



A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

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## AROUND THE WORLD WITH YAMAHA



### SHIGERU YOSHIDA ON HIS LAST COURSE

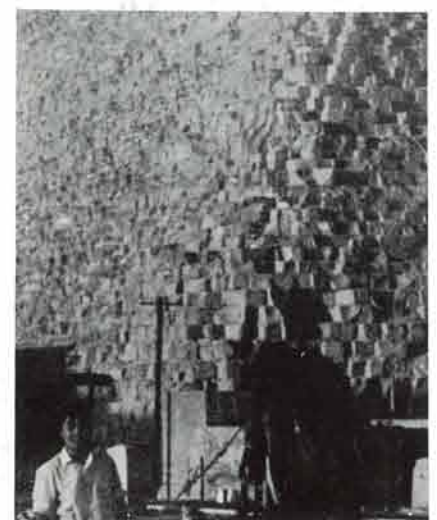


In front of an Iranian mosk.

In July 1965, a young man started from Japan on an ambitious trip around the world all by himself except for his YAMAHA YDS-3. With Canada as his first stop, he visited many countries such as the United States, those in Central and South America, Europe, Africa, the Middle and Near East, South East Asia, and others. Just now he is in Australia, his last scheduled country, and is soon to complete his round-the-world tour which lasted for two years and eight months. During his tour, he had a few troubles such as broken bones, but it was worth it since he was able to meet and become friends with YAMAHA fans all over the world at the many YAMAHA agents. His touring distance has already exceeded 100,000 km and he has changed tires four times. His faithful motor is still safe and sound with an extensive overhaul after the distance of 800,000 km in Witter City in Germany. He is finally to arrive back in Japan in March, and is being asked to tell us all about the YAMAHA fans he met throughout the world. So you be looking forward to it, too!



In front of Messrs. Wing Ming Co., Ltd., a Yamaha dealer in Singapore.



↑ With a camel near the Pyramids.

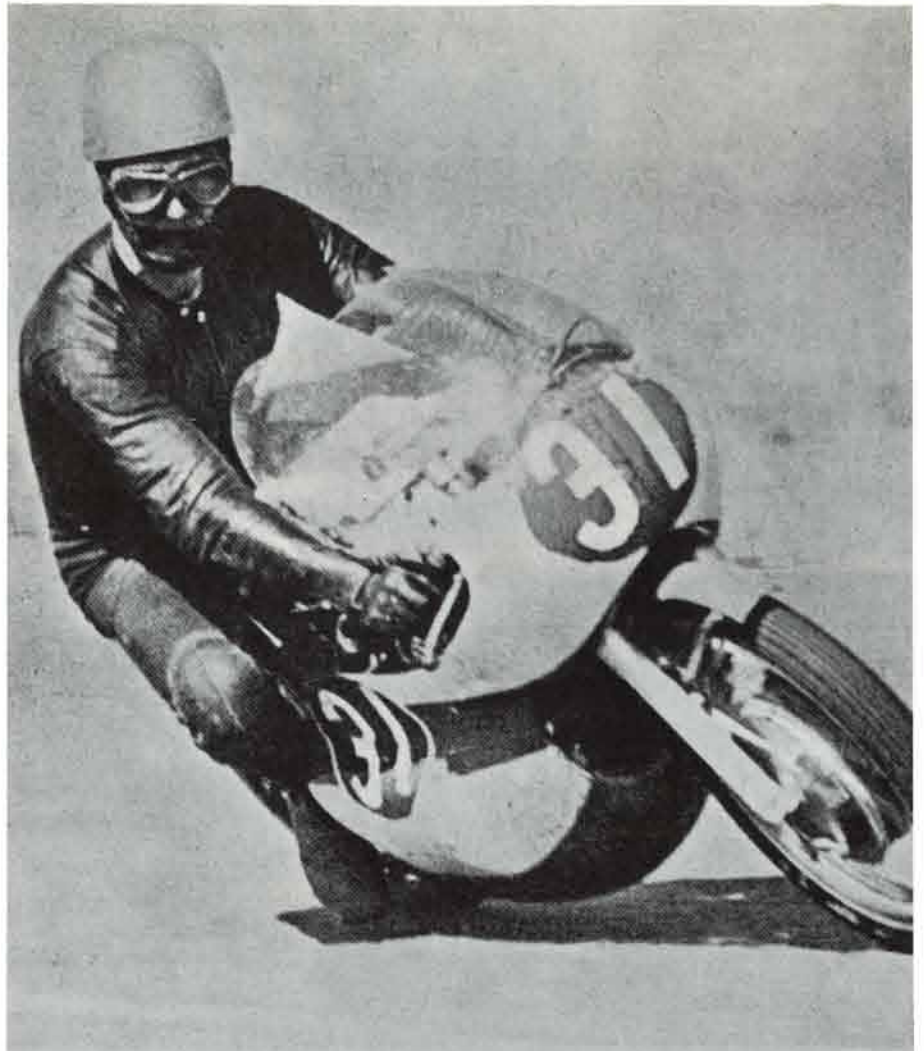
↘ With a Yamaha dealer in Algeria.

← In the show room of a Yamaha dealer in France

# YAMAHA Topics

## Who's That ?

Don't you recognize that form ? It is Jim Redman who has already gloried in a number of world champion victories in world GPs. The motor he is riding is the YAMAHA Racer. J Redman is an executive of the YAMAHA sales company in South Africa. His participation in local races with YAMAHA has given him a succession of victories and an ever increasing popularity. Jim is talked about "like the champion he is".



the latest

Yes, it's Jim Redman on a works Yamaha! Jim, six champion and captain of the Honda team until he re



The YAMAHA champions in the Spanish GP gained great popularity and were besieged by autograph hunting fans.



## THE FIRST YAMAHA SHOW IN SPAIN

On the occasion of the Spanish GP last year, YAMAHA participated in an auto show in Spain for the first time. With great popularity enjoyed by YAMAHA and the top prizes in races, YAMAHA products were completely sold out after the show. Jose Ignacio Pujada, Yamaha agent, was a little embarrassed, though understandably happy

At the Auto Show where Japanese girls in Kimono are answering questions and explaining the Yamaha products.

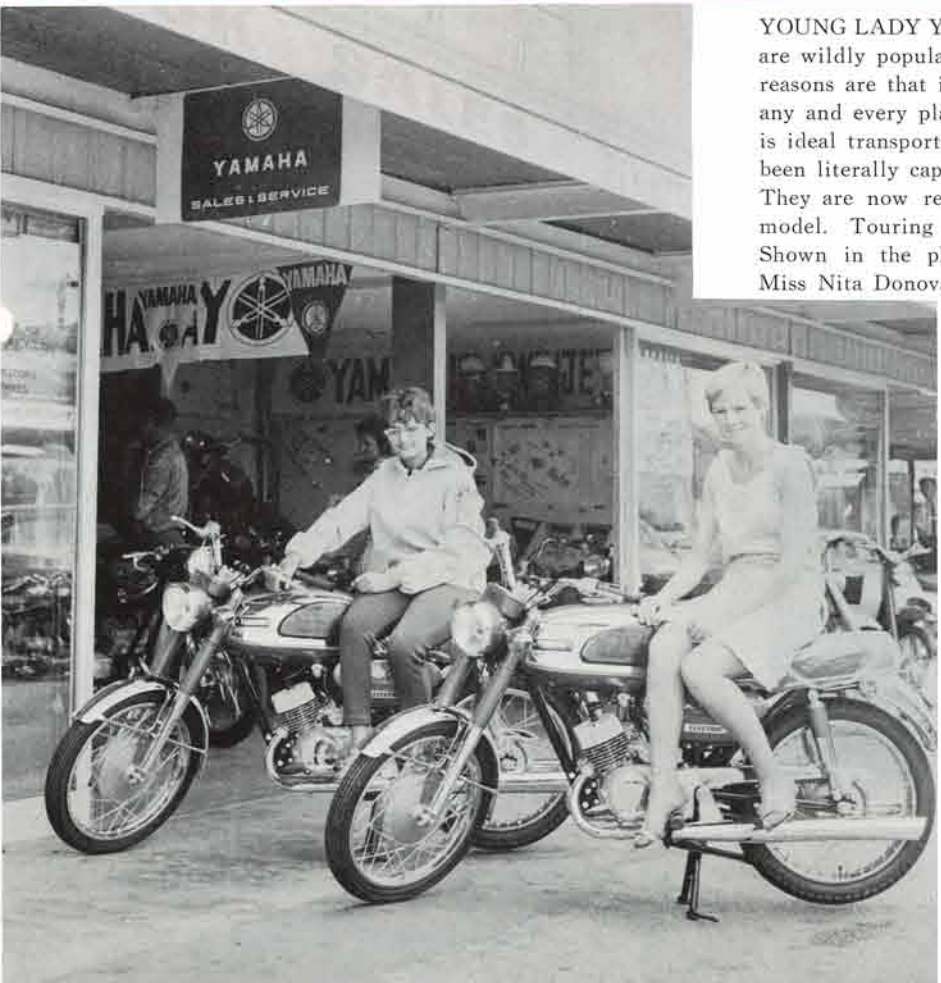


**33 BRAND NEW SERVICEMEN FOR FORMOSA** The Kung Hsue She Co., Ltd., general agents for YAMAHA in Formosa, have newly established the Chon-ru Factory to turn out YAMAHA's directly for the Formosan market. As an accompanying step, in order to strengthen the service network they have started the training of servicemen. The first graduates have already been sent to all corners of Formosa as new and strong links in the YAMAHA chain.

Seen at the center of the front row wearing glasses is the Chairman of the Board.



**53 YAMAHA'S PLAYING A VITAL PART** in Formosan Farm Villages The agricultural country of Formosa holds a deep pride in the the abundance and variety of their farm products. The government is giving great support to this most important in dustry and the Agricultural Experimental Stations located throughout the country are the most exciting and active of all. Each and every Experimental Station is using YAMAHA motorcycles and recently YAMAHA has received special designation from the Republic of China Farm Village Restoration Association. 53 YAMAHA's have been delivered to the many Agricultural Experimental Stations.



**YOUNG LADY YAMAHA FAN JUST 19** YAMAHA motorcycles are wildly popular among the youth of Australia. Some of the reasons are that it requires so little maintenance expense, can go any and every place, is a free running sport, and at the same time is ideal transportation. The two hi-teeners in the photograph have been literally captives of their motorcycles these past two years. They are now real veterans riding the 180 cc YAMAHA sports model. Touring as far as 900 miles is nothing for them now. Shown in the photograph are Miss Rebecca Thrift (right) and Miss Nita Donovan.

**YAMAHA**  
**Topics**

YAMAHA  
NEWS

### Mate's Corner

This column is made available for Yamaha enthusiasts around the world. Tell what you think, and what you want of Yamaha, please.

I am a seventeen year old high school student. I am happy that I can send my greetings to the YAMAHA fans all over the world since I learned that YAMAHA News is being published in English. In our city, many students go to school on their motorcycles. It is necessary to have a permit issued by the school in order to ride their motorcycles to school. Wild riders don't get permits.

There is a steel frame covered parking lot for those students who come on motorcycles. At this parking lot, too, YAMAHA's popularity is rampant. We formed a YAMAHA Group with all the members of YAMAHA drivers. There are so many who apply for membership that we are having a hard time taking care of them. Those who are not members of the Group are also trying harder these days. This shows the influence that YAMAHA has on we young people. I hope that you will make all kinds of YAMAHA just right for us.



# THE YAMAHA GROUP NO. 2

YAMAHA was introduced through its musical instruments last month. But from this month on, our stories will be built around YAMAHA Motors.

In 1955, by making use of the precision industry machinery at Nippon Gakki which had been turning out airplane propellers until 1945, the YA1 125 cc was produced. Six months after sales began, YAMAHA Motors was born. It has already been told in "Twelve Years With YAMAHA" that this work was started in several one-story wooden buildings at Hamamatsu City, Shizuoka Prefecture, where the Main Office is still located to the present. This main factory is now producing 50,000 motorcycles and out-board motors per month. In addition, there are four other factories, the Iwata Factory producing the TOYOTA 2000 GT, the Showa Works, with production centered on sports, the Kitagawa Motor Car, involved in press works and clutch manufacture, and the Arai Factory which produces boats.

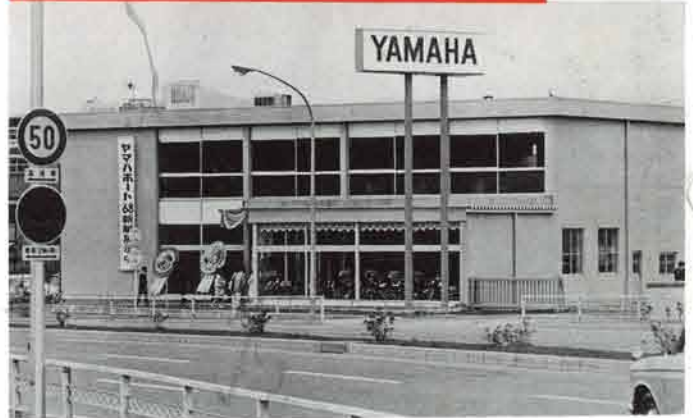


Just coming off the rationally laid-out assembly line.

Above, right: Yamaha sales network in Japan.

Large circles denote Yamaha branch offices.

Photo: Exterior view of the renovated Hiroshima Branch.



**The Main Factory is the Main Vehicle Producer** The main office factory is in the northwest part of Hamamatsu City which is situated just between Tokyo and Osaka, the two great industrial centers of Japan. The Main Factory stands together with the Main Office Building in a pastoral setting. The total site area is 71,000 m<sup>2</sup> (about 650,000 feet<sup>2</sup>). The motorcycles produced at this factory are the 50 cc, 180 cc and TD1-C.

Adjoining the Main Factory are the Main Office Building, Employee Welfare Building and the Baseball Stadium. The 3,500 YAMAHA employees are working hard at the eight branch offices and twenty four business offices with this Main Office as the center, to win even further recognition for YAMAHA. In addition to this, YAMAHA has a service network throughout the nation made up of 116 chain stores and 20,000 other retail stores.