



YAMAHA NEWS

1971
OCTOBER

'71 World Championship Series

P. Read on Yamaha Clinches 250cc Title

Glorious Finale-Spanish GP

Phil Read riding a Yamaha 250cc TD2 clinched the 250cc title at the Spanish GP, final round of this year's World Road Race Championship Series which was held at the 2.114-mile Jarama circuit near Barcelona. It was his fifth championship, as Read had won the 250cc title in 1964 and 1965, and become the 125cc-250cc double class champion in 1968 as the member of works Yamaha racing team.

Title Deciding Race

The 35-lap title-deciding battle was fought between Read and reigning champion R. Gould, both riding Yamaha TD2 production racers. Until this round, Gould had enjoyed 11-point lead over the rival in tougher bid for the title for the second consecutive year.

Read and Gould made a clear getaway almost side by side. But at the end of the opening lap Read took over the lead. From then on, Read continued to increase advantages. During lap 2 J. Saarinen on a Yamaha, too, advanced into 2nd place in hot pursuit of leading Read.

Gould drifting third was caught by C. Mortimer and W. Pfortner riding also Yamaha 250cc TD2 racers a few laps later.

In the meantime, Saarinen pulled ahead of Read, who was not willing to develop the race into a high-speed duel with Saarinen. Read was quite content to let Saarinen go and finish first, as he knew that even 2nd place would bring him the title.

Thus, Saarinen piloted his Yamaha to victory with Read finishing 2nd some 4 seconds later.

Picture has been reproduced from Motor Cycle News.



Phil Read certainly more joy in his eyes than the rival Derbi one, as not one of their machines finished. The 350 race that opened... ini, out after 15 laps when his works Aermacchi seized, and Frenchman Eric Offenstadt who stopped on the 24th when his five-year-old... similar performance from Benjamin Grau on a Bol d'Or Bultaco, which he started, was rewarded fourth place.

Results	250cc class	35 laps	73.99 miles
1. J. Saarinen	Yamaha	1h 03' 28" 1	69.95 mph
2. P. Read	Yamaha	1h 03' 31" 1	69.89 mph
3. C. Mortimer	Yamaha	1h 03' 56" 7	69.53 mph
4. W. Pfortner	Yamaha	1h 04' 00" 5	69.36 mph
5. R. Pasolini	Aermacchi	1h 04' 07" 2	69.24 mph

Fastest lap - J. Saarinen, 1'46" 3 71.60 mph (record)

Finnish Hope, Saarinen

Finnish rider J. Saarinen has become one of the most successful riders throughout the '71 season. Besides victory in the Spanish GP, he won twice in the 350cc champion-

ship series, riding a Yamaha 350cc TR2 racer. Saarinen is under contract with OY. Arwidson & Co., distributor for Yamaha in Finland.



Report From Australia *Part-1*

Everonward Market of Motorcycles

Australia, under closer trade link with Japan than ever, has recently appeared before a footlight as one of the most promising markets for Japan-made motorcycles.

It was just several years ago that Japan-made motorcycles made their impressive debut in this country in a form of workforce for the management of sheep grazing which has been long the most important industry of Australia.

The world largest single stud Merino undertaking experimentally purchased 12 Yamaha 100cc Trailmasters, intending to use them for the management work of countless sheep scattering over vast open plains. Those Yamahas proved a better workforce for their greater economy and reliability than horses.

This success has noticeably elevated the fame of Yamaha brand, thereby consistently expanding the market in this part of the world.



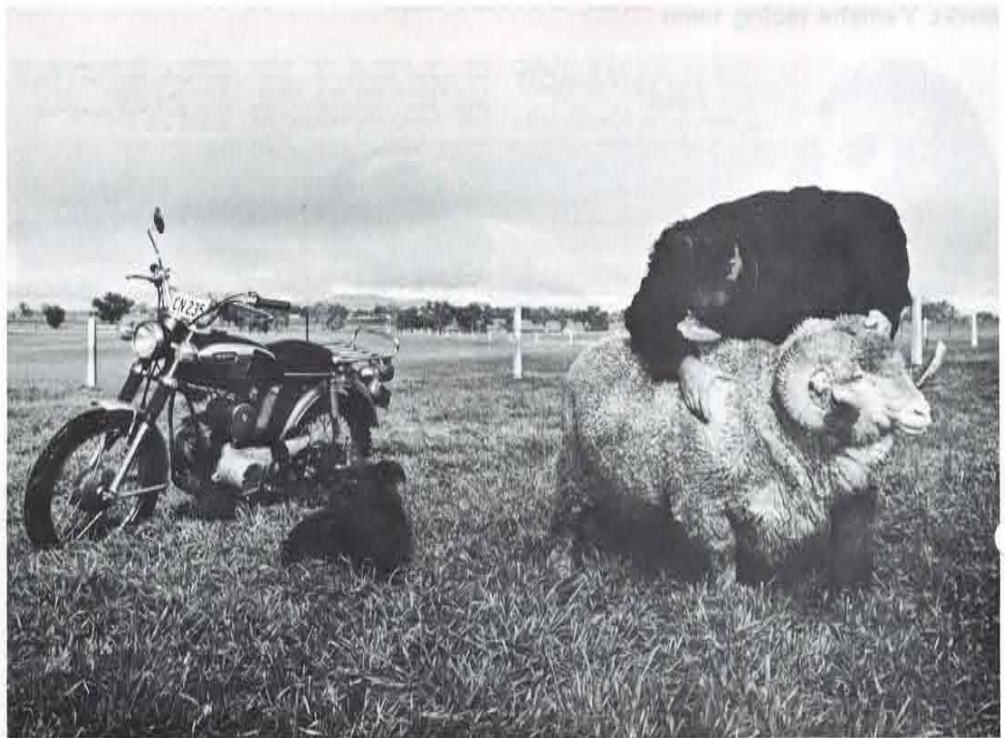
He uses a Yan tools such as a chain saw for maintenance of distant sheds, fences, and cutting-up wind-falls, etc.

Strenuous Efforts

In addition to their contributions to sheep grazing, Yamaha motorcycles are now rendering big service to Australian people in many a way. People find Yamaha bikes excellent for carrying farming tools, for hunting, for inspecting cattle, for inspecting water storage dams, and as the means of transportation through vast plains where any other transportation can not be available.

Yamaha distributors and dealers in each territory are now very strenuous to increase the sales of Yamaha motorcycles backed up by an everonward trend of market. They are positive to promote or attend Yamaha-originated trail school, basic riders training school, service school and service clinic under tie-up with a service team dispatched from Yamaha Main Factory.

Espacially, in the northern territory Yamaha motorcycles have enjoyed the highest market share amounting to a level of 60-70%.



The condition of valuable Merino ram can be checked more efficiently by using a Yamaha bike.



Yamaha is progressively taking the place of horses in sheep management works.



- ① Yamaha is also used to inspect cattle.
- ② A sheep dog is trained to sit on a bike.
- ③ A special mini trailer is manufactured in Australia for use with a Yamaha bike.
- ④ Yamaha displays its excellent mobility for inspecting small water storage dams for livestock.



Sport enthusiasm

In Australia or in New Zealand road race has been long popular. Australian rider K. Carruthers or New Zealander H. Anderson has once clinched the world championship of road race.

Motocross and trail riding are also fast gaining popularity among the action-loving youth throughout this part of the world.

Top class road race riders including R. Toombs, B. Hindle and G. Hunt all ride Yamaha 250cc and 350cc racers to score a lot of wins in big road race events to consolidate Yamaha's leadership in the world of sports, and strongly impress the public with "Yamaha, it is a better machine". Especially, Sydney rider B. Hindle is now making his strongest claim to the title of Australia's best rider.



B. Hindle Wins 50-lapper

Sydney ace Brian Hindle riding a Yamaha 350cc racer won the 251cc-1,000cc class 50-lap race held recently at the Amaro Park.

Hindle streaked to an early lead and held it virtually all the way to win convincingly from Brian Martin on a Honda 750 and Keo Madden riding another 350cc Yamaha.

B. Martin did well on a bigger Honda, but Hindle rode much better despite of his Yamaha's displacement handicap, and thoroughly deserved his brilliant victory.

Now, he has tighten a bid for the title of the '71 Australia's best rider with this success.

Yamaha Industrial Group

Sanshin Kogyo



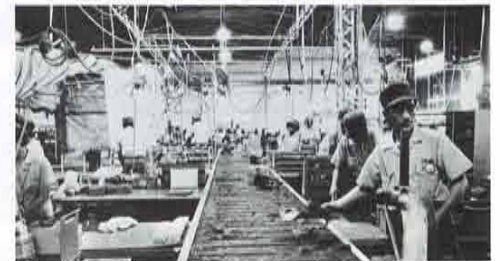
A turn-table style main assembly line.



A smooth workflow.



The closest check assures flawless performance.



Machined parts are shifting to an assembly line.

Assembly Lines in full operation

Sanshin Kogyo is the Yamaha-affiliated outboard motor specialized plant which is situated in Hamamatsu near the Main Factory. Along growing enthusiasm to water recreations and progressive motorization of fisherman's boats, Sanshin Kogyo is consistently increasing its relative importance in the Yamaha industrial group.



An engine assembly line.

Wide Selection

Assembly lines incorporating ultra-modern machineries and equipments are now put in full operation to turn out some 6,000 units monthly both for home market and for overseas markets. A line of Yamaha outboard motors ranges from the 2hp P-45 and the 25hp P-450, all featuring Yamaha's proven precision engineering and well selected non-corrosive material for versatile uses on the water.

Production processes from machining down to finishing touch are now being performed under a consistent assembly system.

Tests on small displacement models.



Make Good Use of Them

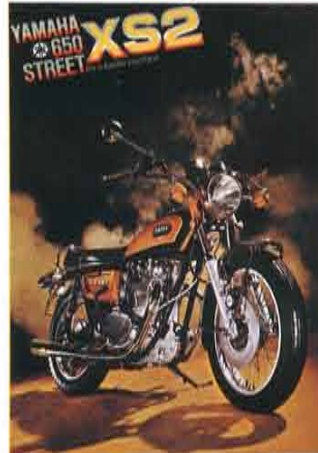
Shown below are colored stand display, posters, leaflets and catalogs which are prepared as for the new street, trail, motocross and racing models together with the Yamaha Parts Center. All are expected to do much for the elevation of better machines and brand image for Yamaha.

Application

Please apply to Advertisement & PR Division for any item as required.



L2G stand display size: 147 x 89 cm (4.8 x 2.9 feet)



XS2Giant poster
size: 103 x 145 cm
(3.4 x 4.8 feet)
size: 34 x 52 cm
(14 x 20 in)



Information poster
size: 37 x 103 cm (14.5 x 40 in)



L2G Billboard size: 366 x 244 cm (12 x 8 feet)



Motocross leaflet size: 21 x 30 cm (8 x 12 in)
[Folding size]

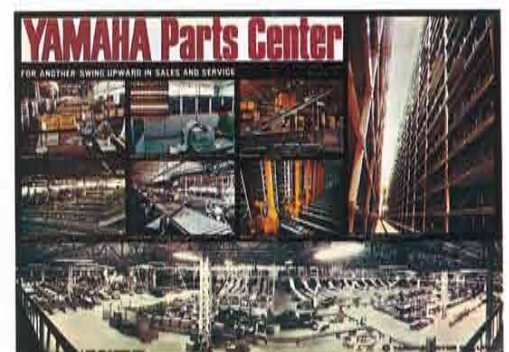


Trail leaflet size: 21 x 30 cm (8 x 12 in)
[Folding size]

Service Manuals

Motorcycle Engineering from Vol. 5 through Vol. 8 has been recently published together with 'Sales Hand Book'.
Vol. 5 - Advanced Electric Theory, Vol. 6 -

Engine, Vol. 7 - Chassis, Vol. 8 - Trouble-shooting
Prices: Vol. 5 US\$1.20, Vol. 6 US\$1.70, Vol. 7 US\$1.20, Vol. 8 US\$0.90.



Parts center poster size: 103 x 73 cm (40 x 28.5 in)

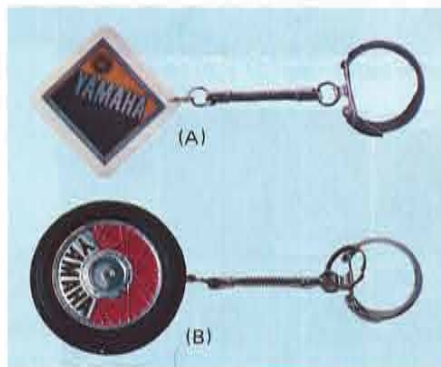
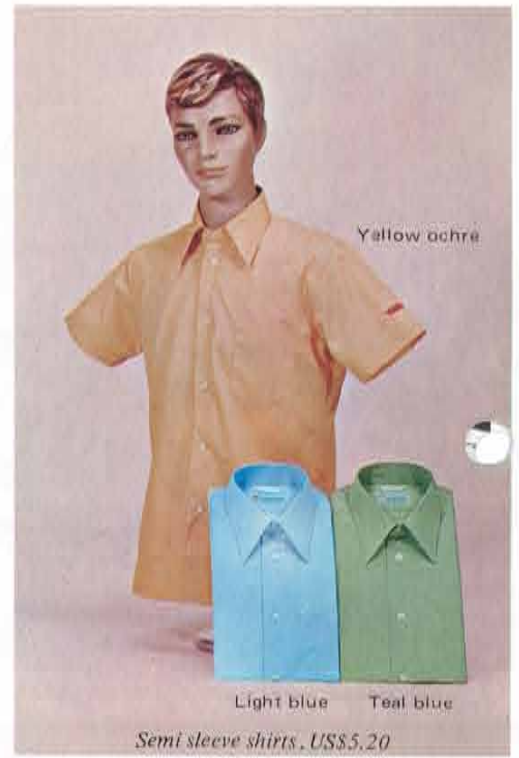
New Sales Promotional Items

All the items as introduced here are now available for the purpose of sales promotion of Yamaha products. Please make full use of them to develop opportunities of sales increase to a maximum.



Size	LL	L	M
Neck	16 1/4" (41cm)	15 1/2" (39cm)	14 3/4" (37cm)
Shoulder breadth	19" (83cm)	18" (81cm)	17" (79cm)
Sleeve length	23" (58cm) 10" (25cm)	23" (58cm) 9 1/2" (24cm)	22.5" (57cm) 8 1/2" (22cm)
Breast	48" (122cm)	45" (114cm)	43" (109cm)
Waist	46" (117cm)	41" (104cm)	39" (99cm)
Height	32 1/2" (83cm) 29 1/2" (75cm)	32" (81cm) 29" (74cm)	31 1/2" (80cm) 28" (71cm)

Material: Polyester 65%, Cotton 35%
Yarn : Long sleeve - No. 80 count
Semi sleeve - No. 40 count
Blue figures: Semi sleeve size



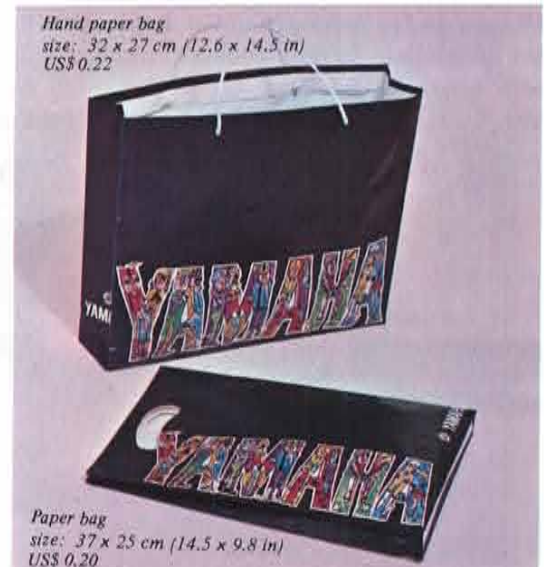
Key holders, US\$0.58 (A)
US\$0.40 (B)



Knitted shirts size: M.L.L.L. US\$3.00



Tie tack US\$1.25



*Half the price will be subsidized by Yamaha.

For utility, and for fun

Progressive motorization of small boats

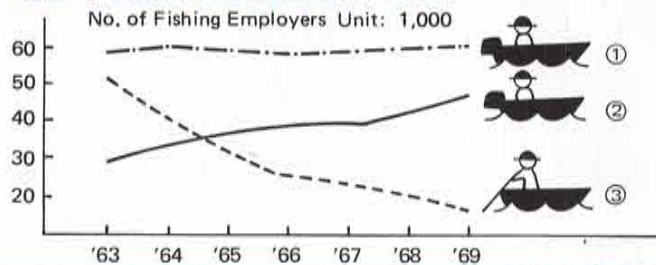


For family recreation.



For fun purpose.

Yamaha is improving work efficiency of fishing.



Evergrowing motorization

- ① 1 - 3 ton powered boats
- ② Under-1 ton powered boats
- ③ Non-powered boats

You must know it

Outboard Motor Maintenance

First, keep in mind that daily inspection and servicing are the best preventive measures against engine troubles on the water.

But, if troubles take place actually, examine causes closely for correct remedial actions as follows:



1. Engine does not start
 - a. Check fuel tank for existence of fuel.
 - b. Check fuel cock and pipe for any clogging.
 - c. Check carburetor for any missetting or mishandling.
 - d. Check fuel for existence of water.
 - e. Check oil for any deterioration.



In case engine is found right with the above points, check ignition plug for correct sparks and clearance. Check to see if plug code is damaged or wet. Any defective plug must be replaced with new one. If noting is wrong with ignition plug, then, check compression system for any gas leakage or loosened setting of plug.

2. Instructions for long time storage
 - a. Wash outside surface thoroughly with water.
 - b. Remove plug and apply a little quantity of oil through plug hole. Start engine by pulling start wire.
 - c. Renew oil in lower unit.
 - d. Disassemble carburetor. Apply grease to fuel cock after cleaning. Then, reassemble it.
 - e. Apply grease or oil over propeller shaft, bolts, nuts and any other friction surfaces.

Engineering and Service Department

Spearhead of Overseas Expansion

It attracts particular attention that Yamaha's overseas knockdown production is going on very smoothly, and service activities are also covering the whole area of established markets around the world in a very efficient way, thereby making full direct contributions to sales increase of Yamaha products.

Smooth knockdown production program and active service activities are now admitted the two mainstays to support a consistent upward trend of Yamaha's export sales all over the world.

These important works are now being performed by Engineering and Service Department with the staff of 24 including 5 ladies under supervision of Mr. Hiroyuki Fukushima, manager of the department.



• Mr. H. Fukushima, Manager. (top)
• Staff of Engineering Sect. (left below)
• Staff of Service Sect. (below)

Engineering Section

Yamaha's knockdown production is now going on in Thai, Malaysia, Indonesia, Taiwan, Mexico and Korea, for local assembly of motorcycles or outboard motors. In these parts of the world, each government is specially keen on the promotion of local industrialization program.

Accordingly, Yamaha has so far extended full technical cooperation to these countries, intending to establish an ideal local assembly setup overall in conformity to each government's policies.

The staff of Engineering Section are responsible for every phase of knockdown production program including plant planning, plant construction and maintenance, and local assembly-related technical assistance or guidance.

The program is also designed to cover other parts of the world, of course. Basing on the all-around knowledge of actual local situation, they are concentrating full efforts on the development of new market for Yamaha products.



Service Section

In parallel with knockdown production program the staff of Service Section are also strenuous to promote Yamaha's far-reaching service program to cover the established markets around the world.

Service activities are progressively becoming more important, as Yamaha's overseas markets are fast expanding.

It may be not too much to say that successful promotion of service program will be one of the absolute determinants for sales increase in the future. Thus, their

works are more than important.

Service program involves service education of overseas distributors and dealers, dispatch of service team, collection of correct market information and data, preparation of service education materials and disposition of customers' claims under close tie-up and cooperation with each knockdown assembly plant. Flawless service activities are rendering tremendous service to both Yamaha dealing people and users, while they are doing much for product development.



Early Reply Wanted

Please send "Questionnaire" back to Yamaha as soon as possible, if you keep it now. It will be very instrumental in providing Yamaha with all the necessary data of you.

Yamaha is also intending to send you "Questionnaire" from time to time in the same way, and looking forward to your overall cooperation for fully developing our mutual benefits.

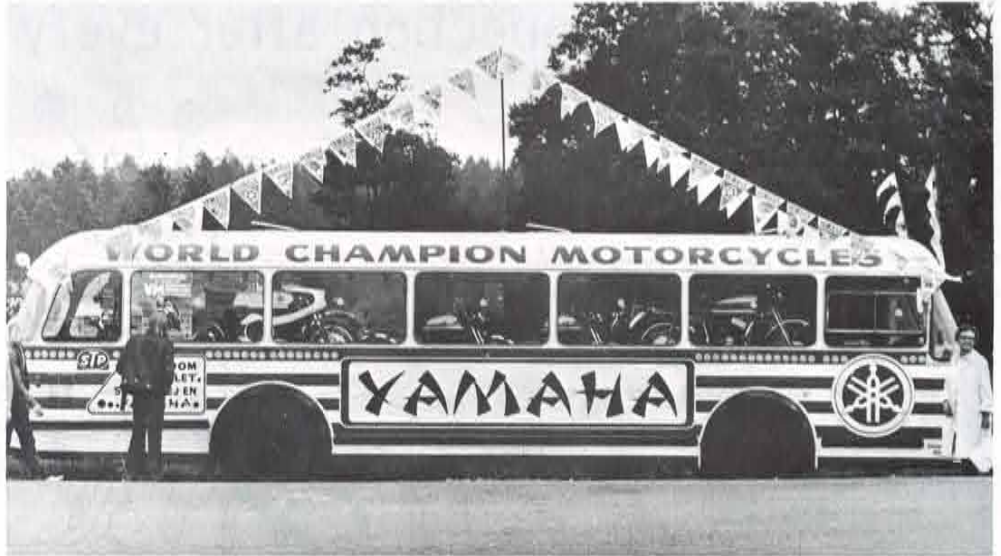
CONTRIBUTIONS INVITED

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.

YAMAHA MOTOR CO., LTD.
NAKAJO 1280, HAMAKITA CITY,
SHIZUOKA PREF. JAPAN

YAMAHA TOPICS

Svenska Cykelfabriken, one of distributors for Yamaha in Sweden has prepared a special bus for the mobile show of Yamaha motorcycles. The bus, goes on tour around this country with some 10 motorcycles accommodated aboard. Spot shows which are held around the circuits of road race and motocross, or at sub-dealers throughout the country are very favorably received by the public. The show held at the circuit of the Swedish Road Race GP attracted some 5,000 enthusiastic spectators.



More Confidence in Yamaha

Spain is a brisk market for Yamaha outboard motors. Grima, Yamaha distributor in this country, is always strenuous to enlarge the market share of Yamaha. Mr. Grima recently paid a visit to the Yamaha industrial group to see a real state of evergrowing Yamaha. Especially, he was interested in assembly lines of Sanshin Kogyo, Yamaha-affiliated outboard motor specialized plant. The picture was taken at the side of outboard test tank. It appeared that he became more confident in his business.



Mobile Free Service Team

It is now common to all the markets of Yamaha products that increase in sales is attaching more importance to spare parts supply and after-service activities. Here introduced is a mobile free service team formed by Motorcycle Industries (pty.) Ltd., Yamaha distributor in Singapore.

The team to cover the whole market territory is now in full activity, rendering good service to both dealers and users. The program proves a big success, and some increase in sales has been already reported by local dealers.



Appology



The picture as shown on page 6, August issue under the title of Olympia Motor Show, America, is in fact a scene of stand by Mitsui Machinery Sales (U.K.) for the Olympia Motorcycle Show, London. We sincerely appologize for this error.

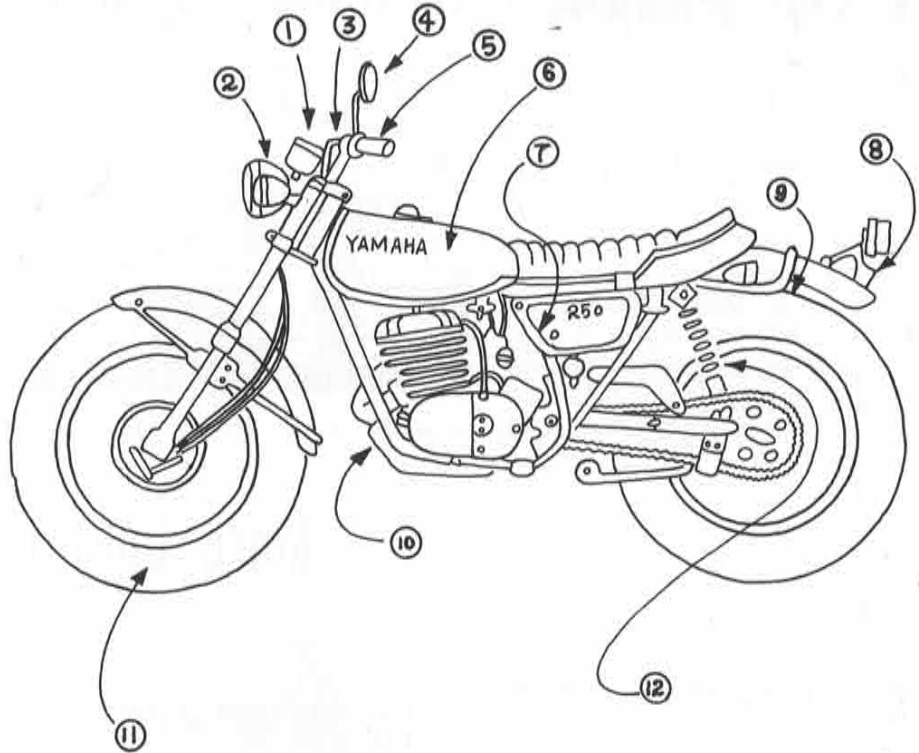
Inspection after every ride

It is most important to keep a motorcycle in the best condition at any times. Parts and components must be checked for any fault after every ride, to fully and safely enjoy motorcycling.

Please capture every opportunity to recommend your own customers to check and inspect their own bikes after every ride for the following points. Punctual inspection after every ride will prevent lots of accidents or troubles from taking place.

Motorcycle Checklist

1. Meters: Any malfunction
2. Lighting equipments: Dirty or damaged
3. Handle: Excessive play, or rattling
4. Rearview mirror: Clear reflection
5. Flasher and horn: Any malfunction
6. Fuel tank: Gasoline leftover
7. Oil tank: Oil leftover
8. Number plate: Dirty or damaged
9. Exhaust: Good condition, or not
10. Brakes: Excessive play, and any malfunction
11. Tires: Improper pressure, crack or any damage
12. Front and rear cushions: Any damaged or faulty spring



New Motocross Star

Belgium is one of the most motocross-enthusiastic countries in the world. F. Verhoeven, a motocross rider under contract with Huis Thielemans, Yamaha distributor in Belgium, became the 125cc national champion by snatching 10 wins out of 16 he contested throughout the '71 season. Riding his AT1 special 125cc machine, Verhoeven beat C. Gouverneur on a works Puch, and eventually clinched the title by big margins.



From left to right; Mrs. Thielemans, Mr. Verhoeven and Mr. Thielemans.

Hot Race on Hot Day

The 10-hour endurance race staged at the Suzuka circuit is the annual summer festival of road race counting for the national championships. This year's event was run on August 8, and turned into a hot race on the hottest day.

The race was fought for 10 hours on a 6-km circuit by 73 2-man teams. As one of the most important sport events organized by the Motorcycling Federation of Japan (MFJ) affiliated to FIM, it attracted the entries of most of top class riders in Japan.

The Yamaha team finished first covering a total of 209 laps at a record time of 10h 00' 46" 1, beating much bigger machines of other makes.



New Marina Opens



Water recreations such as water skiing, skin diving, trolling and leisure cruising, are winning tremendous popularity in Japan. Progressive increase of enthusiasts need more marinas which are complete with necessary facilities.

Yamaha is pressing on to establish a big marina at the Lake Hamana near the Main Factory, intending to complete it by March next year. It, however, has been partly opened to ardent water fans recently. Yamaha's new marina is claimed to be the full-scale European style one first ever established in Japan. It is now equipped with a membership pier, cranes, fuel supply station, showers and lockers. A service shop and club house will be built by March next year.