

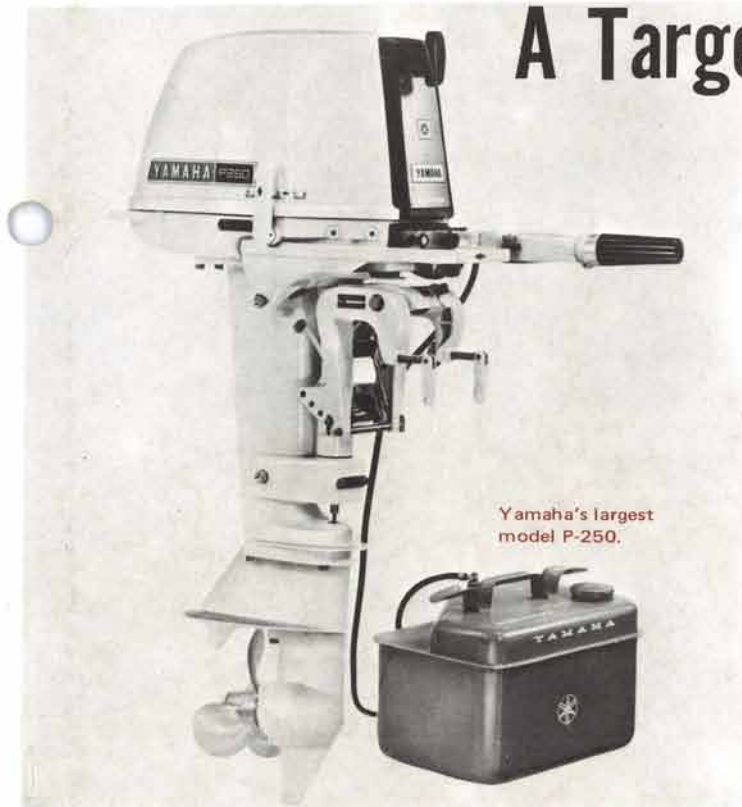


A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

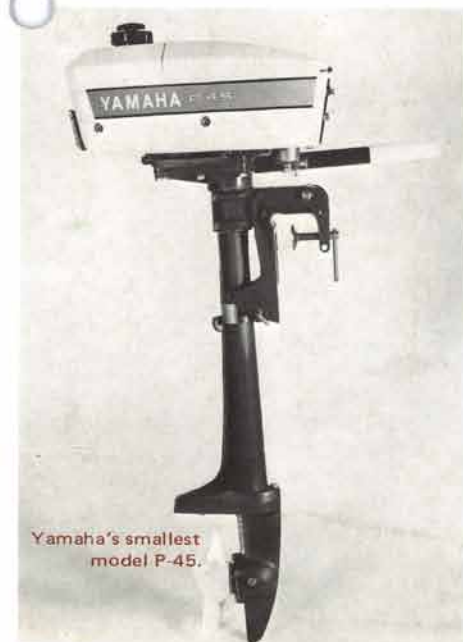
1971

FEBRUARY



Yamaha's largest model P-250.

## A Target to Establish A Full Line of Products; Yamaha's Strenuous Efforts for Improved Human Life, in Leisure and in Business



Yamaha's smallest model P-45.

Yamaha products, such as outboard motors, boats, snowmobiles and multipurpose engines, to say nothing of motorcycles, which are all underlain by Yamaha's unique technologies of development and manufacture, are steadily expanding their markets all over the world, rising ever progressively in public appraisal.

It is largely due to the constant efforts made by Yamaha world-wide distributors and dealers, for which Yamaha is heartily grateful. But, without being contented with the existing state of affairs, Yamaha will be always creative to advance further in order to make overall contributions in the fields of leisure and utility on a larger scale.

For the past few years, all of Yamaha products have been enjoying a particular upward swing in sales. Especially, among them, outboard motors have risen in sales by as much as 400 percent for a period from '60 to '70. They are now securing an unmatched share of domestic market amounting up to 70%, while they are becoming one of the most popular brands at overseas markets, ranking equal to such world-famed brands as Johnson and Mercury in the field of smaller displacement class.

At this time, Mr. Genichi Kawakami, President of Yamaha Motor Company has published his impressive statement to the effect that in 1971 the company will endeavor harder to promote sales of outboard motors throughout the world, while improving and reinforcing its production and service setups to the fullest extent, for the purpose of attaining a share of some 30% in the field of light-weight class in the world.



President Kawakami leads evergrowing Yamaha with his marked individuality

A whole view of Sanshin Kogyo, Yamaha's specialized outboard plant



# Yamaha Outboard Motors to Register Spectacular Upswing for 1971; Sales Drive to Just Meet Increased Output; President Kawakami States

Yamaha outboard motors which were manufactured and put on sale in 1960 together with FRP boats, have fixed the position of domestic market leader in such a short length of time, and are now reaching almost same level as the world-famed products such as Johnson and Mercury, owing to persistent exertions on the part of Yamaha world-wide distributors and dealers, for which we wish to express our utmost thanks.

At present a total market of outboard motors in the world is estimated at a level of 0.7 million, and it is expected to further expand year after year. Yamaha outboard motors which have been developed by unmatched engine-developing technologies, are now being mass produced in fully wide variety in the field of

lightweight class, ranging from 2 hp to 15 hp. They are finding increasingly wider scope for activities in leisure and utility purposes, because of their superb performance and durability as well as outstanding economy.

Backed up by evergrowing demands to them, it is not too much to say that Yamaha outboard motors have an almost boundless sphere for their further expansion. To meet such a trend, Yamaha is intending to massively reinforce the production system of outboard motors.

The existing plant is scheduled to be converted into a assembly specialized one, while a new machining shop and painting shop will be built on the adjoining site to boost the output at a higher rate.

## Closest Cooperation With All of You

With this expansion program, Yamaha promises you to take great strides toward the perfection of efficient parts supply setup, and at the same time, sincerely hope that all of you who spearhead Yamaha's world-wide sales drive will make positive efforts to expand the market of outboard motors by creating fresh demands and developing new types of utility in cooperation with sales and service teams dispatched by Yamaha. Yamaha will do the best to help you promote your sales opportunity to a maximum.



# Yamaha Manufactures Kerosene Models First Ever in the World



Unique kerosene model P-125A.

## Development of Larger Models; Together with A Line of Wider Selection

We are also planning to branch out into the field of larger-displacement products in the near future so that a line of wider selection may be arrayed, enabling users to make use of Yamaha products in any size and in any type for more versatile purposes regardless of leisure and busi-

ness. Yamaha will display its traditional creativity to the fullest extent in achieving this target, too.

As stated above, Yamaha is determined to just meet your expectations with unprecedentedly greater efforts to be concentrated on all the phases of activities such as technological development, output, sales and service, aiming at a spectacular upswing for the year 1971. Yamaha will be with you, and always go with you for our goal of growth and prosperity.



Well competitive prices, easier handling and lower cost of maintenance as well as superior performance are features common to all the models of Yamaha outboard motors, which are constantly widening the scope of leisure on the sea, serving as auxiliary engines of pleasure boats, and are also greatly contributing to increasing a catch of fish by playing a vital role in the motorization of fishing boats all over the world.

It is attracting our attention that nearly 80% of fishing boats under operation in the world are not yet motorized. Early motorization of these boats is one of the United Nation's policies to offer aids to countries under development, as it is due to be directly connected with the eleva-

tion of living standard through promoting working efficiency and increasing a catch of fish. It will also be a focus on which Yamaha's future sales drive will center.

Model P-125A is a unique kerosene type product which Yamaha has developed first ever in the world, (besides, P-200 and P-250 also run on kerosene).

It features tremendous advantages of lower fuel cost, and easier purchase of fuel in most parts of the world. We advise all of you to make them your strong selling points, and to develop new markets in this field to attain the largest possible results of sales drive.



P-200 is also available in kerosene type.

## Outboard Motor Plant

Sanshin Kogyo which has relatively newly joined the Yamaha industrial group is an outboard motor specialized plant to manufacture a full line of Yamaha outboard motors ranging from P-45 to P-250. The plant to perform all manufacturing processes efficiently and consistently is situated near Hamakita Main Factory, covering a site of 15,000 square meters with a building area of 11,000 square meters.

'71 Eagle River World Championship Snowmobile Derby

# YAMAHA WINS TITLE



A couple of Yamahas lead entire field.

## Powerful Works Yamaha

Yamaha launched its first-ever powerful attack to win the '71 World Championship Snowmobile Derby organized by USSA (United States Snowmobile Association) at Eagle River, Wisconsin for a three-day period from Jan. 22. A couple of Yamaha drivers on SR433 works machines monopolized 1st and 2nd places, beating much bigger machines of other makes such as Skidoo and Polaris.

Skidoo. They shared the lead by turns between them each lap. On the latter stage of lap 14, Trapp caught and passed a powerful rival, and from then on, led all

the way to cross the line first. In the meantime, W. Trapp had pulled also ahead of Duhamel to finish second just behind his team-mate.

## Hectic Battle

The Derby was fought over a 1/3 mile track for 15 laps by ten drivers who had got through heats run on Jan. 22 and 23. Yamaha fielded a two-man team of SR433 works machines to claim a title against powerful rivals. Wisconsin driver Mike Trapp spearheaded Yamaha's powerful attack supported by his cousin Wayne. The race developed into a hectic battle between Trapp and Canadian ace Y. Duhamel driving a works 800cc



Starting lineup of Derby. Mike Trapp and Wayne Trapp, 2nd and 5th from right, respectively.



# Champion M. TRAPP

Wisconsin ace Mike Trapp has leaped to the stardom by his brilliant win at the '71 Derby. He is aged 24, and assists his father's construction business. High hopes are held with him to keep on his triumphal march, driving a powerful Yamaha throughout this season. He is due to visit Japan this summer with his cousins Wayne and Lyne.



## Snowmobile Race In Japan

Opening round of the '71 Series took place on Jan. 31. Four races were run over a specially prepared 1.8 km circuit, attracting entries by Yamaha, Suzuki and other machines of foreign makes. More than spectacular was Yamaha's domination over all events than had been expected. New star A. Tanji monopolized three wins in 300cc, 400cc and unlimited classes driving his Yamaha machine with moto-cross veteran N. Otsuki who piloted his Yamaha home first in over 401cc class. Besides, other Yamaha drivers took all of major placings as follows:

*300cc class	1st to 7th
*400cc class	1st to 12th
*Over 401cc class	1st to 4th
*Unlimited class	1st to 8th

## LITTLE FAUSS AND BIG HALSY

Previous to its release, Yamaha Motor Co., Ltd. is going to undertake full-scale campaign intended chiefly for young people to publicize "Little Fauss and Big Halsy", a big action film by the Paramount Motion Pictures of the United States, in tie-up with its distributor CIC. The picture, as was briefly introduced in the former issue of our journal, is a unique feature which depicts realistically the world of the most modern young people, especially young racing riders. The stars of "Little Fauss and Big Halsy" are two young men with quite different characters. They are bound together by common zeal for motorcycle racing and take part in various races. The picture probes to the bottom the actions of them

and modern young men and women around them and has made a great hit all over the United States. The leading actors are Robert Redford ("Shoot toward Tomorrow") and Michael J. Pollard ("Bonny and Clyde"), both of whom are screen idols of young people.

Another highlight of the film is Yamaha and many other motorcycles which appear throughout it. What is especially impressive is original camera angles shown in moto-cross and road race scenes, where you can see Yamaha machines running at full speed on circuits, plains and hills of America while enjoying the vivid exhaust sounds of trail and sports bikes, such as DT1 and TD2.

(Panavision Color, 90-minute)



# YAMAHA Topics



## New Market Guyana

Yamaha motorcycles have recently developed another new market in South America.

Sandbach Parker & Co., Ltd. which became Yamaha's first-ever distributor in Guyana last year, has already secured a market share of 20%. The company is promised to boost it to 40% and more for the year 1971.

Such a startling advance of Yamaha prod-

ucts is largely due to a lot of brilliant racing successes by Yamaha racers.

Trinidad rider Da Costa Jones sponsored by the company leads every big event of road race in this country, riding his amazingly fast 250cc TD1C.



## Japan-Korea Rally

The first-ever Japan-Korea goodwill rally was organized by "Motorcyclist", one of the leading motorcycle journals in Japan, in the Republic of Korea recently.

Well reflecting a trend riping for big sport bikes, the rally was supported by 49 Japanese and 41 Korean riders, who

demonstrated their riding skills over a 950 km course between Pusan and Seoul. Included in those riders were several Yamaha mates riding their XS1, R5, RT1 and R3, all of whom ran through the whole course with no trouble at all.



## '70 National Rider Ranking

The final rankings of the '70 national championship series organized by the Motorcycling Federation of Japan has been decided recently.

The attestation and commendation ceremony took place at the Hilton Hotel in Tokyo on December 12, with the announcement of the year's best riders.

The rankings covered the road race and moto-cross categories, and a lot of Yamaha riders ranked high in each table. As for the road race, Hiroyuki Kawasaki and Masaji Kasuno were declared the best senior and junior class riders with Kazutoshi Iwao winning the same honor in the moto-cross category. All of them are due to be dispatched to Europe as a special award in March



# Ultimate in Trail Run

Toowoomba in Australia, a hilly region with another name of "Table Top", is as famous to local people as Mt. Fuji to Japanese.

Judging only from its height of about 2,000 feet above sea level, it may seem not so difficult to reach the summit even



on a motorcycle. But the inclination ranges from 45 degrees at the minimum to 80 degrees at the maximum. Therefore, the high performance of motorcycle must combine together with the superb riding techniques of rider to succeed in conquering the top.

Some adventurous riders have made attempts to reach the summit riding BSA and Greeves machines, all in vain eventually because of such punishing topographical features.

Enthusiasm for motorcycling activities has been so fast surging, in Australia, and the Table Top attempt has provided one of the biggest topics among local enthusiasts. Recently a daring trail enthusiast has

done it! His name is Dave Wagner, a Yamaha dealer in the district.

With his son and two chaps, Mr. Wagner attacked the steep slope along a pass on the southeastern side of Table Top riding his Yamaha L2C with the chain fitted to the large-size sprocket, and won the summit in some 90 minutes.

When going uphill, it was necessary to tie a rope to the front damper and bars to keep the front wheel on the ground. After reaching the summit, they rode around for about 2 hours taking pictures, and then started descending. This time it was necessary to tie a rope to the rear carrier. It took them nearly as long to descend as it had to ascend.

# Yamaha Wins Castrol 1000

A standard type Yamaha 350cc R5 became the winning machine in the 500cc class of the Castrol 1000-mile production race held at Amaro Park, Australia.

The machine was entered by Pitmans Motorcycles Pty. Ltd., Yamaha's local distributor. A photo shows, from left to right, Mr. Bill Horsman who rode for five of the six hours, Mr. J. Liebennecht, mechanic and team manager, and Mr. Ian Ardill, another rider.



# First Time or Nothing

The Yamaha machines displayed their superbly steadfast performance all the way. Especially, the electric starter proved invaluable when the bike stalled sometimes halfway. In addition, the flawless riding techniques of Mr. Wagner, ex-champion of Australian short circuit events proved of good account. "This is positively the first time that any motorized vehicle has reached the top", stated he "There is definitely no chance of my ever trying to do it again as First Time or Nothing is my motto".



Taken at the southeast coast of Spain. Smaller Yamahas tremendously add to their pleasure on the water.

In the vicinity of waterway in Amsterdam, Holland. In this part of Europe, Yamaha outboard motors are enjoying a particular fa

# For Leisure, and for Utility

Yamaha outboard motors satisfies versatile purposes on the water regardless of leisure or utility. Smoother handling, lower upkeep cost and wonderful seaworthiness make them ideal auxiliary engines for pleasure boats as well as fishing boats. The company has recently released its plan to make headway to the field of larger-displacement products. With a line of wider selection to come, Yamaha will massively widen the scope of fun and utility on the water, while making greater contributions to the elevation of living standard.

A Yamaha dealer in Formosa. Yamaha outboard motors are finding their wider scope for activities in shallow sea fishery. With an upward trend of fishing boat motorization, Yamaha products are taking a more vital role progressively.

## Contributions Invited

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences-any-thing if it's about YAMAHA.

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