

A Monthly Journal for Yamaha World-Wide Dealers



# YAMAHA NEWS

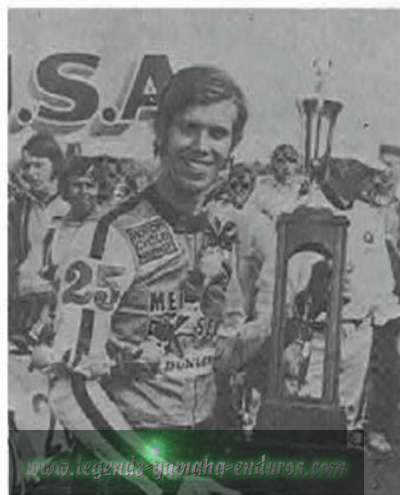
1972  
April

Yamaha Racing Highlights

## Yamaha's Clean Sweep '72 Daytona Road Race

Yamaha riders outright dominated this year's Daytona Road Race Meeting in Calif., U.S.A. which was the famous speed event to forerun 1972 international motorcycle sport season.

Yamaha riders started with a brilliant one-two in 100-mile junior race on March 10, and continued with a startling first 32 places in 100-mile expert race on March 11. Their overwhelming aggression came to its climax on March 12 when D. Emde rode his 350cc TR production racer to victory in main event unlimited capacity 200-mile race with 2nd and 3rd places also taken by R. Hempstead and D. Smith on Yamahas, respectively, against machines of over twice the 350cc Yamaha's capacity. Yamaha's most sensational one-two-three gave a record crowd of 46,000 ultimate thrill and excitement.



### Open 200-Mile Race

'72 Daytona's main event developed into the closest-ever battle between Yamaha 350cc TR racers and formidable 750cc works machines of various makes such as Suzuki, Honda, Norton, BSA, Triumph and Kawasaki. Yamaha machines proved to be fantastically reliable throughout this 53-lap race, while other bigger rivals dropped out one after another lap by lap for some mechanical troubles or other. During the closing stage of the race, reigning world champion P. Read riding a works Norton and New Zealand ace G. Perry on a 500cc Suzuki made tough challenges to pull away from the Yamaha trio, but in vain, eventually.

22-year Californian rider D. Emde finished first followed by R. Hempstead and D. Smith also riding Yamahas. Yamaha riders took 10 of the first 15 places in this race. It was the most sensational victory of 'reliability':

### Expert 100-Mile Race

Yamaha's victory in 100-mile 250cc light-weight race on March 11 was more spectacular than ever. The race turned to be a thrilling three-cornered all-Yamaha battle between D. Smith, K. Roberts and G. Fisher, all on Yamaha 250cc TD racers. Smith beat Roberts by a very slight margin, setting a new race speed record at 101.49 mph. The first 32 places were monopolized by Yamaha riders.



#### Open 200-Mile Race

##### Final Results

1st	D. Emde	Yamaha
2nd	R. Hempstead	Yamaha
3rd	D. Smith	Yamaha
4th	P. Read	Norton
5th	F. Gutter	Yamaha
6th	E. Mulder	Triumph

#### Expert 100-Mile Race

##### Final Results

1st	D. Smith	Yamaha
2nd	K. Roberts	Yamaha
3rd	B. Winter	Yamaha
4th	R. Hempstead	Yamaha
5th	R. Pierce	Yamaha
6th	M. Lunde	Yamaha

# Yamaha's Advanced Engineering Attainments Deeply Impress Administrator of US National Highway Traffic Safety Administration

Mr. Douglas W. Toms, Administrator of National Highway Traffic Safety Administration of U.S. Department of Transportation and his party visited Yamaha at Iwata on March 1 for the purpose of having talks with Yamaha's senior technical staff regarding motorcycle safety which is attracting keener public attention than ever in the world.

They looked deeply impressed by Yamaha's advanced engineering attainments and continuous efforts being exerted for the improvement of motorcycle safety. Public interest focussed on their visit to Yamaha at the time when the development of experimental safety motorcycle was under consideration on the government level.

Primary objective of their visit to Japan was to see the progress of experimental safety vehicle development program in Japan, and to meet Japanese engineers who have been engaged in the program. But, they had one more important mission to fulfil. It was to contact the Japanese government as to the possible development of experimental safety motorcycle (ESM), and to visit several factories of the world-

leading Japanese motorcycle industry, intending to probe the possibility of the said ESM development. They on March 1 visited Yamaha at Iwata, and watched thoroughly automated production of the Main Plant, as well as the exciting Yamaha Course near the plant. They also had a meeting with the top level staff of Yamaha to discuss motorcycle safety improvement.



Mr. Douglas W. Toms, Administrator of National Highway Traffic Safety Administration, U.S. Department of Transportation. He lively discusses the possible ESM development with Yamaha's senior technical staff.

## Safety First for Riders



The motorcycle provide exclusive advantages such as unobstructed visibility, excellent maneuverability, quick response, freedom of travel, etc., but on the other hand, using conditions of motorcycles are quite unlike those of other motorized vehicles, and, therefore, any safety improvement plan must be carried forward with conditions peculiar to motorcycles taken into consideration.

Thus, lively discussions focussed on safety for riders, aiming to develop accident avoidance system, and to reduce rider's injury when accident occurs. Brisk and profound views were exchanged between



both parties on the matters of improved safety of motorcycle design and mechanism, rider's safety equipments such as protective helmet, air bag-like clothing, etc. as well as efficient safety campaign or education for riders. Yamaha is proud of outstanding attainments in the aspects of safety improvement program as one of the leading motorcycle makers in the world.

Mr. Toms and other members looked quite interested in Yamaha-originated motorcycle riders' licence schools as well as in its high-level technical capacity.

## Possible ESV Development

Mr. Toms sounded the Japanese government on the possible development of ESM. The Japanese government is now also considering the possibility of materializing the program, and will formally request each of Japanese motorcycle makers to develop the ESM, when the program would have taken more definite shape between both governments, it is reported.

Each maker has also announced, though informally, a policy to give overall support to the motorcycle safety improvement program, when an agreement could be reached between both governments.

Generally speaking, efforts must be directed toward the development of motorcycles which feature maximum accident avoidance and rider's minimum injury in the case of accident.

Yamaha will surely take a leading role in this development program to be carried out in an international scale.

# '72 All Japan Championship MX Series Opens 7-Port 'Torque Induction' Yamaha Sweeps Main Events

The '72 MFJ-organized All Japan Championship MX Series raised a curtain with the first round held on a specially prepared circuit in Northern Kanto District some 100km north of Tokyo on March 12. The meeting was promoted in rather terrible weather conditions, but was entered by more than 840 machines, attracting some 30,000 spectators. Both were new records for this type of sport event in Japan, reflecting evergrowing enthusiasm to motocross throughout Japan. Yamaha 7-port Torque Induction machines ridden by H. Suzuki monopolized wins in senior 125cc and 250cc class races. Besides, Yamaha proved to be the most successful make outright by snatching 5 wins in novice, junior and expert/junior class races.



## Senior 125cc Class

Main event senior 125cc class was contested by 14 machines ridden by top class riders of Japan, namely, 7 Yamahas, 5 Suzukis and 2 Kawasakis. The race was fought for 12 laps, and H. Suzuki riding a 7-port 'Torque Induction' Yamaha led the entire field from start to finish in a flawless way. His outstanding skills coupled with Yamaha's high performance made 30,000 spectators thrilled and excited. It was strongly felt that Yamaha's '72 machines were much more improved in performance.

## Senior 250cc Class

This event had earlier attracted particular interest in anticipation that the race would develop into a more hectic battle than ever with Honda's newly developed 2-cycle machines entered for the first time. But, eventually, H. Suzuki's 7-port 'Torque Induction' Yamaha proved to be unchallenged again. He made a clear getaway closely followed by his younger brother Torao also riding a Yamaha. Both Yamahas outright dominated this race contested by 19 machines, and finished 1st and 2nd.

# McCulloch Gold Cup Meeting-Australia



Yamaha riders highlighted each race of the Oran Park Road Race Meeting near Sydney, Australia. McCulloch of Australia Pty. Ltd. came to an arrangement with the Organizing Club to present the McCulloch Gold Cup for the feature event each year. This added special interest to the meeting. The said event was won by R. Hinton, a Yamaha dealer riding a 350cc TR racer. Another biggest highlight was provided by Mrs. Pogy Hyde who finished a very close 2nd in a 6-lap event for C grade riders, riding a 350cc Yamaha. She continued to lead the field of 30 starters until she was passed by G. Caesar, eventual winner on a Yamaha, on the very last corner of the race. She finished just 0.2 sec. behind the winner.

Photos: Rob Hinton, winner of the McCulloch Gold Cup 16-lap feature event. Attractive 'Miss Yamaha' Olga Zazulak assisted in the presentation. She is also secretary to Mr. J. Edwards, McCulloch's service manager (left). Mrs. Hyde is piloting her Yamaha expertly (right).

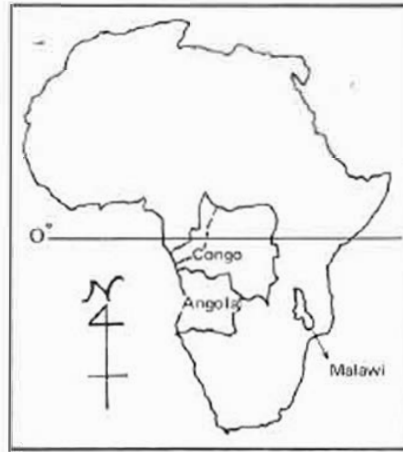
Mrs. Hyde has now been racing motorcycles for nine years. At each race she contests, she shows impressive determination that has made her quite equal to many a male rider in Australia. McCulloch of Australia Pty. Ltd., Yamaha distributors in New South Wales are particularly keen to support road race events in their territory as a link in the chain of their sales promotion program.



# Africans Are Now Yamaha-Favourite

## Yamaha Dealers People Exert Particular Efforts for Sales Upswing all over Africa

Motorcycles are gradually winning popularity as excellent means of transport, and for sport or recreational purposes throughout Africa. In line with Yamaha's keen attitude to develop the market of Africa in full scale, distributors and dealers in each country are exerting particular efforts for sales promotion of Yamaha motorcycles in their respective territories.



Photos: Yamaha dealers in Africa. Angola (left), Malawi (left bottom) and Congo (right below). They are all keen to expand markets in their own territories.

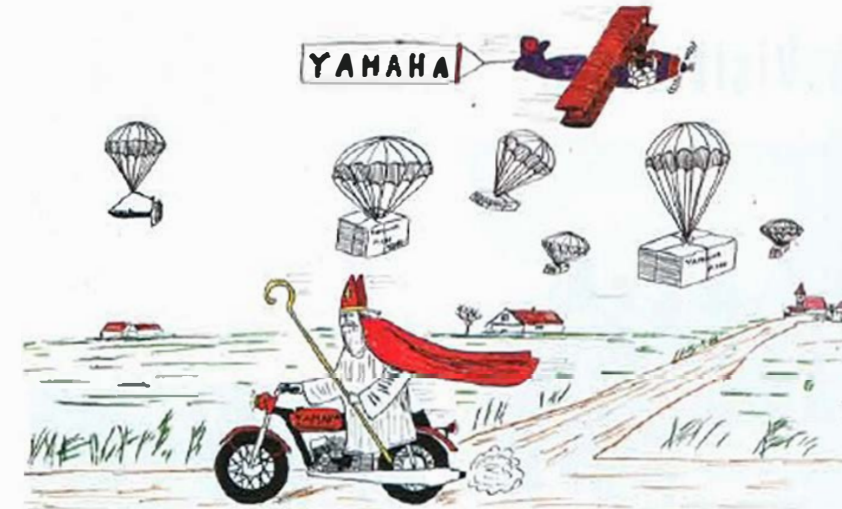


## HISWA BOAT SHOW-Holland

The Hiswa Boat Show was recently held in Amsterdam, Holland.

It is one of the most important events of the kind annually organized in Europe. The Yamaha stand was arranged by Yamaha Motor N.V. in cooperation with 15 dealers who exhibited Yamaha outboard motors. The show proved to be a great success for them backed by very favorable reactions from visitors.

Yamaha outboard motors ranging from the 2 hp P-45 to the 25 hp P-450 are now enjoying constant upward trend in sales in Europe, especially in Holland where lots of waterways are making lightweight outboard motors indispensable to people's daily life and water recreations.



MICHEI, 13 YEARS "Son of Mr. Jansen"

## Free Painting Contest Given for Dutch Children; Lots of Lovely and Fanciful Masterpieces Presented

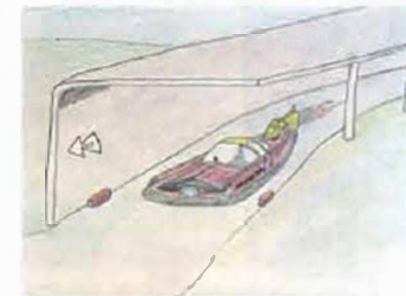
Here introduced are some masterpieces by Dutch children for a free painting contest recently given by Yamaha Motor N.V. in Amsterdam. Children freely realize their ideas and fancies in their own works in connection with Yamaha motorcycles and snowmobiles. All are pleasant and amusing to see, but children's artless and endearing imagination is marvellous to us, indeed.



SASKIA 9 YEARS "Daughter of Mr. Jansen"



CARLA 12 YEARS "Niece of Mr. Overmans"



JESSE 14 YEARS "Son of Mr. Thiel"



CHRIS 10 YEARS "Son of Mr. Overmans"



HANNEKE 11 YEARS "Son of Mr. Overmans"

4 X horsepower 110 hp.  
 overall length 6.20.  
 overall width 1.90.  
 overall height 1.20  
 oil tank capacity 76-litre  
 built 1979.

# YAMAHA



FRANK 12 YEARS "Son of Mr. Arentsen"

## Contributions Wanted

This sort of editorial material is of great service to us, as it would add extra variety to the contents of our journals, Yamaha News and Yamaha Time. Therefore, if you would kindly furnish us with this sort of news and pictures from time to time, we should be most obliged.

## European Dealers Visit Japan



Availing themselves of the opportunity of '72 Winter Olympics held recently in Sapporo in Northernmost Japan, a party of European dealers visited Japan. After having watched games and snow festival incidentally under progress in Sapporo, they paid a visit to Yamaha Main Factory in Iwate-shi, Shizuoka ken. The newly built main office and every department of production lines in full-wing operation drew their particular interest. A reception party was given for them to make their holidays in Japan more enjoyable and impressive.



Yamaha motorcycles which were exhibited at the trade fair recently held in Palembang, Indonesia, particularly interested spectators. The Yamaha stand was established by Yamaha's sole agent P.T. Harapan Motor Industry Company in Djakarta co-operating with their dealers in Palembang. Efforts being exerted by Yamaha dealing people make Indonesia a very promising market for Yamaha motorcycles.

## Palembang Trade Fair-Indonesia



## Almacenes Juan Eljuri Celebrates 46th Anniversary

Almacenes Juan Eljuri, distributor for Yamaha in Ecuador, recently celebrated its 46th anniversary of founding the company. El Mercurio, influential local paper devoted much space to the introduction of this company in commemoration of 46th anniversary. Mr. Juan Eljuri Chica, president of the company states as follows in it: "It was just 46

years ago that I commenced a small business with my younger brother, on financial aids from our father. Even in those days I had much interest in motorcycles. At first I rode a bike as hobby, and shortly later handled motorcycles as first dealer of the kind in this country. Thanks to combined efforts of our all employees, our company has

remarkably grown in business covering very extensive field of goods. The department of motorcycles has displayed spectacular upswing since we began to handle Yamaha products. I am proud of the fact that majority of bikes seen on roads throughout this country are Yamaha-made and imported by us."



'72 Motor Show of Bruxelles recently took place on a grand scale, attracting lots of spectators throughout the show session. The Yamaha corner was arranged by Huis Thielemans, distributors for Yamaha in Belgium. The corner featured an attractive lineup of '72 models including world-beating production racers. His Majesty Prince Albert of Belgium looked particularly interested in the '71 TT winning 125cc racer ridden by British star rider C. Mortimer. The Ambassadors of Japan and his delegation also showed keen interest in Yamaha machines. Motor Show of Bruxelles counts among the most important events of this kind in Europe.

His Majesty Prince Albert and Mr. Thielemans

## Motor Show of Bruxelles - Belgium



## They Get Spare Parts Now-Holland

The first container-steamer of spare parts has just arrived. Their joyful looks tell how timely it has arrived. Mr. A.C. de Bruin, sales manager of Het Motorpleis (left) is shaking hands with Messrs. M. Boerstra and J. Rotschild, respectively

manager and marketing manager of MGS Container Transport N.V. The supply and delivery system of spare parts has been noticeably improved since the Yamaha Parts Center was established last year.



## Salable Yamaha 9

A cosy handleable Yamaha 9 is favored by water recreation fans in Japan, especially among sailing beginners. An FRP round-bottom hull assures stable and safe sailing at any times. Mast and boom are made of rustproof aluminum. It is equipped with oars as standard equipment, and a 1.5 hp outboard motor can be used as auxiliary engine.



# Yamaha One - Two - Philippines

Shigeyoshi Mimuro and Hiroyuki Kawasaki, Japanese topsters on Yamaha machines dominated the Green Hills Grand Prix in Philippines by snatching 1st and 2nd places. Yamaha production racers ridden by them proved to be unrivaled at all through-

out unlimited capacity class race, to deeply impress lots of spectators with high outstanding performance. Besides, local stars R. Sayoto, and L. Junio won stock 250cc and 200cc classes, respectively. The team was entered by Norkis Trading Co., Inc.



## YAMAHA Topics

### Yamaha Champions

Here pictured are H. Kanaya (left) and K. Seo (right) who won '71 national championships of road race and motocross, respectively, both riding Yamaha machines. Both were selected ones of the best '71 riders in Japan, and awarded special prize of trip to Europe.



### Popular Rental Yamahas - Trinidad

Yamaha lightweight motorcycles are enjoying high fame for their reliable performance and noteworthy maneuverability in Trinidad, West Indies. Especially, rental 50cc Yamahas are proud of wider usage for a lot of people. Here pictured is Mr. Eric

Maingot, Sales & Service Manager of Laughlin & De Gannes Ltd, delivering 5 Yamahas to Miss Annette Bolai of rental company. Now, this company has 15 Yamahas for rental use.



### Y. Katayama's Yamaha Shop

Yoshimi Katayama is one of the best road race riders Japan has ever had. Recently, he opened a Yamaha sports shop in his home town, Western Japan. His excellent road race experience is expected to do much for his new business, and directly lead to sales promotion.

