



A Monthly Journal for Yamaha World-Wide Dealers

YAMAHA NEWS

1971

JANUARY

Yamaha Takes GIANT STRIDES Production Upswing By Leaps And Bounds To Attain A Level of 800,000 Yearly



Strengthened Iwata Plant Starts Full Operation

Yamaha motorcycles have recently shown a spectacular upswing in sales both at home and abroad. It has become increasingly difficult for the company to satisfy ever growing orders with its existing production systems even in three-shift full scale operation. Accordingly, the company has taken off to strengthen and expand the Iwata Plant in an unprece-

dentedly larger scale.

Now, the Iwata Plant has come out as Yamaha's new main and collective plant to take the most vital role to boost an annual output of motorcycles to a level of 800,000 units from 1971 on. It has already started full operation with 4 assembly lines of motorcycles to perform all production processes consistently in

incomparably shorter time than ever to fulfil orders received as for each model. Also, included in a site covering a total area of 240,000m² are the snowmobile plant, automobile shop, die-cast shop, research and development department, as well as new parts center to be shortly completed as an ultra-modern facility of parts stock and supply.

Snowmobile Assembly Line

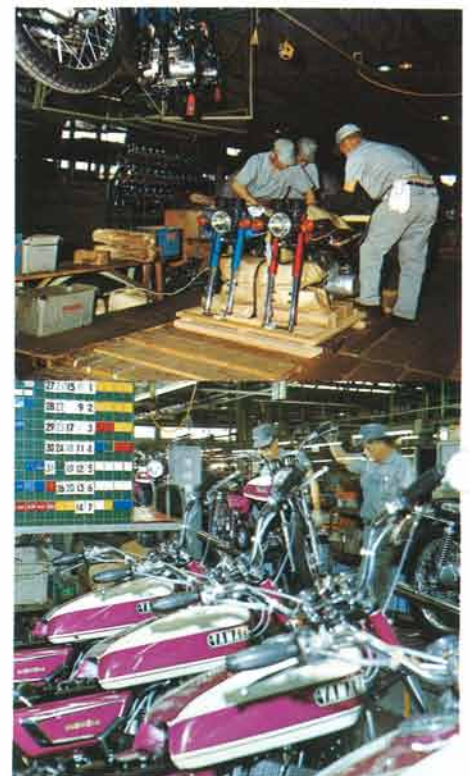
Yamaha snowmobiles are also enjoying a sharp upward trend in sales both at home and abroad. The snowmobile plant covering some 20,000m² in building area is put in its full scale operation to turn out a total of 50,000 units per year for home and oversea markets.



New Parts Center

The new parts center under construction is expected to be completed at the Mid-Feb. It is to emerge as an ultra-modern parts stock facility, incorporating highly mechanized and automated processes in overall functions to secure smoother parts supply system. Its rack building covers an area of 1,643m² with a storage space of 2,100m² enabling a total

of 53,760 units of parts box to be housed therein. These advanced processes are claimed to increase handling capacity by 200%, and storage capacity by 150%.



New Motorcycle Assembly Line

All interior layouts are intended for higher productivity. All processes from production down to dispatch are consistently and efficiently performed: In particular, Yamaha is proud of its painting process as highest-levelled in the field of motorcycle engineering.



New Boats Make Debut

A couple of Yamaha FRP new boats have made debut at the time when enthusiasm to water recreations is rapidly hotting up in Japan.

One is a brisk 12-foot runabout TRI-12 SDX intended for versatile purpose on water, and the other a deluxe 20-foot hardtop cruiser STR-20 HTCR claimed to be a living room on water. Both are promised to widen a scope of marine leisure and utility by far.

SPECIFICATIONS

	TRI-12 SDX	STR-20 HTCR
Overall length	3.69 m	5.99 m
Overall width	1.52 m	2.44 m
Depth	0.55 m	1.21 m
Weight	140 kg	950 kg
No. of crew	2	5
Recommended Power	10 - 15 ps	155 - 170 ps
Max. Power	25 ps	215 ps



**Snap -
shots**



Tricycles in Philippines

Tricycles on a base of Yamaha YL2F has now become a unique means of transportation around most of major cities in Philippines.

A passenger is feeling so much comfort aboard a tricycle powered by the Yamaha YL2F.

She finds a tricycle indispensable to her daily life, as it can take her anywhere easier and faster than any other means of transportation. (Left)

They are waiting for passengers going to Lapulapu City from Mactan Airport Terminal.

Passengers on board the Airlines and Airline employees alike are commuting mostly by means of tricycle transportation. (Above)



PEOPLE & PLACES



A light Yamaha motorcycle is offering a helping hand in carrying fish.

Racing Hero R. Tooms

Yamaha rider R. Tooms is upholding his leading position in New Zealand. He outright dominated the Hume Weir Circuit Road Race Meeting recently held. In this meeting he won five races he contested riding his Yamaha, as follows:

Ultra lightweight	1st	R. Tooms
Lightweight	1st	R. Tooms
Senior Grand Prix	1st	R. Tooms
Unlimited	1st	R. Tooms
Senior A Grade	1st	R. Tooms



A Large Catch of Hatahata

Akita Prefecture, Northeast Japan is very famous for its shallow-sea fishery of hatahata (a sort of codfish). This fish has a habit to gather in schools around the coast of Akita late in autumn each year. Recently Yamaha outboard motors have appeared in the scenes of hatahata catching. Japanese boats equipped with light and compact Yamahas are assuring fishermen of a larger catch of hatahata than ever.



What a bumper! A fishing base is buzzing with excitement.

D. Vesco Renews the Record

**Motor
Cycle**

Vesco sets new world-fastest

NOW 251.9 MPH

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Also Johnson (400 Mph) sets the pace for Sweden's first

BARELY a week after crashing at around 260 mph, American Don Vesco pushed the world-fastest motor-cycle record to over 250 mph for the first time on Thursday. In his streamlined projectile, powered by two 350 cc Yamaha

American Don Vesco boosted the world-fastest motorcycle record to over 250 mph for the first time in history, driving a streamlining special Yamaha powered by two 350cc TR2 engines.

This speed attempt was held on Bonneville Salt Flats, Uta. Vesco marked 251.9 mph beating the previous record held by B. Leppan on a 1300cc Triumph by 6.2 mph.

Yamaha motorcycles star in movie

A lot of Yamaha motorcycles are taking an active role in a movie entitled "Little Fauss and Big Halsy" recently released by the Paramount.

It is an action drama themed on a couple of bike-crazy young men who are dreaming to be professional riders. In each climax scene many a Yamaha displays its exciting performance.



J. Cooper, Man of the Year

In a popularity polling sponsored by British expert journal Motor Cycle News, John Cooper won first place: Throughout the 1970 season, he kept on riding a Yamaha-converted racer to take major placings in so many big events.

Enduro Trail Run

In the United States trail enduro as a game is very popular. A lot of trail enthusiasts are vying with one another in the performance of their motorcycles and in their riding skills over some 100-mile rough courses which run across fields, hills, streams and rivers.

In every game a number of female riders are positively taking part, riding their lightweight Yamaha trails.



Champion of Costa Rica

Mr. C. M. Pacheco on a Yamaha won the national title in the Costa Rica National Championship Road Race, Central America. He is working for Lutz Hnos &

Cia, Ltd., Yamaha distributor in Costa Rica.

In 50cc class he rode a YF1-converted racer home first. In a main event unlimited class, he snatched a brilliant win riding a tuned up 125cc AS1, beating rivals on much bigger machines.

Yamaha Demonstration

A recent rapid increase of Yamaha motorcycles in Indonesia is largely due to the fact that Yamaha have won many races in the country. Most of the best riders in this country use Yamahas in their daily life, too.

Recently, 15 top-class riders including B. Hidajat, B. Suswanto, H. Tirtasaputra, and T. Hariyana, ranking from first to fourth, made a parade for publicizing Yamaha products as well as for conducting road tests. They followed a course extending about 1,000 km from Djakarta to Surabaya on Java Island, each riding his own Yamaha YF5S.

The parade of riders in Yamaha's uniform caps and jackets guided by a lightweight truck loaded with Yamaha signboards achieved spectacular effects for propaganda. Yamaha dealers in various places along the course positively assisted in this parade.

The press published the attempt with heavy headlines, especially emphasizing

the superior performance of the 50cc Yamahas, all of which ran the whole course with no trouble at all.

It is expected that the success of this demonstration will further boost the share of Yamaha motorcycles in Indonesia.



Yamaha in Laos

Here pictured is a scene of motorcycle riding technique contest in the That Luang Festival held in Vientiane, Laos, where Yamaha motorcycles are enjoying evergrowing popularity.

Majority of participants in this contest used their Yamaha motorcycles.



Elmore Field Day in Australia

Here shown is an aerial photograph of the Elmore Field Day recently held in Australia. A corner of Yamaha motorcycles was arranged by Milledge Bros. Pty. Ltd. to attract particular interest of enthusiasts.



Yamaha Welcomes Overseas Visitors, to Main Factory

A sharp upward swing in domestic and export sales of Yamaha products has been something of a marvel to the eyes of the world. Especially, the company attained a record-breaking total of export sales in October to further solidify the position of No.1 2-stroke motorcycle maker in the

world.

Reflecting rapid popularization of Yamaha products, Yamaha Main Factory in Hamakita, Shizuoka Pref. is receiving more visitors than ever from every part of the world.



VENEZUELA

Pictured here are Messrs. Petorica (third from right), and Ipolito (fourth from right) of Venemotos, Venezuela. Sales of Yamaha motorcycles have recently risen to an annual level of 5,000 units equivalent to some 50% of total market in their country.



HOLLAND

Mr. Bob Passet at head of table, Sales Manager of Yamaha Motor N.V. is talking with Yamaha executive staff. Yamaha outboard motors are winning tremendous popularity in Europe. Sales total is promised to boost to a level of 13,000 units in 1971 from 9,000 in 1970.

FRANCE

Intently watching an assembly line are the executive staff of French motorcycle maker Motobecane. A real state of ever-growing Yamaha has deeply impressed them.



YAMAHA Topics

Yamaha PR Film Completed

"This is Yamaha Trail (Route Zero)"

Yamaha has recently completed a 16mm 27-minute PR film in color entitled "This is Yamaha Trail (Route Zero)". In this film every exciting phase of trail runs on Yamaha trail bikes is introduced in a more dynamic and vivid way than ever. Its summary is as follows:

1. Opening:

A young man is riding his Yamaha trail bike over a vast plain in Hokkaido, northern extremity of Japan, freely and fully enjoying a solo trail run.

2. Introduction of Yamaha Trail series: Each model of Yamaha Trail series is introduced from every angle. Particular emphasis is laid on special merits with some animation pictures.

3. Introduction of trail run: Yamaha-originated trail run is described in wide variety.
4. Trail run by group: Pleasure of trail run by group is fully depicted. It comes to a climax when they attack Mt. Fuji.
5. Yamaha Trail Land: What it is like is accurately introduced together with Yamaha's exclusive education program of safe and correct trail techniques.
6. Ending: The film is brought to a finish with a gorgeous scene of trail riding.

The film is narrated in English and Spanish separately; and made available for Yamaha world-wide distributors and dealers in promoting sales opportunity to a maximum in their respective territory from the Mid-Feb.

Price: \$350
(half borne by Yamaha)

CONTRIBUTIONS INVITED

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences-any-thing if it's about YAMAHA. A commemorative gift will be sent to those subscribers whose pictures are accepted for publication.

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