



YAMAHA NEWS

1971
September

Powerful 25hp Model

New Model

Yamaha Outboard Motor P-450

Yamaha's largest sporty outboard model has made its market debut. It is a dependable dual-purpose 430cc engine to deliver a stable 25ps to ensure and enlarge fun and utility on the water. It has widened the scope of marine recreations such as water skiing, skin diving, trolling, fishing, pleasure cruising, etc., while it has saved time and labor in fishing operations appreciably for a consistent larger catch of fish.

Power plus Economy water-cooled twin

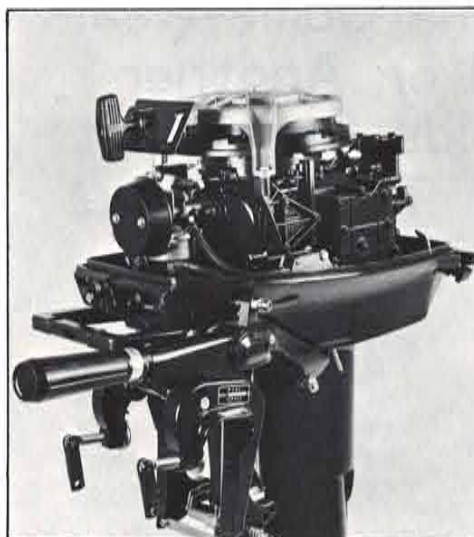
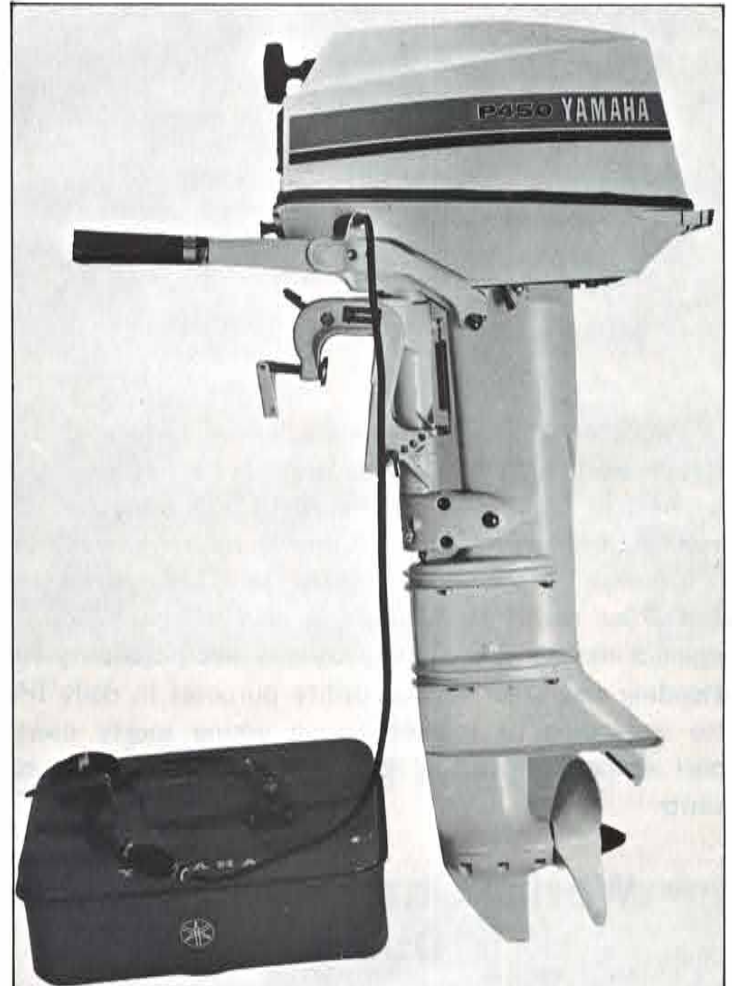
The P-450 is a compact and light water-cooled twin engine which features Yamaha's world-renowned development engineering and carefully selected material for the improvement of seaworthiness. It incorporates a reed valve system for higher porting efficiency and higher performance over wider range of speeds. The P-450 also features a lot of well-considered devices. New design to prevent fishing lines from twisting around, large-size filter to protect a carburetor, newly-designed link mechanism to ensure more accurate ignition timing, new 24-liter separate type fuel tank and wide variety of optional parts—these are all with this model, now. Besides, rubber seals all around cowlings perfectly shut out water, thus improving noticeably the durability of engine.

Effortless Operation

With all controls such as knobs and switches grouped together, operation is effortless or childproof. Speeds can be controlled just by twisting a grip.

The use of electric starter kit (optional) will enable a driver to start the engine from a driving seat, thereby making him fully enjoy the ease of remote control.

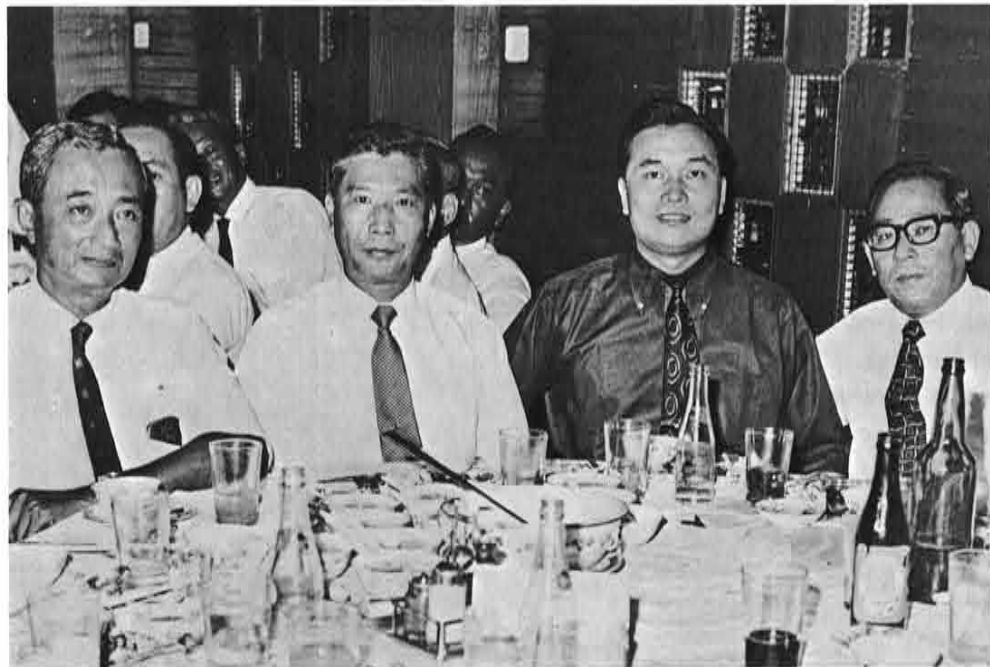
When the engine has returned to its original position after operations on shallow water, a tilt lever is automatically locked to prevent the engine from leaping back.



SPECIFICATIONS OF P450

Engine.....	2-cycle, Twin
Brake horsepower.....	25 hp @5,200 rpm
Displacement.....	430 cc (26.23 cu. in.)
Bore & Stroke.....	67x61 mm (2.638x2.402 in.)
Ignition system.....	Flywheel magneto
Starting.....	Recoil hand starter & Electric starter (Options)
Cooling.....	Water (with thermostat)
Controls..	Twist grip & Remote control (Options)
Gear shift.....	Forward-Neutral-Reverse
Gear ratio.....	23:13
Propeller (Blade x Dia. x Pitch) ...	3x241x292 mm (3x9½x11½ in.)
Transom height.....	S 15 in. L 20 in.
Stern adjustment.....	5-position
Fuel.....	Gas-oil mixture (50:1)
Fuel tank capacity.....	24 lit. (6.4 US gal.)
Weight.....	S 38 kgs. (84 lbs.) L 39 kgs. (86 lbs.)

P.T. Harapan Motor Starts Production Indonesia



A scene of celebration party.

P.T. Harapan Motor Industry Co. which is located in Djakarta, Indonesia, started production of Yamaha motorcycles on knockdown system. Monthly output will be around a level of 1,500 units for the time being, but is promised to increase in the future along evergrowing enthusiasm to Yamaha motorcycles in this country. The said knockdown production covers the 50cc, 70cc and 100cc models as well as the 125cc Street AS3. Yamaha's compact models are winning tremendous popularity for commuting, school attending and other various utility purposes in daily life. The 125cc AS3 is also expanding its market among young sporty users along everygrowing sport enthusiasm backed by Yamaha's brilliant successes in big road race events.



An outside view of Harapan Motor.



A lot of people celebrated its opening on August 4.

Service Center

Harapan Motor has also established a service center designed to render assistance to all Yamaha dealers and repair shops throughout Indonesia to set up a comprehensive service system, thus facilitating repair and after-service program more efficiently than ever.

World Championship Road Race 9th Round, Finnish Grand Prix

R. Gould and Yamaha Come Near 250 Title; P. Read on Another Yamaha Still Upholds One Point Lead over Rival in Title Battle

Results	250cc class	21 laps	78.66 miles
1. R. Gould	Yamaha	53' 59" 4	87.43 mph
2. J. Dodds	Yamaha	54' 09" 4	87.18 "
3. D. Braun	Yamaha	54' 18" 3	86.93 "
4. C. Mortimer	Yamaha	54' 30" 0	86.62 "
5. G. Marsovszky	Yamaha	54' 34" 2	86.49 "

Fastest lap, R. Gould, 2' 32" 8 88.30 mph



R. Gould riding a Yamaha 250cc racer did it again at the 250cc class of the Finnish GP which was run at the 3.7-mile Imatra circuit on August 4.

It was his second win in succession to the previous round Swedish GP.

Now, he and his Yamaha have come nearer the 250cc title. He is just one point behind P. Read also riding a Yamaha racer.

“Raku Raku” Campaign in Japan for V-Series

Yamaha has recently promoted a big sales campaign under the name of “Raku Raku (easy ride) Campaign” all over Japan. The campaign is designed to impress the public with the merits of Yamaha V50 & V75 by means of free drawing contest for children, and Raku Raku stool present sales.

Public reaction to those colorful and delightful events have proven very favorable.

Raku Raku Free Drawing Contest

“Safe” and “Handy” are excellent features of Yamaha V50 and V75. The program which was promoted for a 2-month period throughout Japan, was designed to publicize those merits more efficiently through children by giving a delightful free drawing contest of Yamaha V models for them.

All the dealers of Yamaha in Japan gave overall support to this program and were very strenuous to publicize the contents of the program by means of posters, pamphlets, banners, etc., appealing to children in their respective districts.

Dream Comes True

Children like, by nature, everything speedy and smart. Their fancies and dreams to motorcycles often prove amazing. Thus, the program hit the mark, really, as it enabled them to express their dreams in a free way. The mood of contest came to a climax with lots of entries received far beyond anticipation. How abundant children’s imagination was! Many a masterpiece surprised and pleased judges who were famous artists and telev. talents.

Those who took major placings in the contest, were awarded deluxe prizes including the Yamaha electone, NS stereos and fancy cases. Besides, all the children who participated in the contest were given a special jumbo pencil as a commemorative gift.



Raku Raku mood at climax.

Lots of Masterpieces

Golden Prize Winning Work



Silver Prize



Silver Prize



Sales Promotional Materials for Yamaha V-Series

In line with active campaigns carried on at home, Yamaha has recently prepared colorful sales promotional materials in wide variety, intending to help overseas dealers of Yamaha push forward their sales promotion program for the Yamaha V-series in their respective districts.

The materials include stickers, mobile displays, leaflets, commercial films available in 16mm and 35mm, etc.

All are eye-pleasing and well-considered items which are ready to serve the purpose in the most efficient way.

Full use of these items will elevate the V-series in image, which will eventually lead to the increase of sales.



US\$0.20



US\$0.10



Leaflets



Mobile display

Yamaha Commercial Film for V-Series

The Yamaha V-series has been enjoying tremendous popularity among users in the world since they made their market debut early this year.

Versatile utility, steadfast performance, great economy and ease of handling, are all admitted ideal merits for city trotting as well as for off-the-road touring.

Yamaha has recently manufactured the new commercial film for the V-series intending to help overseas distributors and dealers promote the sales of the V-series.

The film vividly dramatizes the activities of the V-series with the happy and cheerful life of Japanese families for a background. It will have great visual effects upon the public, if it is put on display in movie theaters and at any place where people gather together.

New Commercial Film for V-series

Code: 71-8E-15

Film: Available in both 16mm and 35mm, 60 seconds, color.

Narration: English, Spanish, Thai and Indonesian.

Price: US\$38.00 FOB Japan for 35mm
US\$20.00 FOB Japan for 16mm
(Half-borne by YAMAHA.)



Grade-up Big Twin Makes Market Debut to Arouse Fresh Sensation in the World

Yamaha 650 Street XS2

The Yamaha 650 Street XS1, the largest 4-stroke model of the line, has aroused a fresh sensation and enjoyed consistent popularity among big bike fans in the world since it was first marketed last year. The model has recently emerged as the XS2 featuring more exciting and dependable performance with technical innovations newly added thereto.



New Disk Brake & Electric Starter

The focus of innovations is the newly adopted hydraulic front disk brake and lever-control electric starter in linkage with the decompressor.

The disc brake ensures steady braking effects with no fading from repeated application.

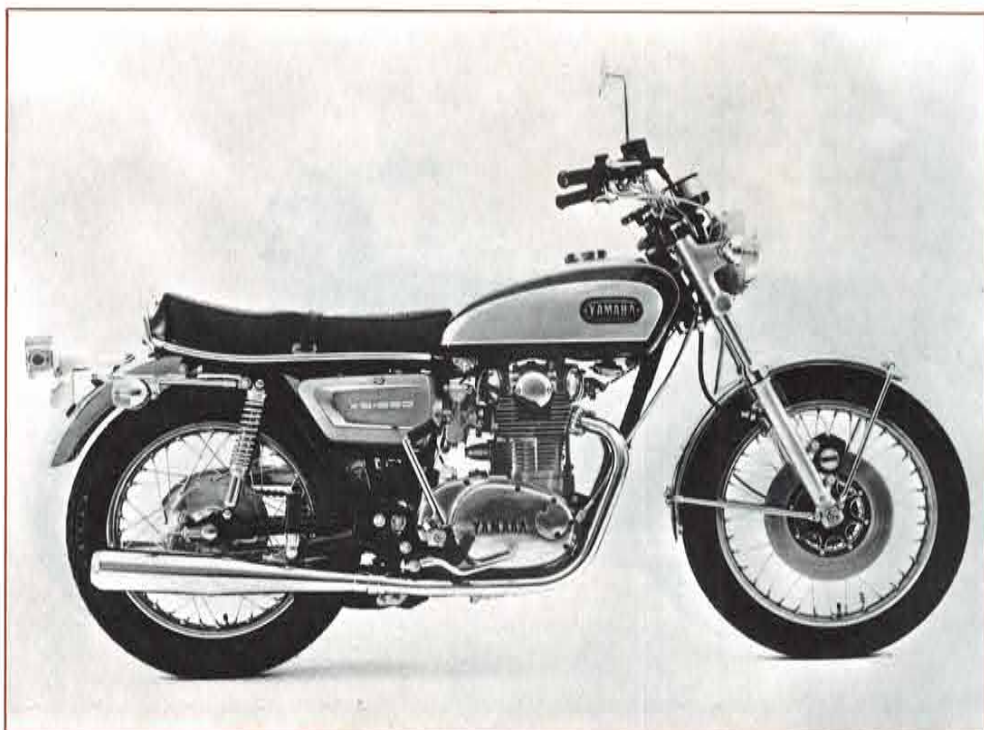
A proper amount of brake lever reserve can be maintained at all times, regardless of the thermal expansion of brake disc.

The brake keeps a good balance of braking power.

No braking efficiency is affected by water leaking in.

No adjustment is required for brake pad clearance and easy access to service is allowed.

The Big Twin is brought to life by a single pull of the electric starter lever which operates in linkage with the decompressor equipped with the automatic cutout and safety relay.



Handling Ease

The Ceriani type front forks feature the outer tubes made of light aluminum alloy, which has noticeably decreased under-spring weight for better cushioning efficiency on various riding conditions.

Bright headlight assures a rider of clear view ahead at night for extra safety. Large-size taillamp/reflector assembly can quickly and exactly transmit signs to other vehicles behind.

Full synchromesh 5-speed transmission gears run up or down smoothly at any speed to let a rider have real riding pleasure and thrill.

SPECIFICATIONS

PERFORMANCE

Max. speed range.....185 km (115 mph) plus
Climbing ability.....26°
Min. turning radius.....2,500 mm (98.4 in.)
Min. braking distance14 m @50 km/h
(46 ft. @31 mph)

ENGINE

Type.....4-stroke, OHC, Parallel Twin
Displacement.....653 cc (39.85 cu. in.)
Bore & Stroke.....75x74 mm (2.953x2.913 in.)
Compression ratio.....8.7:1
Max. horsepower.....53 hp @7,000 rpm
Max. torque.....5.5 kg-m (40.1 ft-lb)
@6,000 rpm

Lubrication system.....Wet sump, Trochoid pump
Starting system.....Electric starter (with decompressor) & Primary kick starter

Transmission5-speed gearbox

DIMENSIONS

Overall length.....2,175 mm (85.6 in.)
Overall width.....905 mm (35.6 in.)

Overall height.....1,165 mm (45.9 in.)
Wheelbase.....1,410 mm (55.5 in.)
Min. ground clearance150 mm (5.9 in.)
WEIGHT (Net)194 kgs. (427 lbs.)

FUEL TANK CAPACITY12.5 lit. (3.3 US gal.)

OIL TANK CAPACITY.....2.5 lit. (2.6 US qt.)

TIRES front3.50-19-4PR
rear4.00-18-4PR

Super-compact Twin Forerunner Features Full Modifications for More Exciting Performance

Yamaha 100 Street LS2

Along with the debut of the new largest Yamaha, the new zippy compact model of the world-renowned twin street series has launched onto the market. It is the 100 Street LS2 which is the fully modified version of the YL1, famous forerunner of the ultra-lightweight twin street sport model. The LS2 features some noteworthy innovations in performance and in appearance, as compared with the predecessor.



Handy sensible model

Yamaha's newly-designed 5-port power twin engine is fitted with large-size twin carburetor for extra-efficient fuel intake to cut fuel cost and raise power to a maximum.

Oversize one-piece type air cleaner has appreciably improved the efficiency of breathing function.

The diamond type frame made of high tension steel tubes features extra ruggedness and better maneuverability.

Quilted dual seat is of hip-up type, which is a well considered design method to ensure comfortable pillion riding.

Large powerful headlight provides top class safety at night, together with oversize taillamp/reflector assembly coupled to both brakes.

Both brakes are powerful and fade-free. They are specially sealed against moisture or dust for flawless performance.

SPECIFICATIONS

PERFORMANCE

Max. speed range..... 110 km/h (69 mph) plus
Climbing ability..... 22°
Min. turning radius..... 2,000 mm (78.7 in.)
Min. braking distance 7.5 m @35 km/h
(24.6 ft. @22 mph)

ENGINE

Type..... 2-stroke, 5-port, Twin
Displacement..... 97 cc (5.919 cu. in.)
Bore & Stroke 38x43 mm (1.496x1.693 in.)
Compression ratio 7.0:1
Max. horsepower..... 10.5 hp @8,000 rpm
Max. torque..... 0.96 kg-m (6.95 ft-lb)
@7,500 rpm

Lubrication system..... Autolube
Starting system..... Primary kick starter
Transmission 5-speed gearbox

DIMENSIONS

Overall length..... 1,860 mm (73.2 in.)
Overall width..... 750 mm (29.5 in.)
Overall height..... 1,000 mm (39.4 in.)
Wheelbase..... 1,200 mm (47.2 in.)
Min. ground clearance 160 mm (6.3 in.)
WEIGHT (Net) 95 kg. (209 lbs.)
FUEL TANK CAPACITY 7.5 lit. (2.0 US gal.)
OIL TANK CAPACITY 1.4 lit. (1.5 US qt.)
TIRES front 2.50-18-4PR
rear 2.50-18-4PR

Autolube does much

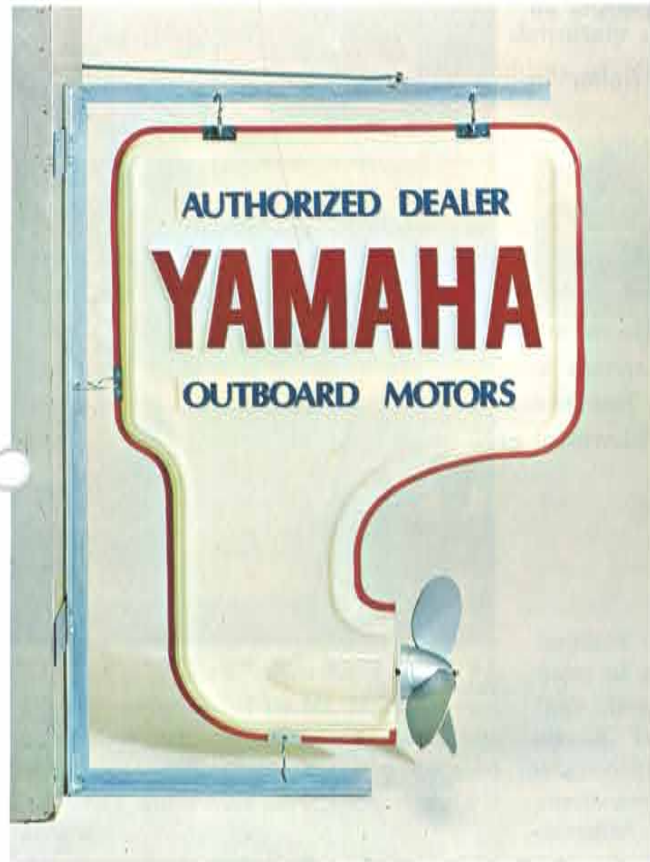
The Autolube oil injection device does much for the improvement of engine performance, too. Lubrication oil supply is automatically controlled in accordance with revolution speed and throttle opening. It is admitted the best lubrication system ever devised for the 2-stroke engine.

The oil pump is driven by the engine through a reduction gear system and also connected to the throttle.

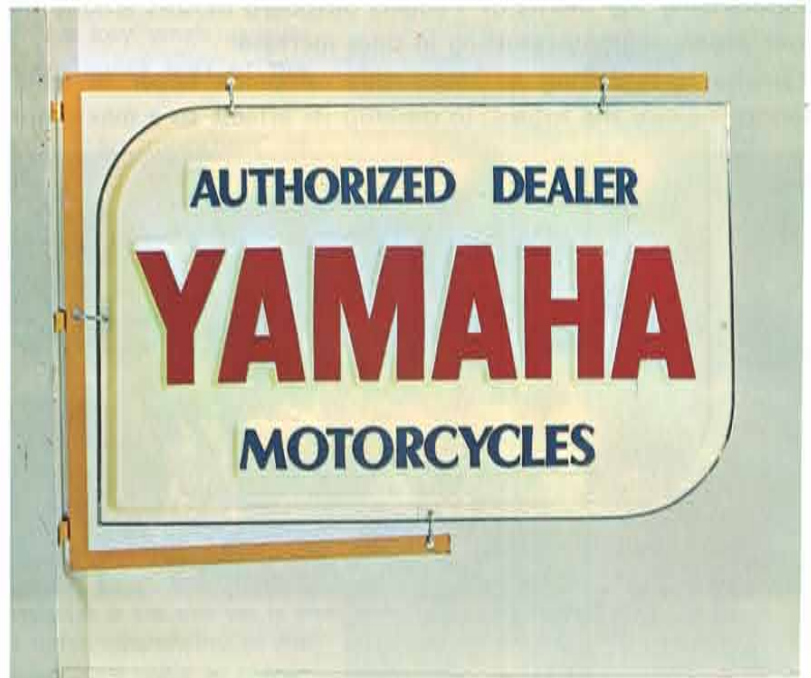
Materials for All Yamaha Models

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

Yamaha has also made various items available for overseas dealers in publicizing all the models of Yamaha motorcycle, or their own shops. They are stickers, desk calendars, stand displays, sign curtains, etc., all nicely colored and well designed to elevate the image of products, or make the shop display much more eye-catching.



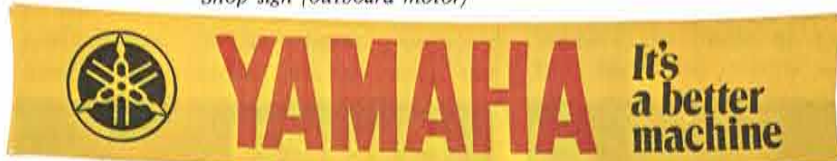
Shop sign (outboard motor)



Shop sign (motorcycle)



Sign curtains US\$0.84



Banners L size: 65 x 360cm, US\$2.50
S size: 65 x 260cm, US\$1.50



Electronic lighter US\$6.00



Gas lighter US\$1.90



Stickers US\$0.10



Flag 90 x 120cm, US\$2.30



Perpetual calendar US\$0.16

More Efforts on Bumper Catch Campaign

Along the new additions, P-165 and P-450 to the Yamaha outboard motor series, Yamaha is now concentrating more efforts on its popular bumper catch caravan campaign.

For the past two years the caravan campaign has proven very successful in popularizing the merits of Yamaha outboard motors among fishing people all over Japan, thereby resulting in sales increase.

Yamaha is intending to make this campaign larger in scale and richer in variety toward the future, to develop its effects to a maximum.



Yamaha's efforts features a delightful atmosphere at any time and at any place.



Colorful Yamaha flag and banner of bumper catch caravan.

Service Educational Materials

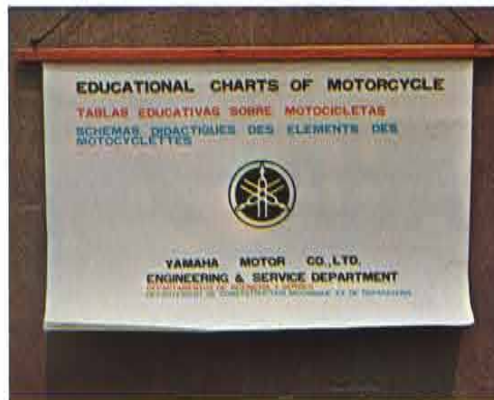
It is most important for a rider to keep his motorcycle in the best condition, if he wants to enjoy full merits of motorcycling whether on or off the road.

To do so, first of all, he must acquire correct knowledge as to how to check or inspect his motorcycle for possible defects, and how to take remedial actions properly. Yamaha likes all the dealers to take an active role in educating their own customers in this line.

Intending to help them promote customer education programs, Yamaha has now prepared very serviceable materials.

They are the series of motorcycle engineering manuals, and educational charts of motorcycles. The charts are compiled in a set, and the series is now available in volumes from No.1 through No.4.

Both are designed to serve the purpose of technical education or training conducted by dealers for customers.



Educational Charts



Motorcycle Engineering

Educational Charts of Motorcycles: A set contains 17 charts written in English, French and Spanish, showing mechanical illustrations each.

Price: One set US\$30 FOB Japan

Motorcycle Engineering: Written in English, Spanish and French. Vol. No.1 Inspection before delivery and periodic, Vol. No.2 Special tools and measuring instruments, Vol. No.3 Motorcycle fundamentals, Vol. No.4 Basic Electric Theory.

Price: Vol. 1 US 70 cents
Vol. 2 US \$1.80
Vol. 3 US \$1.00
Vol. 4 US 90 cents

World-Wide Publicity Center Advertisement & PR Division

The Advertisement & PR Division is definitely one of the key work groups of Yamaha, which covers all the products of Yamaha for every part of the world.

The work of advertisement and public relations is more than important at the time when marketing competition is getting hotter on an international level.

New products must be consistently being developed, and existing products must be always being improved just to meet every variation of market trend both at home and abroad. However, but for an efficient setup of advertisement and public relations function, the new merits of products could not be transmitted around the world, so quickly and accurately to keep domestic and overseas dealers or users up-to-date informed of them.

Here They Work.!

"Fresh" and "Brisk" are the first impression of Yamaha's Advertisement & PR Division which is led by Mr. M. Nakamura, competent manager to take a vital role and responsibility in carrying forward Yamaha's world-wide advertisement and PR program.

Amazingly large quantities of work involved with all the products of Yamaha such as motorcycles, motor boats, outboard motors, snowmobiles, etc. are being performed by 7 high-spirited staff including three ladies under the supervision of Mr. Nakamura.

Above of all, they are required of accurate

foresight of, and quick adaptability to the trend of markets which is liable to change from time to time both at home and abroad. Their consistent efforts and creativity in this line are reflected in every advertisement and PR item such as poster, pamphlet, leaflet, catalog, commercial film, and any other materials manufactured for the purpose, all designed to build up and improve the image of Yamaha products, thus combining directly with sales promotion.

"What", "How", "When", "Where" and "Whom" are their favorite mottos in publicizing Yamaha products.



Mr. M. Nakamura (left) proves himself a competent leader in every phase of advertisement and PR activities. Mr. T. Kiga (right), assistant manager, is in charge of all domestic advertisement and PR. His creativity and judgement are a great aid to Mr. Nakamura.



Mr. K. Hirata, one of the busiest men in Yamaha. He is in charge of overseas advertisement and PR.



Mr. Y. Kimura, good partner of Mr. Hirata in performing overseas advertisement and PR works.



Miss H. Kawai, lovely but active assistant to Mr. Kami.



Miss M. Kobayashi (left) and Miss S. Yoneyama (right), assisting Mr. Hirata and Mr. Kiga, respectively.



Mr. M. Kami, responsible for boat and outboard motor advertisement and PR. He himself is an expert of water sports.

YAMAHA TOPICS

Safety Campaign Tour on Yamaha

60-year old K. Yanagisawa is now going on tour for traffic safety campaign around Japan accompanied by his son, both riding Yamaha motorcycles. His intention is to minimize traffic accidents by inspiring a feeling of safety to the public. Yamaha and local traffic safety association are giving him overall support.

The picture was taken when they visited the Main Office in Hamakita, Shizuoka Prefecture. A placard on a rear carrier reads "Give aid to traffic accident-bereft children".



Safety Training



Yamaha recently held a special training session for policemen in Shimizu City near Hamakita, Shizuoka Prefecture. The intention of this session was to provide them with correct technical knowhow of motorcycles as well as safe driving techniques, as they themselves had to set an example of safe driving for the public, whether on duty or off duty.

The session was attended by 60 policemen belonging to the Municipal Police Station, and very successfully carried out under the instruction of Mr. Okabe, Yamaha-approved 1st class instructor.

Yamaha Mini Wins Rally

The motorcycle rally is one of the most popular sports in Japan. In most of cases, it is promoted in a form of touring-like competition run on a normal road. Contestants must follow every traffic rule applied thereto throughout competition, therefore, this type of sport is admitted very significant in popularizing and encouraging a sense of traffic safety.

A big rally was recently promoted by a motorcyclist club in the suburbs of Tokyo, attracting some 100 entries. The rally covered a distance of approx. 130km around Tokyo and neighboring prefectures. All the participating machines, regardless of engine displacement, had to compete with each other in the equal conditions.

Seemingly disadvantageous as it had been, a Yamaha Mini, the smallest of all, eventually won the rally, thus proving its performance wonderfully steadfast and tough.



Australian Sea Rescue Team

The Australian sea rescue team consisting of 15 members led by Mr. Brown came over to Japan recently.

Capturing this opportunity, Yamaha sponsored a lifesaving demonstration by them at

the Miura Beach, a famous resort about 50 miles south of Tokyo.

The beach became brisk with a lot of spectators to intently watch the members demonstrate wonderful skills of lifesaving.



CONTRIBUTIONS INVITED

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