



ADVERTISING NEWS

1972

Special Issue
To YAMAHA News

Introduction of Printed matter for Sales Promotion

This special issue is designed to introduce a massive array of posters, catalogs, and leaflets which have been made as for '72 motorcycle models of Yamaha, together with some sales promotional items such as stickers, sign curtains, displays, direct mail cards, and so on. All are intended for publicizing the merits of Yamaha motorcycles by making efficient visual appeal to the public. If they are utilized at proper times, at proper places and for proper persons, they will do much for your sales promotion. Please try to make the fullest use of them, capturing every conceivable opportunity as deemed suitable for elevating the brand image of Yamaha. Let's go forward all together for another upswing in sales.

POSTERS FOR "STREET" [Size: 73 x 103 cm]

www.legends-yamaha-enduros.com



V50 LIT-00012-050100-00



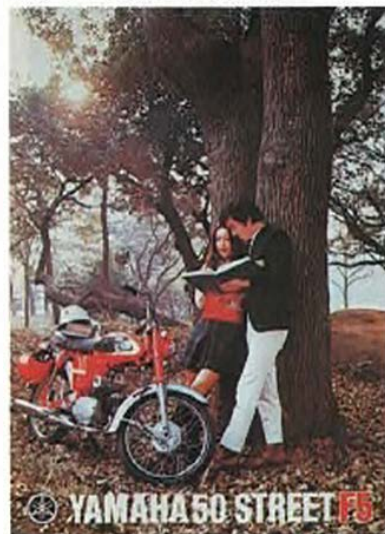
V75 LIT-00012-075100-00



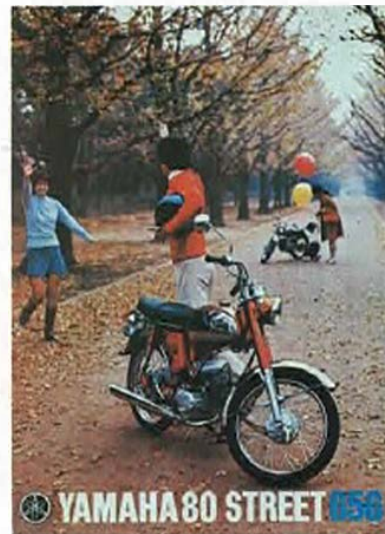
V90 LIT-00012-090100-00



FS1 LIT-00012-050300-00



F5 LIT-00012-050200-00



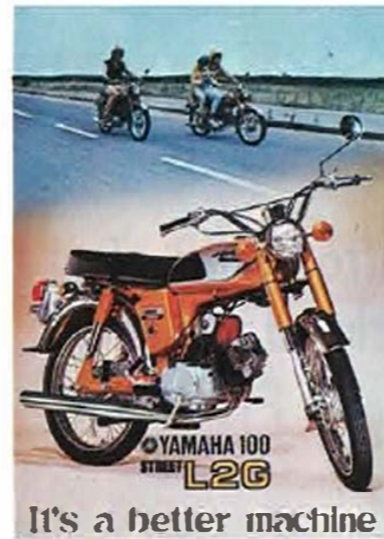
G5G LIT-00012-080200-00



G1F LIT-00012-080210-00



G1FD LIT-00012-080220-00



L2G LIT-00012-100200-00



R5 LIT-00012-350300-00



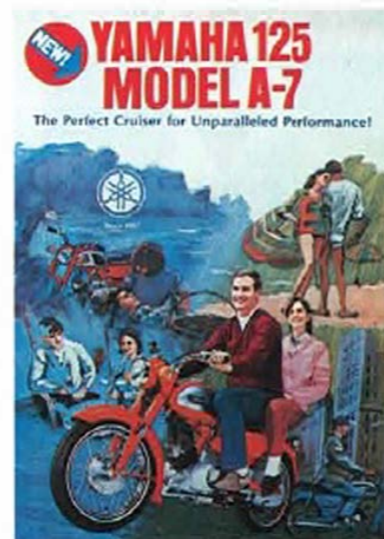
XS2(EUROPE) LIT-64012-650600-00



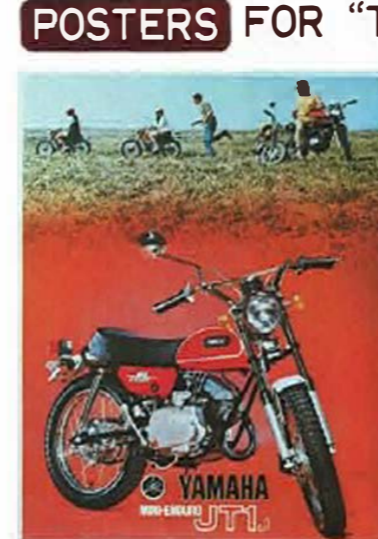
LS2 LIT-00012-100300-00



LS3 LIT-00012-100310-00



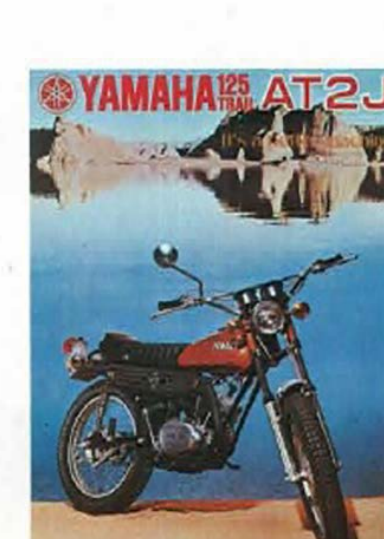
A7 [Size: 59 x 84 cm]
LIT-00012-125200-00



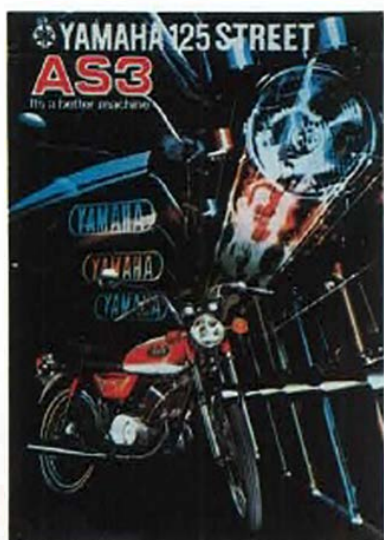
JT1-J LIT-00012-060400-00



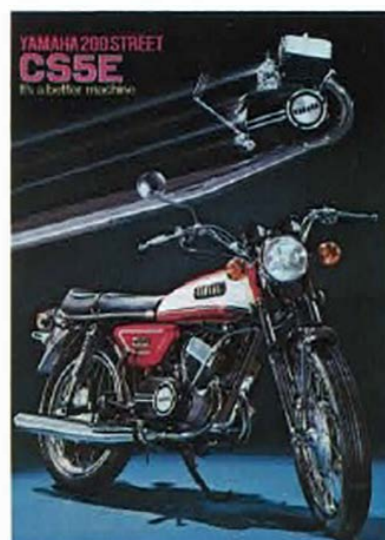
LT2 LIT-00012-100400-00



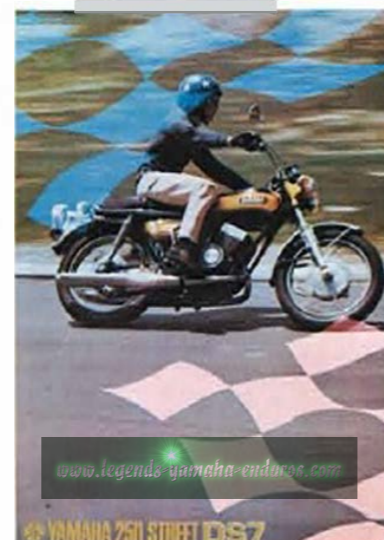
AT2-J LIT-00012-125400-00



AS3 LIT-00012-125300-00



CS5E LIT-00012-200300-00



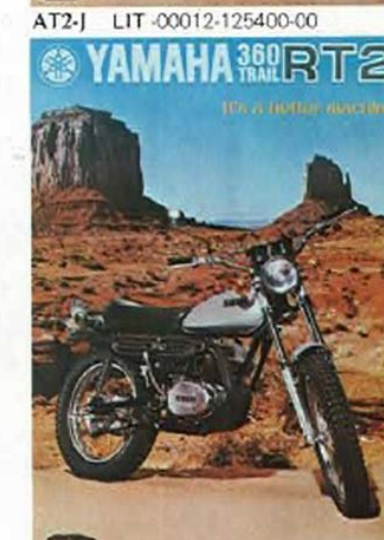
DS7 LIT-00012-250300-00



CT2 LIT-00012-175400-00



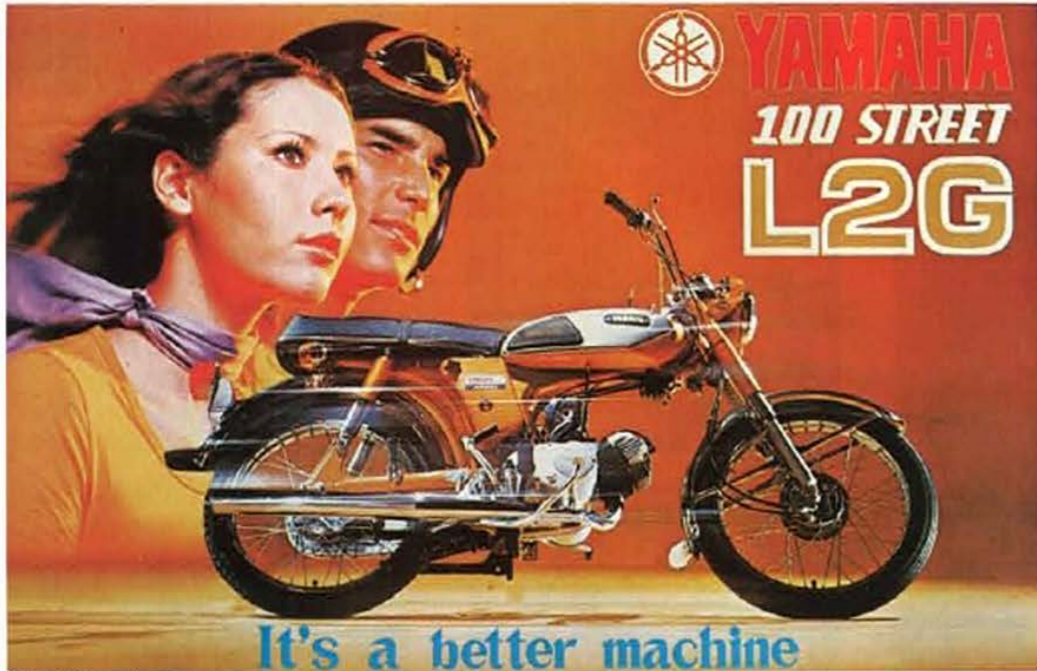
DT2 LIT-00012-250400-00



RT2 LIT-00012-360400-00

POSTERS FOR "TRAIL" [Size: 73 x 103 cm]

OTHER POSTERS

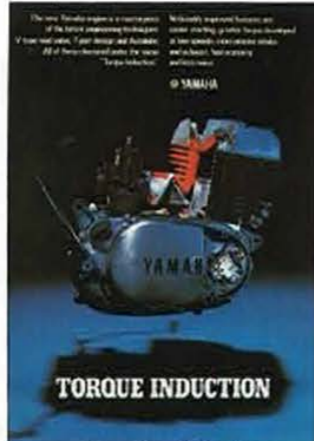


L2G Billboard [Size: 366 x 244 cm]
LIT-00015-100200-00

Information poster
[Size: 37 x 103 cm]
LIT-00012-000800-00



Torque Induction poster



[Size: 73 x 103 cm]
LIT-00012-000400-00

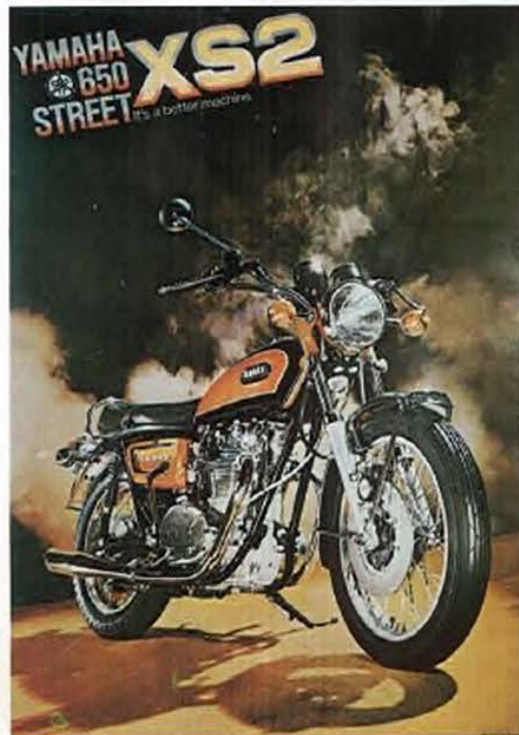
Racer poster



[Size: 36.4 x 51.5 cm 73 x 103 cm]
LIT-00012-350800-00



Full line poster [Size: 84.1 x 118.9 cm]
LIT-00012-000000-00



XS2 [Size: 103 x 145 cm]
34 x 52 cm
LIT-00012-650600-00

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STORE DECORATIONS



Hanging display [Size: wide 280 x 32.5 cm]
ADM-00006-000000-00



L2G stand display [Size: high 147 x wide 89 cm]
ADM-00016-100200-00



Mate movil [Size: 117 high x 60 cm]
ADM-00016-000100-00

STICKERS



Autolube Torque Induction sticker
[Size: 22.6 cm]
ADM-00017-000000-01



Torque Induction sticker
[Size: 22 x 24 cm]
ADM-00017-000400-01



Sheet sticker
[Size: 24 x 18 cm]
ADM-00017-000000-02



Window sticker
[Size: 30 x 23.5 cm]
ADM-00017-000100-01



Mate sticker
[Size: 23 x 27 cm]
ADM-00017-000100-02



Family bike sticker
[Size: 9 x 9 cm]
ADM-00017-000100-03



Autolube sticker [Size: wide 53.6 x 14.6 cm]
ADM-00017-000000-03

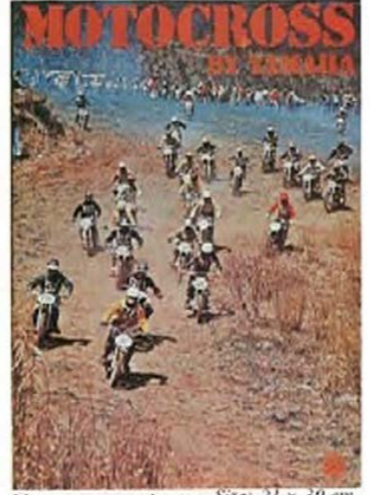
CATALOGUES



Full line catalogue (Size: 29.8 x 28.4 cm)
Page: 16
LIT-51013-000000-00



Trail catalogue (Size: 21 x 30 cm)
Page: 12
LIT-01013-000400-00



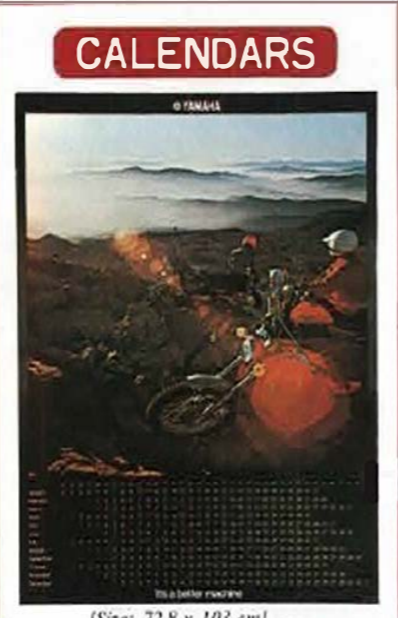
Motocross catalogue (Size: 21 x 30 cm)
Page: 16
LIT-01013-000900-00



Street catalogue (Size: 29.8 x 28.4 cm)
Page: 10
LIT-50013-000300-00



Torque Induction Information Sheet
Size: 21 x 10 cm
Page: 8
LIT-01019-000000-00



(Size: 72.8 x 103 cm)
LIT-01018-000400-00

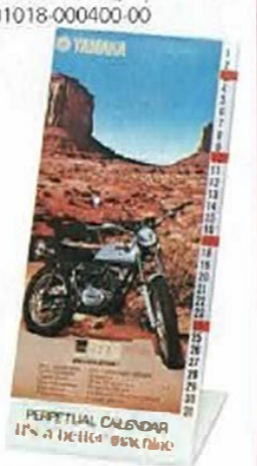
DIRECT MAILS



Full line DM (Size: 25.7 x 36.4 cm)
LIT-01014-000X00-00



(Size: 10 x 31.5 high)
ADM-01018-125300-00

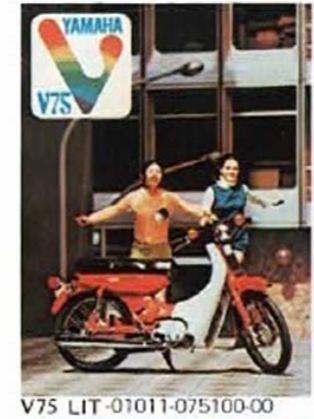


(Size: 10 x 31.5 high)
ADM-01018-360400-00

LEAFLETS FOR "STREET" (Size: 21 x 30 cm) (Page: 2 & 4)



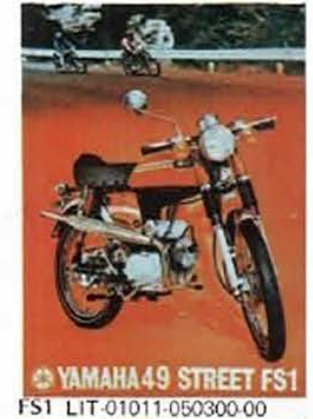
V50 LIT-01011-050100-00



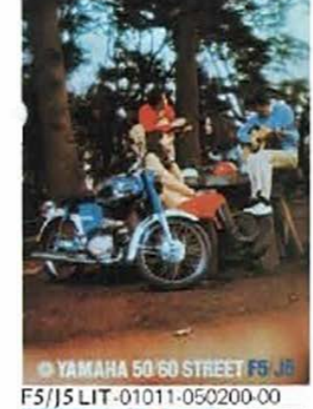
V75 LIT-01011-075100-00



V90 LIT-01011-090100-00



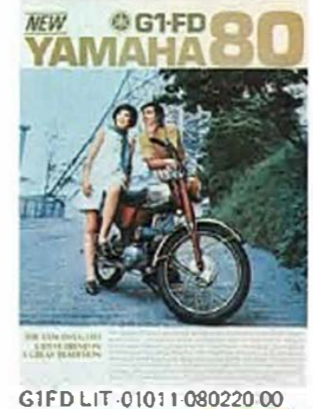
FS1 LIT-01011-050300-00



YAMAHA 50/60 STREET FS JB
F5/J5 LIT-01011-050200-00



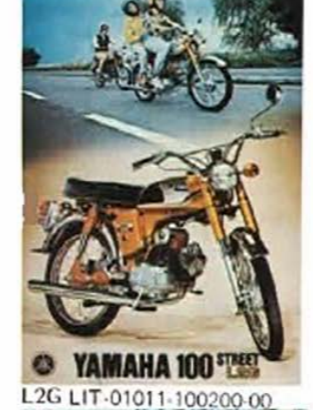
NEW 80 G1-F
G1F LIT-01011-080210-00



NEW G1-FD
G1FD LIT-01011-080220-00



YAMAHA 80 STREET
G5G LIT-01011-080200-00



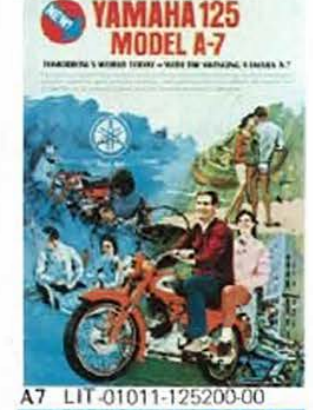
YAMAHA 100 STREET LS2
L2G LIT-01011-100200-00



YAMAHA 100 LS3
LS2 LIT-01011-100300-00



YAMAHA 125 MODEL A-7
LS3 LIT-01011-100310-00



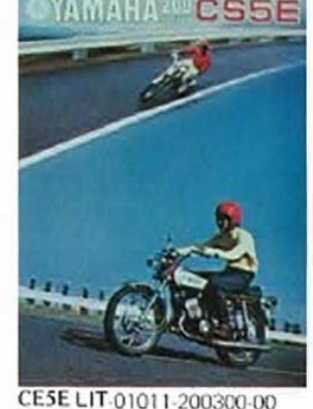
YAMAHA 125 MODEL A-7
A7 LIT-01011-125200-00



A7F LIT-01011-125100-00



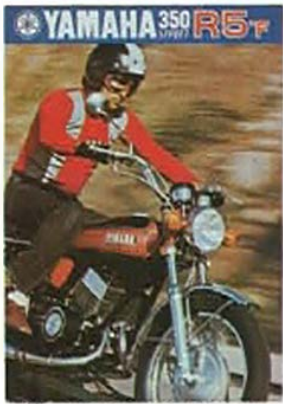
AS3 LIT-01011-125300-00



YAMAHA 200 CS5E
CESE LIT-01011-200300-00



YAMAHA 250 DS7
DS7 LIT-01011-250300-00



R5F LIT-01011-350300-00



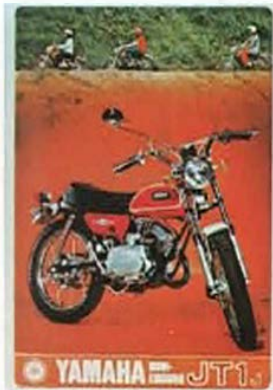
XS2 LIT-01011-650300-00

LEAFLETS FOR "TRAIL" [Size: 21 x 30 cm]

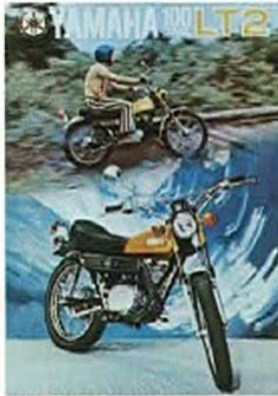
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FT1-J LIT-01011-050400-00



JT1-J LIT-01011-060400-00



LT2 LIT-01011-100400-00



AT2 LIT-01011-125400-00



CT2 LIT-01011-175400-00



DT2 LIT-01011-250400-00



RT2 LIT-01011-360400-00

Notice

Item reference number has been changed as indicated in this issue.
Please use new ones from now on.

Please apply to Advertisement & PR Division, Yamaha Motor Company for any item as introduced in this issue.