**Price \$4.00/100**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**



# MOTORCYCLE



[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

## SALES AIDS





**"Safe Sportcycling" Book** — a sales tool of great value, giving riding tips and safety tips. A "must" item for everyone who buys a Yamaha. Fully illustrated, this 36 page book is especially meaningful in your community today.

Order # **LIT-111-9-000-00**

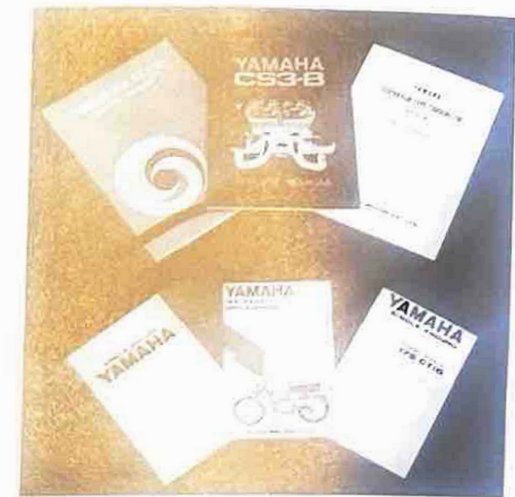
Price each 20c



**Motorcycle Pocket Product Guide** — a complete pocket guide for all models, including features and specifications. A "must" item for all sales personnel. Handy sales tool for answers to all questions on the spot. Memo pad included for note taking. Black vinyl cover.

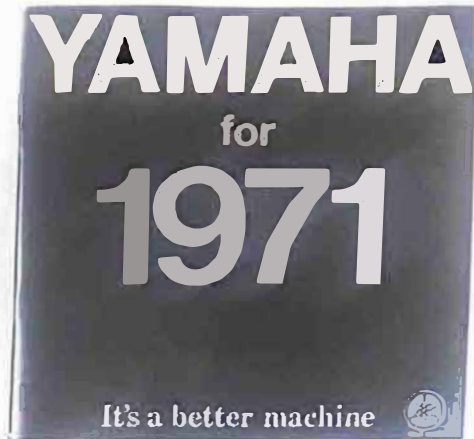
Order # **ADM-1-11-9011-00**

Price each 75c



**Service and Rider Manuals** — Yamaha offers parts, service and rider manuals for all past and present models.

For complete list and further ordering information, send requests to the Advertising Department at Yamaha.



**Full-Line Catalog** — the most beautiful brochure in the Industry. Four color printing on rice paper makes this catalog an item in demand. The price for this book should be much more.

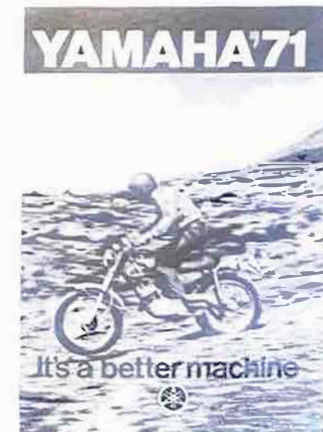
Order # **LIT-111-3-000-00**

Price each 45c



**Leaflets** — individual brochures on every model gives complete specifications and features.

Too many to list here, but a complete set with ordering information is available by request from the Advertising Department at Yamaha.



**Inserts** — a condensed version of the full line catalog. Priced for mass distribution at shows, etc. A multi-page 4-color catalog describing all models of the current line. Use it as a sales tool!

Order # **LIT-116-9-000-08**

Price each 1c

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY





**Round, Logo Decals** — comes in 3 sizes. Put them on windows, cars, walls. Another show give-away item. Red background with white border.

- 2½" Order # **ADM-0-11-1002-00**  
Price each 7c
- 3" Order # **ADM-0-11-1002-01**  
Price each 7c
- 5" Order # **ADM-0-11-1002-02**  
Price each 12c



**Patches** — the "in thing" among the younger set. These are the same patches we use on our yellow racing jackets. Many dealers sell them at a profit or give them away with the sale of a bike. yellow background and black embroidering.

- Front patch **ADM-1-11-1002-00**  
Price each 35c
- Back patch **ADM-1-11-1001-00**  
Price each \$1.35



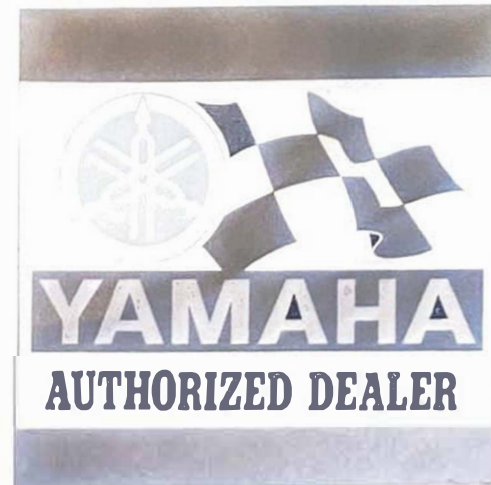
that will lend beauty to your display. Effortless to hang it on the wall. For complete information will appreciate your Department. All the fact that Yamaha has won about every race around. Bright colors make this decal stand out.

- Order # **ADM-0-11-1004-00**  
Price each 10c



**Bumper Stickers** — the answer to the "mass give-away" item at shows. DAY-GLO colors make the bumper sticker stand out on cars and motorcycle trailers; even at night.

- Order # **ADM-1-11-1007-00**  
Price each 15c



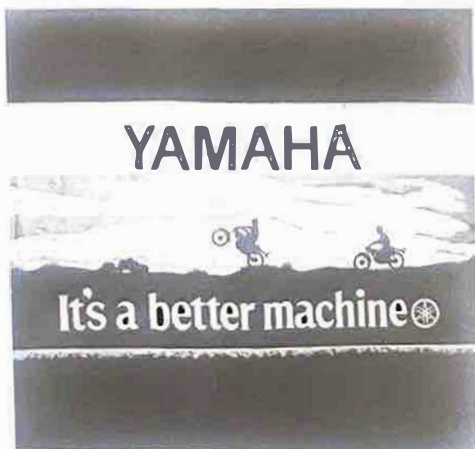
**Authorized Dealer Decal** — make sure all of your customers know you are a franchised Yamaha dealer. Proudly display this decal in your front window. Creates confidence in your dealership. Large size and in color that stands out.

- Order # **ADM-1-11-1013-00**  
Price each 25c



**Motorcycle Posters** — available for each model we sell. Also a full-line poster. Beautifully designed and photographed in 4-color. All dealers receive 1 set free but many dealers find it profitable to order more and sell them. Order numbers are available on request from the Advertising Department at Yamaha.

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**



**"Sunset" Banner** — an exact replica of our popular "Sunset" billboard. Four (4) color printing on white satin. A beautiful addition to any display — indoors or out. Approximately 10 feet long with metal grommets for hanging. Puts the customer in the "mood".

Order # **ADM-1-11-1010-00**

Price each \$9.00



**Motorcycle Pocket Product Guide** — a complete pocket guide for all models. Range of Yamaha Motorcycles (from 80 to 650 cc). Heavy duty canvas, 10 feet long with strings for attaching to poles or vertical standards. Bright colors make it an advertising must.

Order # **ADM-1-11-1008-00**

Price each \$6.00



**Start-Finish Banner** — Extra heavy duty canvas with wind scoops. What better way to advertise than to donate or loan this banner for races, moto-x or to display at shows or in your showroom. Approximately 15 feet in length. Bright yellow and black and two sided printing.

Order # **ADM-1-11-1009-00**

Price each \$30.00



**Outdoor Signs** — every new dealer receives one of these signs. However, many dealers purchase additional signs for a second shop identification. Illuminated and 6 x 4 feet in size. Lets your potential customers know where you are.

For complete information and ordering instructions drop a note to the Dealer Set-up Department at Yamaha. (All signs are shipped freight collect, F.O.B. Florence, Kentucky)

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY





**Indoor Clock Sign** — an animated clock sign that will lend beauty to your display. Effective "24 hours" a day. Put on your counter or hang it on the wall. **For complete information and ordering information, write to Yamaha: Dealer Set-up Department.** (All signs are shipped freight collect, F.O.B. Florence, Kentucky).



**Racing Jacket** — made of yellow nylon and lined. This Yamaha jacket has now been recognized as the official racing jacket by dealers and enthusiasts. Jackets come in four sizes with front and back patch sewn on.

Order #	Size	Price each
<b>ADM-1-11-0009-01</b>	Small	<b>\$ 9.50</b>
<b>ADM-1-11-0009-02</b>	Medium	<b>9.50</b>
<b>ADM-1-11-0009-03</b>	Large	<b>9.50</b>
<b>ADM-1-11-0009-04</b>	X-Large	<b>9.50</b>



**Yamaha Models** — here they are — replicas of our famous Yamaha Motorcycles. Two models are available, the Revell 350cc R-2 and the DT-1 250 Enduro. Young and old will buy these for gifts or you can use them as a promotional piece. Instructions included.

**DT-1 1/10 scale**

Order # **ADM-1-11-9014-00**

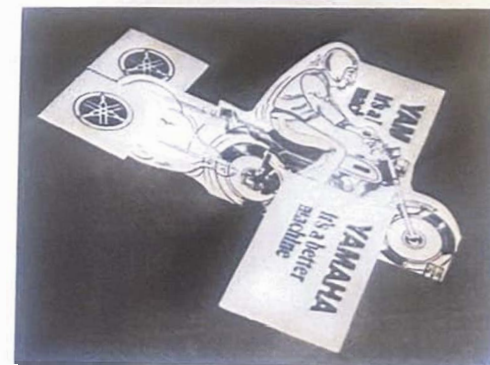
Price each **\$2.75**



**R-2 1/8 scale**

Order # **ADM-1-11-9012-00**

Price each **\$2.60**



**Glidors** — The Flying Yamaha wanted by young and old. An inexpensive retail-show or sports-show give-away. Made of styrofoam, gliders come in individual bags. (Minimum order 100.) Order # **ADM-1-11-9013-00**

Price each **5c**

**ORDER BY CORRECT IBM NUMBER TO AVOID DELAY**





**Balloons** — blow 'em up and see the message — "Yamaha . . . it's a better machine." One of the better, most inexpensive hand-out pieces at shows, etc.

Order # **ADM-1-11-9002-00**

Price each 4c



**Yamaha Beach Bag** — summertime is fast approaching. Promotion comes to mind! A beach campaign is appropriate. Give away this Red Canvas Beach Bag with each motorcycle purchase. Or think up your own promotion.

Order # **ADM-0-11-9016-00**

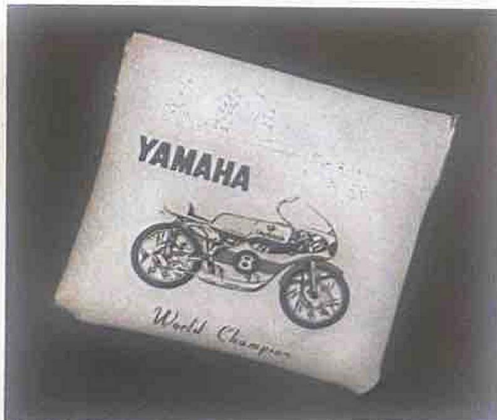
Price each \$1.00



**Motorcycle Mugs** — for coffee, coke, etc. A great way to advertise — offer them for sale. Order them for your staff! White ceramic glass with a detailed road racer adds flavor to this novelty.

Order # **ADM-0-11-9021-00**

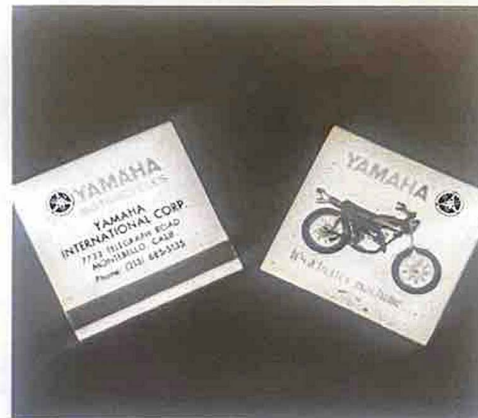
Price each 60c



**Coin Purse**—all leather with a "spring-loaded" top. Perfect for ladies and kids. Two tone leather (black and white) with a detailed road racer printed on one side. Order in quantity and have a local printer put your name and address on one side.

Order # **ADM-0-11-9020-00**

Price each 25c



**Match Books\*** — one of the most inexpensive pieces of reminder advertising. Colorful design with a current model representing the entire line. Inside we tell the Yamaha features and "exclusives", (2500 books per case). Up to four (4) lines of your imprint.

No. Cases	Price per case
1	\$67.60
2	63.23
3	60.10
4	58.85
8	56.80

\*DO NOT ORDER FROM YAMAHA

Order from:

Universal Match  
6055 E. Washington Blvd.  
Los Angeles, Calif. 90022

Write Yamaha for order form,  
attention Advertising Department.

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY

Here's how to order your new  
Yamaha television and/or  
theater movie commercials.

### TV CHASE

Use your TV commercials for local spot  
TV buys. Buy time at your local movie  
theaters for your theater commercials.

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

**Motorcycle T.V. Commercials** — every  
year we prepare television commercials  
for dealer use. We have 60 second and  
30 second versions with 10 seconds to  
add your local name and address. **Drop  
a request to the Advertising Depart-  
ment at Yamaha and we will send a  
"storyboard" that describes each  
commercial.**

#### CITY CHASE



Chase Music



**YAMAHA**  
It's a better machine

#### COUNTRY CHASE



Chase Music



**YAMAHA**  
It's a better machine

ORDER BY CORRECT IBM NUMBER TO AVOID DELAY

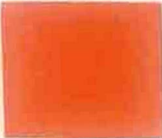
# Yamaha Film Library

All films are color, 16mm, with sound — except as noted:

"THE FAST ONES" — 27 minute film on professional motorcycle racing at Daytona and Loudon, New Hampshire. This film highlights many of the top American and European riders in the 100 Mile Road Race at Daytona — for lightweight 250cc machines. The 200 Mile National also at Daytona — for the big machines. Also, the lightweight 250cc machine<sup>s</sup> at Loudon. (1969)



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"THE SWINGING WORLD OF SPORTCYCLES" — 27 minute story of John Buckner and his father, Leo. How they became interested in motorcycles, became road racing enthusiasts, and went to Daytona where John, an amateur, took 2nd Place in the AMA Expert 100 Mile National. (1968)

"1965 DAYTONA" — an "oldie, but goodie!" 12 minutes.

"1965 GREENHORN ENDURO" — The Granddaddy of all Enduros; 500 miles of the most rugged country in So. Calif. Highlights of the "Big Bear Scramble" 20 Minutes

"THE LONESOME PINE ENDURO" — 27 minutes of the famous North Carolina Race. (1970)

"THE THRILLS OF MOTOCROSS" — 22 minutes of pure action! The film opens at the annual Mammoth Mountain Race and ends at Carlsbad Raceways. (1970)

"YAMAHA BASIC RIDER TRAINING PROGRAM" — the 27 minute film which is a part of Yamaha's total Rider Education Program. Film is primarily intended for instructors; however it does show what our course includes and therefore could be shown to general audiences.



## FILM LOAN OBLIGATION

1. Order from Public Relations Department at Yamaha International Corporation main office.
  2. Y.I.C. will forward by certified mail, insured to guarantee prompt receipt.
  3. LOAN PERIOD—dealer can borrow film(s) for a period of 2 WEEKS ONLY!
  4. Must be returned to Y.I.C. at end of 2 week period. (3 days grace allowed)
  5. **If not returned at end of 2 week period, dealer will be charged \$5.00 per day up to 30 days. At end of 30 days dealers will be charged \$350 and film becomes property of dealer.**
- 



[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)



***Yamaha...it's a better machine.***

[www.legends-yamaha-enduro.com](http://www.legends-yamaha-enduro.com)