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YAMAHA NEWS

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Invincible YAMAHA TEAM Motocross in Iran

The riders of the Yamaha team entered by Cyclete Part Company in Tehran literally swept the first Iranian Championship Motocross Meeting held at shanran on July 2. The meeting had three different displacement classes, say, 125cc, 250cc and 400cc. Riding Yamaha YZ production motocrossers, they convincingly demonstrated their unmatched skill, smashing tough challenges from other teams and eventually monopolizing all titles as well as all major prizes.

Growing MX enthusiasm

Motocross has enormously grown in popularity in Iran since Yamaha promoted the first MX school scheme last year.

It was nine months ago that the Motor Cyclists Association, an intended national governing body for the healthy growth of motorcycle sport, was founded in order to better meet such a new surge of sport enthusiasm.

The second school scheme which was promoted around Tehran in summer this year, set another spurs to this enthusiasm.



The members of the team



www.legends-yamaha-enduros.com



M. Badiyehneshtin (center)



J. Zohdi (center)

100 selected riders

The first Iranian Championship Motocross Meeting was organized as the most prestigious sport event of its kind. In order to ensure maximum safety, the Association carried out a number of tests aimed at assessing the technical skill of each participant.

Those who failed to confirm to prescribed standards were dropped from the list.

Consequently, the meeting was contested by 100 selected, top-level riders piloting Yamaha, Honda, Montesa, Bultaco or CZ machines.

As mentioned above, Yamaha riders proved quite unchallenged in each race. Especially, Mohammad Badiyehneshtin, team captain, won both 125cc and 250cc races. Jahangir Zohdi, another star, scored an easy 400cc win while finishing 2nd in both 125cc and 250cc races. Such a spectacular success can be attributable to the most laudable efforts of all the people interested in motorcycle sport, especially, of Mr. Tavassoli of Cyclete Part Company who directed the Yamaha MX team.

Iranian MX Championship

Final results

125cc class

1st.	M. Badiyehneshtin	Yamaha
2nd.	J. Zohdi	Yamaha
3rd.	A. Eftekhari	Yamaha

250cc class

1st.	M. Badiyehneshtin	Yamaha
2nd.	J. Zohdi	Yamaha
3rd.	A. Eftekhari	Yamaha

400cc class

1st.	J. Zohdi	Yamaha
2nd.	M. Darsara	Yamaha
3rd.	K. Nasseri	Bultaco



Renewed interest in motorcycle sport



Training, training and yet more training



Iwao and dealer's sons



Starting technique



A MX school banner

Yamaha MX school is now ushering in a new phase in the motorcycle sport world of the Philippines. Motorcycle sport in this country, as represented by American-style road racing or dirt racing, has been nothing more than an event just for a handful of manias, and therefore, nearly 80% of the imported bikes, mostly, lightweight ones, have been intended for use by commercial motorcyclists including a considerable number of two-wheel taxi drivers peculiar to this country.

But, people are fast renewing their recognition of motorcycles through watching or participating in Yamaha's innovative sport campaign activity — Yamaha motocross school.

It appears certain that Yamaha MX school is making motorcycle sport much more accessible to a lot of people.

At the same time it is greatly helping Yamaha motorcycles find a better market among a fast increasing number of sport-minded users.

As shown here, school sessions recently held in Manila, Vigan or Cagayan were without exception favorably received by local enthusiasts. Overall cooperation on the side of Norkis Trading and their affiliated dealers made the development of this program most successful and fruitful.



With President Marcos trophy



Cornering technique

Worldwide Sports News

World championship road racing

Katayama Wins 250cc Race — Swedish GP, Round 8, July 25



Katayama (right) and Braun (left)

Takazumi Katayama took his Danfay Yamaha home first at the 250cc race of the Swedish GP, the 8th round of the series held at Anderstorp on July 25.

Paolo Pileri on a works Morbidelli twin set a pace during the first stages of this 28-lap racing, with Katayama, P. Korhonen and V. Palomo in close pursuit on their Yamahas.

Katayama went into the lead about six laps later and started to consolidate the position for the rest of racing while Pileri's Morbidelli was ailing.

The Japanese ace finished first some 20 seconds ahead of D. Braun of West Germany also on a Yamaha.

Final results

1st.	T. Katayama	Yamaha
2nd.	D. Braun	Yamaha
3rd.	G. Bonera	Harley-Davidson
4th.	P. Korhonen	Yamaha
5th.	C. Mortimer	Yamaha
6th.	T. Herron	Yamaha

World championship status

1st.	T. Katayama	Yamaha	61
2nd.	W. Villa	Harley	60
3rd.	T. Herron	Yamaha	41
4th.	G. Bonera	Harley	40
5th.	P. Korhonen	Yamaha	34
6th.	D. Braun	Yamaha	33

Willing leads a title battle — Australia

Young Sydney rider Warren Willing is now only one race away from winning the national title of Australia.



Willing (Levi's Yamaha TZ700) caught and passed his arch rival Gregg Hansford (Kawasaki H2R) to win the 4th round of the championship.

"If I win the championship this year, I'll get more satisfaction out of beating Gregg than I will capture the title," he said afterwards.

His victory was never easy, however. In practice his Yamaha was not handling well. Willing and his mechanic finished rebuilding it only minutes before the start of the championship event. He held back for the first few laps until he was sure the machine would not become treacherous.

Willing now holds 30 points in the championship with two rounds remaining, enjoying the lead of 6 points over Murray Style (Kawasaki).

If he wins the next round, his lead will be unchallenged.

World championship observation trials

Round 8 — America — July 27

1st.	M. Lampkin	Bultaco	25
2nd.	M. Whaley	Honda	31
3rd.	Y. Vesterinen	Bultaco	35
4th.	M. Rathmel	Montesa	43
5th.	J. Metcalfe	Suzuki	43.8
6th.	C. Coutard	Bultaco	47

World championship status

1st.	M. Lampkin	Bultaco	77
2nd.	M. Rathmel	Montesa	75
2nd.	Y. Vesterinen	Bultaco	75
4th.	C. Coutard	Bultaco	56
5th.	M. Andrews	Yamaha	42.5
6th.	M. Soler	Bultaco	39

They set a pace of women's motorcycling activity — America

Part 1

Hundreds of women throughout the United States now compete in motorcycle events that were, until recently, as exclusively men-only as caber throwing, Sumo wrestling or jai alai.

Penny Miller, Active Motocross Competitor



Penny's career with motorcycles got off to a dubious start. Her first time on a motorcycle, she was found halfway up a hill on a bike she didn't know how to ride and with a stalled engine. It was a "what-do-I-do-now" situation, Penny remembers.

Rescue came from a very unusual source. Kasey Rogers, a TV actress and motorcycle enthusiast who coordinates the Women's National Motorcycle Championships each year, had spotted Penny.

"She sent a helper on the way to start my bike," Penny recalls. "Then she started asking me all these questions. Did I race? Would I compete in the Women's Nationals? I had to tell her it was my first time on a bike." That was three years ago. Penny was 15 years old then. Kasey was promoting the first-ever Women's Nationals.

She decided she might as well get into it all the way. She entered the race. "I did awful," Penny grimaces. "I flipped the bike and fell."

But a good streak of winning followed. Penny raced almost every Friday night and Sunday in local women's motocross events. "I won most of the races," she relates. She moved up from Novice through Junior to Amateur status.

Busy, Busy, Busy, Debbie Evans

Seventeen-year-old Bebbie Evans is a motorcycle champion, although the time spent to reach that goal must have been difficult. A variety of activities keep Debbie's life a vigorous one.

First, of course, there's high school. Now that Senior Skip Day is behind her and graduation is coming up, that seems to be one less worry, college is Debbie's next move once she has chosen the one she will attend. Then there's keeping in shape. Debbie says playing basketball, softball, and running helps to keep her figure trim. She also surfs, swims, skis, and plays the guitar and harmonica for relaxation.

Motorcycle racing, however, is the big one for Debbie. Her specialty is Observed Trials. She is ranked Number 10 in southern California among men and women and has amassed over 100 trophies in her brief



career. She's the only girl ever to receive the Jim Wilson Youth Award, a very special honor awarded her for integrity and sportsmanship to riders under age 16. That side of her busy schedule had its beginnings at a tender age. Debbie started riding when she was only six and competing at age nine. She joined her family's main activity when she began motorcycle racing. Her father, Dave Evans, holds a number of motorcycle titles and could lay claim to the additional title as Dean of enduros and trials competition.

Trials Riding is a natural talent for Debbie. A difficult style of competition demanding a great deal of finesse, this young woman seems to tackle the obstacles with ease. It's a matter of piloting a motorcycle over, around and through a series of nearly impossible hazards—logs, boulders, mud and sand, narrow passages, and similar obstructions—all without having to touch the ground with your feet.

Kasey Rogers, Actress and Racing Promoter

"Women are particularly adept at competition where a man's strength is just not necessary," she says, "as in enduros, the long races where the action is not head to head; and motocross, where they run heats on natural terrain and the winner is judged by best overall score; and observed trials, where balance and finesse replace speed."

From the beginning, women responded to Kasey's idea about their special abilities. Three hundred of them showed up at Indian Dunes in California's San Fernando Valley for Kasey's first women's national motorcycle races in 1974. It was called purr— Powderpuff Unlimited Riders and Racers. There was only one complaint when it was over—the course wasn't difficult enough.

The following year, 1975, Yamaha became involved in Kasey's nationals, bringing in money and prestige. Kasey then decided to devote full time to the cause of women and motorcycles.

"I was devoting half my life to it," she says. "I decided to make a business of it." The International Women's Motorcycle Association was formed, with a secretary and an office in Kasey's home. Working with members in more than 30 states, Kasey helped to establish regional championships to include women in the more isolated areas



★ NEWS FROM IWATA ★

Newly opened Yamaha exhibit ground

A new comprehensive exhibit ground recently opened, displaying a full range of Yamaha's major products such as motorcycles, sailboats, motorboats and outboard motors. The ground is located just at the center of the Hamamatsu automobile estate facing the National Highway No. 1 between Tokyo and Osaka, both largest cities of Japan so that each product of Yamaha can make a more efficient appeal to the local buying public than ever before.

Also, the ground can be utilized as an ideal base for each sales promotional activity in this district. For example, a summer festa held here recently for Yamaha motorcycles proved exceptionally successful.



Both motorcycles and boats are exhibited here.



Children look greatly interested in mini bikes.



Applicants for Yamaha licence school are accepted here.

Excellent originality and ingenuity



The General Director of the Science and Technology Agency has officially commended the staff of Yamaha's mold-making group for their excellent originality and ingenuity.

Mold-processing of a fuel tank has five different work steps, that's to say, outer drawing, trimming, rear cutting, front cutting and sidecut bending. They have contrived a new 4-step method through integrating front cutting and sidecut bending into a single process. The new method is found greatly contributory to the improvement of overall work efficiency.



Yamaha Motorcycles in Nigeria

Latent demands for motorcycles

The recent remarkable popularization of motorcycles definitely reflects a fact that this country is taking steady steps toward consistent national motorization. In fact, motorcycles, mostly lightweight ones up to 200cc, are rendering more service for more people, not only as convenient, economic transport but also as means of enjoying leisure time. Latent demands for motorcycles, however, are felt still tremendous due to her large population, with the backing of the Nigerian Government's sympathetic attitude toward such a trend.

All combined efforts of J.Allen and Yamaha

"Yamaha" is positively one of the leading brands on the market of Nigeria. At a time when share contest is getting hotter, Yamaha's well-planned sales promotion activity is being successfully developed in overall cooperation with J. Allen and all affiliated dealers.

Yamaha's lightweight bikes enjoying an established reputation for their ideal economy and dependable performance are now accelerating a new trend for more diversified motorcycling among Nigerian bike users. Especially, those bikes are fast becoming one of the life necessities for farmers or other ride-to-work motorcyclists around countryside or in town.



How eye-catching with many stickers!



A Yamaha bike has appreciably increased his work efficiency.



Stylish Yamaha bikes are the best choice for them.

Taken in front of the National Art Museum, the place for the FESTAC '75 (the World Black and African Festival of Arts and Culture).



A Yamaha service car



Folk clothing just fits a Yamaha bike, too.

More Service for More People

Nigeria, an energetic country in western Africa, is now indicative of her immeasurable potentiality in many a respect, with a population of approx. 80,000,000.



Lagos and Apapa capital area

Logos, and Apapa, the capital area of Nigeria are the largest trading ports of this country facing the Atlantic Ocean. Equipped with all modern facilities, they handle more than 70% of both exports and imports.



A network of modern highways is being established.



Nurses also cite their Yamaha as the best conceivable means of transport. It takes them anywhere quickly and smoothly even through jammed traffic.



Yamaha bikes have already become one of their life necessities.

Review of Japanese Motorcycle Market Part VI

What vehicles to buy next time

It was also necessary to know what vehicles they intended to buy next time. Findings showed that many of them, regardless of whichever displacement category, did not yet decide on what vehicles to purchase next time. On the other hand, those who decided on what to buy, preferred either compact cars or motorcycles for the most part.

In short, 50cc bike users showed a higher adherence to "two-wheelers" than larger bike users.

See charts for every detail.

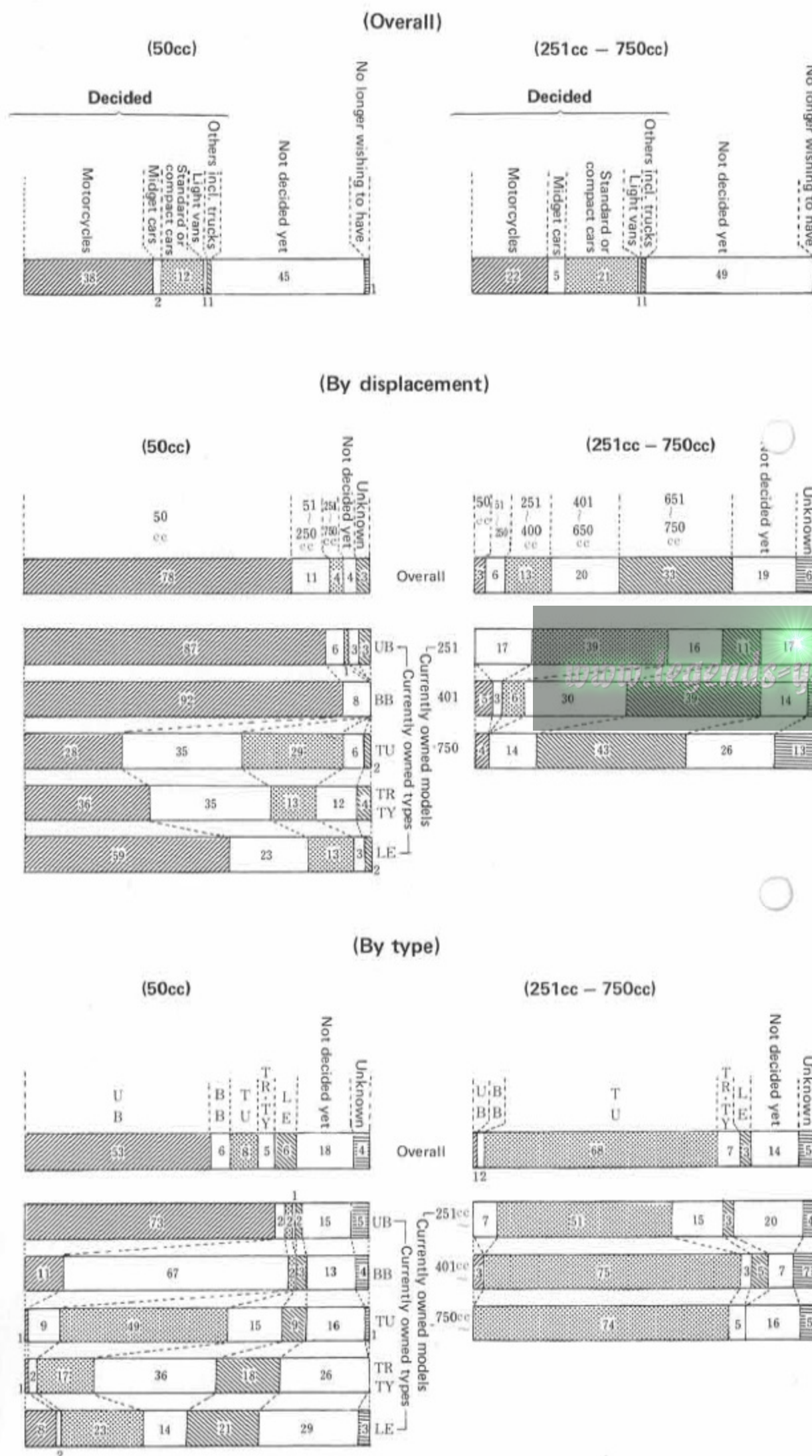
Next bikes to buy

In the case of 50cc bike users who already decided to buy 2-wheelers next time, too, most of them wanted to have 50cc bikes again. But, some of TU, TR, TY or LE bike users wanted to buy larger ones next time. Also, many of over 251cc bike users showed their adherence to the models of the same displacement category. It drew special interest that the users of UB or BB bikes proved much more attached to their favorite models than any other bike users.

See charts for every detail.

Note:

- UB — Underbone type
- BB — Backbone type
- TU — Touring sport type
- TR — Trail sport type
- TY — Trials sport type
- LE — Leisure type



Yachtsmen meet together!



US-Japan Goodwill Race Coronado 15 vs. Yamaha 15

The US-Japan Goodwill Yacht Race is a magnificent sport event annually held for both American and Japanese yachtsmen. The most important objective of this race is to deepen a goodwill relation between those people interested in the same sport, regardless of their nationality.

It was about a couple of years ago that the first event took place at Hawaii to this end. The second one was organized on the Lake of Hamana near Iwata last year. Both were highly successful.

This year's event took place at Westlake, Los Angeles, USA for the period of 3 days commencing July 23.

The race was contested by 31 boats piloted by both American and Japanese top skip-pers. Tom Johnstone crewing with Dana

Broadwater aboard a Coronado 15 overall won this race.

Makoto Takaichi crewing with Hideki Yamaji finished third just behind Jim Holden/Dave Carney, winners of last year's event.

Identical!

The Yamaha 15, one of the fastest growing sailboat classes in Japan, is an identical counterpart of the Coronado 15. It has been developed in technical cooperation with the manufacturer of the Coronado 15. The Yamaha 15 is expected to set a pace in a yacht racing world here.



News from Montreal

A pair of K. Komatsu and M. Kuroda piloting a Yamaha yacht finished overall 10th at the 470 race of the Montreal Olympic Games.

They did it well against strong European rivals by overcoming the handicaps of their first-ever participation in this type of racing.



Yamaha Outboard Motors

Active campaign all over Central America

Due to tireless efforts for sales promotion on the part of Yamaha distributors and dealers, the outboard motors of Yamaha have greatly expanded their market throughout Central America for the last few years. Here introduced are some photographs showing the actual state of their sales promotion campaign as well as local people's particularly keen interest in Yamaha products.

Panama



A Yamaha proves greatly useful for transportation on the water.



Each demonstration attracts many people.



A service engineer's strenuous efforts



A test run just starts.



At a local grocery shop

Guatemala



Competent service staff



Canella's shop front



Both outboard motors and motorcycles on display

Yamaha Outboard Motors

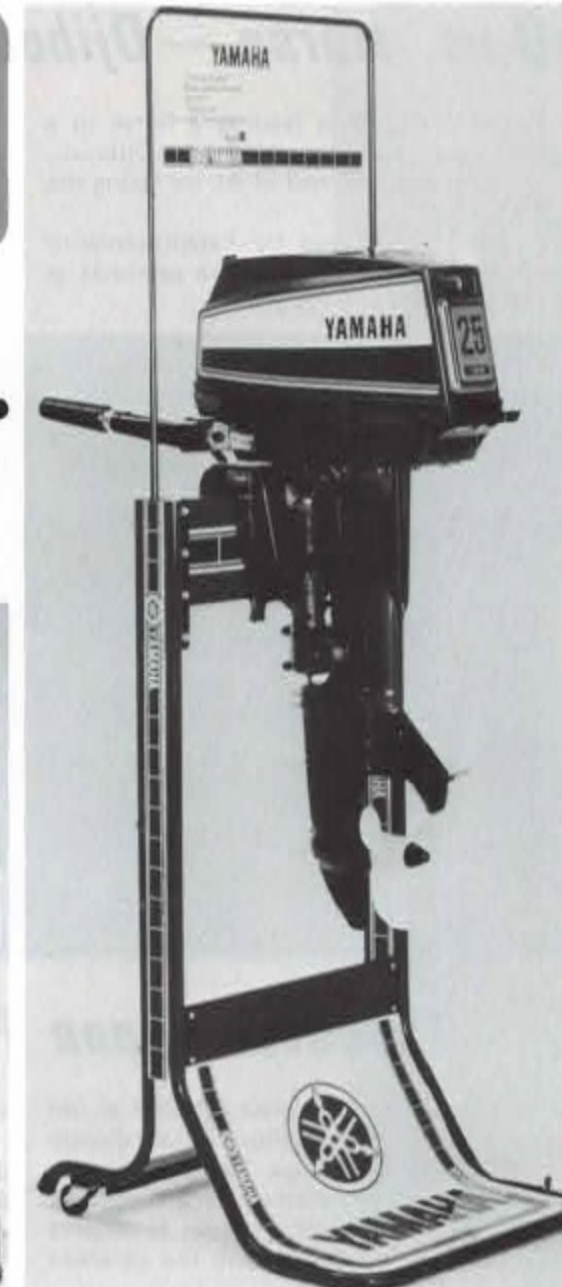
*Make your
showroom more
attractive*

• Outboard motor display stand •

A handy and nice-looking stand for displaying a Yamaha outboard motor. Specially designed and built to fit every model of Yamaha.

Moved and installed wherever at your showroom by means of a couple of casters fitted to the lower part, with a motor easily and securely fixed to a center rack. Constructed of rugged steel tube, with an FRP spec. board attached to the upper part, providing all necessary information concerning the model on display. Use it and make your showroom much more attractive.

Price: US \$45.00 per set, FOB Japan
Please contact AD & PR Department, Yamaha Motor Co., Ltd.



*Nice to look at,
easy
to transfer*

• Yamaha decal •

New Yamaha decal designed in multi-color outboard motor pattern is now available for varied use in connection with your sales promotional activity.

It is nice to look at, and easy to transfer on a shirt by simple ironing at temperature between 200°C and 210°C. Contact AD & PR Department, Yamaha Motor at Iwata for further information.

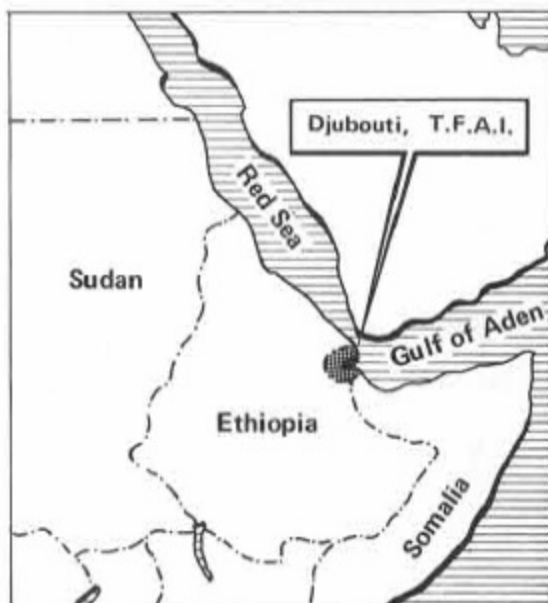


Artistic tapestry – Panama

Just take a look at an artistic tapestry made by a Panamanian Indio. Designed in a Yamaha outboard motor pattern, it looks simple but workmanship is amazingly excellent. His great interest in a Yamaha product is embodied into this hand-made work.



YZ250 vs. Horse — Djibouti



A Yamaha YZ250 is leading a horse in a hurdle race recently held in Djibouti, T.F.A.I. on the east end of Africa facing the Gulf of Aden.

The bike was entered by Etablissemento Marill, distributors for Yamaha products as part of their AD and PR activity.

Yamaha's exciting performance had a strong impact on a lot of spectators.

Yamaha's DT trail models, especially, DT 125E/F machines are now fast expanding a market in this part of the world, too, through their tireless efforts.



www.ledasa-japan.co.jp

Discover Japan Tour by Yamaha

It was about three centuries ago that an old feudal lord called "Komon Mito" closely related to the Tokugawa Tycoon, made a round-Japan tour, escorted by a couple of strong samurai retainers, in order to observe the actual state of affairs with the Japanese people.

The record of their tour was made into one of the most interesting moralizing stories.

Extremely encouraged by this story, an old motorcyclist named Yosaku Hachimonji living in Osaka recently set out on a round-Japan tour, intending to trace their tour route.

In those days Komon was accompanied by strong escorts as mentioned above, but Mr. Hachimonji's companion is a dependable Yamaha YB50 bike.

"I was born in Mito which had been govern-

ed by Komon before and greatly interested in the record of their tour", said Mr. Hachimonji at the age of 70, "The main objectives of my tour are to discover something new in Japan, and at the same time, to make some contributions to the promotion of traffic safety campaign, if possible".



Barcelona Motor Show - Spain

Pictured here is a Yamaha corner which was arranged by Ledasa at the Barcelona Motor Show '76. The show provided a large stock of topics for the buying public looking for their own favorite bikes. Especially, a new range of Yamahas including a most exciting 4-stroke DOHC 3-cylinder shaft drive XS-750C became an object for their keenest attention.

