

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1975

No. 1

Yamaha to Welcome the 20th Anniversary This Year

A look at 1975

“More effort will be needed to cope with the eventful year”, stresses President Koike in his New-Year message at the conference of dealers



1975 just opens. It is bound to be one of the most eventful years the motorcycle industry has ever had.

At the same time it should be a memorable year for Yamaha. This year Yamaha is to welcome the 20th anniversary of founding the company. Things around the motorcycle industry are now taking a drastic turn.

The motorcycle industry will have to cope with an entirely-new aspect of market this year. In his message given at the New-Year conference of dealers recently held here, President Koike demanded all Yamaha people of their more effort to overcome the foreseeable harder situation.

His message is summarized as follows:

Turning point

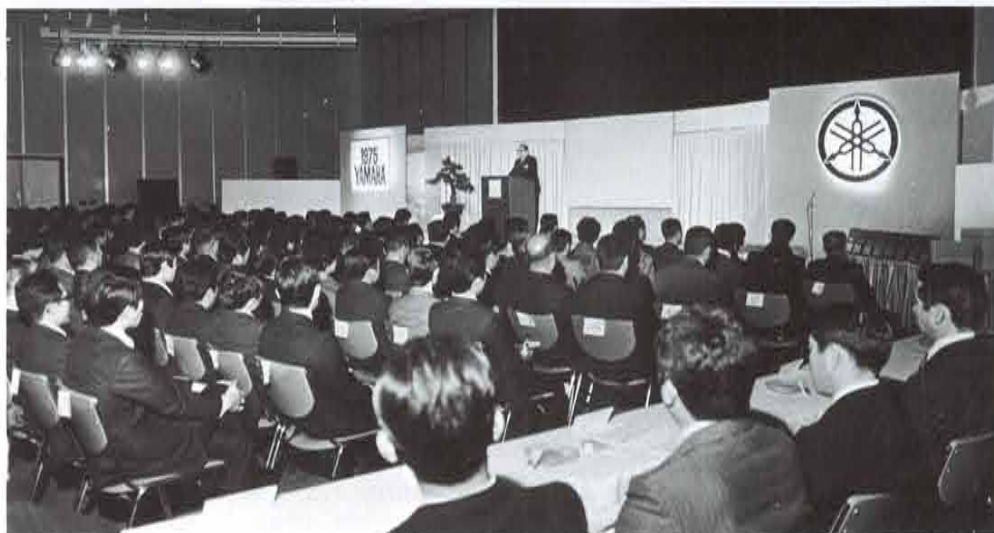
The economy of Japan is now at its most important turning point. Various adverse factors arising from the world-wide oil crisis have worsened the general situation of Japanese economy. Most of her industries have been more or less affected by it. Even motorcycle industry, though one of the least affected, can not be perfectly free from such an adverse effect.

This year we are to welcome the 20th anniversary of founding our company. For the past two decades Yamaha has grown into one of the largest motorcycle manufacturers in the world in line with the overall expansion of Japanese motorcycle industry. Really, it seemed in the past that the industry knew no limit for its progress.

But, now, all things around the industry are fast taking a drastic or complete turn. It must be admitted that the days of high-tide growth have gone already.

More competitive

The oil crisis have had a world-wide impact, thus accelerating amalicious inflation in



President Koike's new year message at the conference of domestic dealers

most of the countries across the world. This means that various cost-up factors are driving all manufacturers into a much harder situation than before, and on the other hand, the scale of motorcycle market both here and abroad is considerably reduced. As a result, share contest among manufacturers will inevitably get hotter toward the future within such a limited market. Now is a time when all of us have to

brace ourselves up to cope with such a situation in a more successful way. Yamaha will make every possible effort to make our products more competitive on the market by reducing production costs as much as possible through the more rationalization of every business activity. Accordingly, it is desired that all of you will further continue your consistently strenuous effort to win a share contest in your own territory.

Keynote is still “upward” but...

As already reported, total motorcycle production ran high to a level of 4,500,000 last year, a record-breaking production, of course. Yamaha also set a new high at 1,150,000. The industry will likely maintain its upward pace this year, too. But, environmental conditions around the industry are quite unlike what they were in the past, as stated by President Koike. In short, the overall harder situation will allow no sharp increase in production and sales this year. Reflecting such a situation, the industry estimates the rate of growth at only 3-4%

this year. Each manufacturer is now aggressive enough to expand its own share even within a relatively limited market. But, we should not be too pessimistic about the future of motorcycles. For the world-wide oil shock causing a rampant inflation has made the general public renew their recognition of exclusive merits of motorcycles such as superb fuel economy, the least air pollution, etc. Thus, with its traditionally sound, well-considered business policy, Yamaha will meet whatever may happen this year.



Outboard Motors, Another Mainstay



Sanshin Kogyo, Yamaha's outboard motor plant

The lightweight outboard motors of Yamaha are also winning remarkable popularity world-wide. Featuring the superb merits of Yamaha's long-proven 2-stroke engine technology, they are rendering tremendous service for people looking for higher work efficiency and increased pleasure as well. Now, Yamaha is exporting high quality, high performance outboard motors to more than 100 countries in the world. Especially, in many a developing country, Yamaha products are highly appreciated for their great contributions to the improvement of coastal or shallow-sea fisheries and also, of transportation on the water.

FRP Boats

The F.R.P. boats of Yamaha are also showing a constantly rising curve in production in line with the always-expanding market.

The Yamaha boats of varying sizes and types are all made of specially treated fiberglass reinforced plastics proven light but durable, needing little periodic maintenance.

Yamaha, the largest boat manufacturer in Japan, has now six boat plants in operation, turning out a wide range of FRP boats intended for versatile use. Especially, Yamaha FRP fishing boats, large and small, are now taking a very important role in the development of various fishery operations around

According to the statistics figures available now, more than 60% of Japan-made outboard motors were exported in 1974. This indicates that Japan will shortly become the second largest outboard motor-exporting country only behind the United States. Just like the motorcycle industry, the outboard motor industry of Japan is also constantly growing larger. For the last three years, total output has recorded an amazing 100% increase. Again, within this most promising industry, Yamaha is always setting a trend here.



Amakusa Plant

Japan. Also, an increasing number of fishermen tend to use the FRP boats powered by Yamaha outboard motors. They admit this combination the best for the better performance of their daily work.

Yamaha's Business Results for '74

Yamaha released the provisional figures on the business results for the fiscal Oct. term (May 1, 1974 to Oct. 31, 1974). According to them, total turnover amounted to 89,526 mil. yen, mainly backed by booming exports of motorcycles to North America, Europe, Oceania, etc. This total set a 19,157 mil. yen or 27.2% advance over the corresponding term of the previous year. Total recurring profit reached 3,816 mil. yen, a 607 mil. yen or 18.9% increase over the corresponding term of the previous year. On the other hand, however, after-tax profit stood at 15,750 mil. yen, a 17.0% down, mainly due to the extremely increased rate of tax. Mainstay motorcycle sales totaled 41,410 mil. yen with constantly increasing exports to North America, Europe, Oceania, etc. for a background. This meant a 14,680 mil. yen increase over the comparable term of 1973. Even under much harder circumstances caused by the oil shock, motorcycle sales are expected to further increase toward the future, too. Outboard motor sales, another mainstay business of Yamaha, reached a total of 4,316 mil. yen, thus exceeding the comparable total of the previous year by 1,590 mil. yen. Sales increased both here and abroad to bring on such a high total. Parts and other associated sales also ran high in line with such increased sales of motorcycles, outboard motors and other products, thereby attaining a total of 25,170 mil. yen, a 3,312 mil. yen rise above the corresponding term of 1973.

Local Parts Production in Indonesia

Yamaha recently established a joint venture called Yamaha Indonesia Motor Manufacturing Co., in Djakarta, intending to start local production of motorcycle parts and components including engines. The company has already set to construct a new plant at a total cost of 2,500 mil. yen on a site covering 100,000m² in total area. The plant is to be put into operation from next June. Yamaha's lightweight motorcycles are now steadily expanding their market in this part of the world, and local parts production will help Yamaha develop its sales promotion activity more successfully. The new company is capitalized at 1,200mil. yen and Mr. Hisao Koike, President of Yamaha Motor, has taken up the post of president for it.

'75 International Sport Calendar

Road Race Championships

French GP	March 28-30, Paul Ricard 125, 250, 350, 500, & side-car 500
Spanish GP	April 19-20, Barcelona 50, 125, 250 & 350
Austrian GP	May 4, Salzburg 125, 350, 500 & side-car 500
West German GP	May 10-11, Hockenheim 50, 125, 250, 350, 500 & side-car 500
Italian GP	May 18, Imola 50, 125, 250, 350, 500 & side-car 500
TT Races	May 31 - June 6, Isle of Man 250, 350, 500 & side-car 500
Dutch TT	June 28, Van Drenthe 50, 125, 250, 350, 500 & side-car 500
Belgian GP	July 6, Francorchamps 50, 125, 250, 350 & 500
Swedish GP	July 19-20, Anderstorp 50, 125, 250, 350 & 500
Finnish GP	July 26 - 27, Imatra 50, 250, 350 & 500
Czech. GP	August 24, Bruno 50, 125, 250, 500 & side- car 500

125cc MX Championship

French GP	April 27
British GP	May 4
Yugo. GP	May 11
Swedish GP	May 25
Austrian GP	June 1
Polish GP	June 8
West German GP	June 22
Czech. GP	June 29
US GP	July 6
Canadian GP	July 13
Spanish GP	August 17
Belgian GP	August 24

250cc MX Championship

Spanish GP	April 6
Austrian GP	April 20
Belgian GP	April 27
Czech. GP	May 4
Polish GP	May 11
Yugo. GP	June 8
West German GP	June 15
British GP	June 22
French GP	July 6
Swedish GP	August 10
Finnish GP	August 17
Swiss GP	August 31



The improved version of TZ750 ridden by H. Kanaya

Not every buyer of motorcycle is interested in racing but it is also quite true that a large number of motorcyclists buy their machines just because they have a sporting image. Success in motorcycle racing makes a keener appeal to the public than any other speed event. It is always difficult to say what effect racing success will have on motorcycle sales, so far as the concrete number of increase is concerned but consumer surveys in Europe indicate that Yamaha is highly popular on the market for its most successful racing activity.

Actual examples show that manufacturers who have been racing and then stop it, usually suffer a drastic decrease in sales five to ten years afterwards when a new generation of motorcyclists has grown up. Publicity and production machine development are the main reasons why Yamaha directs tremendous effort in sport activity. Yamaha will never stop racing for the foreseeable future, at least.

500cc MX Championship

Swiss GP	April 13
Italian GP	May 11
Finnish GP	May 25
Soviet GP	June 8
French GP	June 15
US GP	June 22
Canadian GP	June 29
British GP	July 6
West German GP	July 13
Dutch GP	July 27
Belgian GP	August 3
Luxembourg GP	August 10

Observation Trials Championship

Irish Round	February 15
Belgian Round	February 23
Spanish Round	March 2

British Round	March 15
French Round	April 13
Polish Round	May 24 - 25
Italian Round	June 15
Canadian Round	July 13
US Round	July 20
Finnish Round	August 24
Swedish Round	August 31
Swiss Round	September 6
West German Round	October 5
Czech. Round.	October 12

FIM Prize Formula 750

US Round	March 9
Italian Round	April 6
French Round	May 11
Swedish Round	July 19 - 20
Finnish Round	August 3
British Round	August 9 - 10
Belgian Round	August 16
Dutch Round	September 7
West German Round	September 27 - 28
Spanish Round	October 5

New Models

World-renowned Yamaha Trail models for '75 are now introduced on the market; overall improved in style and performance.



DT400B



DT250B



DT175B



DT125EB



DT100B

Yamaha Trail Series for '75

The new series designation "DT" which was adopted for the trail models of Yamaha in 1973, is now accepted by an increasing number of off-the-road motorcycling fans in the world as the most successful brand.

Now, here introduced is the new series for '75 consisting of the 5 models ranging in engine size from 400cc to 100cc under the new designation "B".

DT400B & DT250B

The DT400B, a brand-new model to replace the 360A, has been designed and engineered for smoother negotiation of the toughest terrain conditions in mind, with engine size enlarged.

The DT250B, carrying the honour of direct lineage from the 250DT1 which was introduced approx. 6 years ago as the world's first-ever developed off-the-road model, has made its fresh outing with new technical improvements or refinements added.

Both models are powered by the long-proven 2-stroke, 7-port "Torque Induction" engine. Though adopting the same design method as before, torque characteristics have been noticeably improved so as to ensure smoother power delivery over a wider range of speeds.

The adoption of magnesium crankcase cover and compact-size clutch has considerably reduced the total weight of a machine for extra handling ease on rough riding surfaces. Also, the slim, well-proportioned frame construction enables a rider to take his most natural riding position with fatigue checked to a minimum for a longer period of riding. The newly designed fuel tank had added an eye-pleasing accent to the appearance.

DT100B, DT125 EB/FB & DT175B

The lightweight members of the Yamaha Trail Series have been introduced on the market under the new designation of the DT100B, DT125 EB/FB and DT175B, respectively.

Forming a wider-selection lineup, those models are intended to meet the always-expanding diversification of off-the-road motorcycling activity in a more efficient way.

Like the bigger brothers of the series, they are mounted with the 7-port "Torque Induction" engine which proves a real source of high, dependable performance on rough riding surfaces.

The light but strong double-cradle tubular frame is designed tough enough to withstand the severest punishments received from bumpy terrain conditions.

In addition, colouring is overall renewed so as to make those models much more attractive in appearance.

The DT125 is available in two different versions, that's to say, FB (kick starting) and EB (kick and electric starting).

Technical Features

"Torque Induction" Engine

Yamaha-exclusive 7-port "Torque Induction" system with a reed valve mechanism ensuring higher intake efficiency, has greatly improved torque characteristics over a wider band of power.

Coupled with modifications or improvements as made to the port timing, carburetor setting, muffler shape, etc., the "Torque Induction" system has a flawless function to develop engine performance to the best possible level under whatever riding conditions.



Center-up Muffler

All the models of the series feature a center-up muffler which is designed to improve the pulsatory motion for smoother power development, ensuring higher exhaust efficiency as well as improved intake efficiency. Also, exhaust noise can be reduced to an amazingly lower level. Larger ground clearance proves a special advantage in connection with the overall slim and compact design of a machine enabling a rider to take his most natural riding position.



Cylinder Mounting

As for those models, the cylinder is mounted on the crankcase independently of the cylinder/cylinder head combination. By this mounting method, cylinder or stud

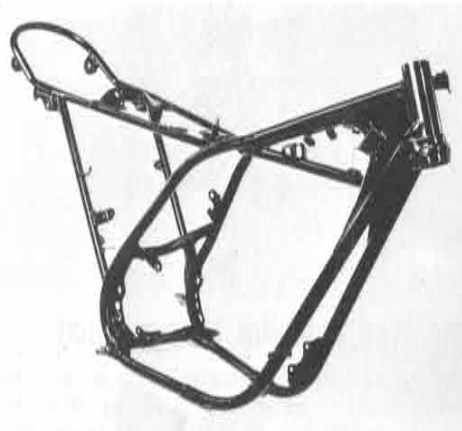
distortion due to high temperatures can be checked to a minimum, which will in turn prevent power loss even when operating hard for a longer period of time.



Light but Rugged Frame

The high-tensile double-cradle tubular frame is designed light but strong enough to withstand the toughest punishments which will be encountered while attacking terrain conditions. The center of gravity is considerably lowered in conjunction with a longer wheelbase.

In addition, the frame is designed in such a way that total weight can be better distributed for the sake of more riding comfort and improved safety.

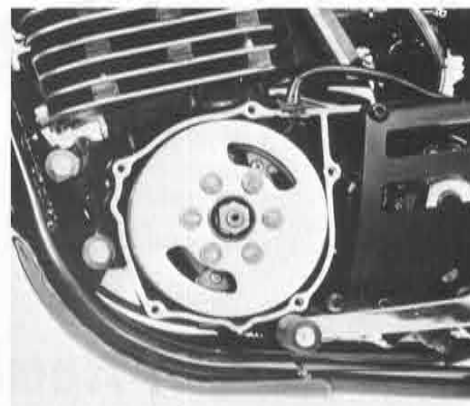


C.D.I. System (for DT400B only)

The DT400B is equipped with the capacitor discharge ignition system (C.D.I.) which prevents chattering while the engine is running at high speeds.

Unlike a conventional contact breaker system, the C.D.I. requires no special periodic maintenance.

The spark advancer device fitted to the C.D.I. greatly improves ignition timing over the entire range of speeds. This device is interlocked with the decompressor and eliminates any disagreeable kicking-back as is often the case with a large-size single-cylinder machine.



Larger Front Wheel

The 21-inch front wheel on the DT400B and 250B provides maximum riding comfort as well as excellent handling ease on rough riding surfaces. The newly adopted conical hub will do much for better braking efficiency.

The 19-inch one on the smaller brothers of the series also ensures better roadholding and more positive handling while riding over bumpy surfaces.



Rear Cushion

The rear cushion on the DT400B and 250B incorporates the proven Thermal Flow Shock design employing a heat exchanger to minimize the decline of damper action when damper oil temperature has risen.

As for other models, the rear shock absorber is designed to work in five different steps so as to better soften or absorb the shocks or impacts of varying degrees.



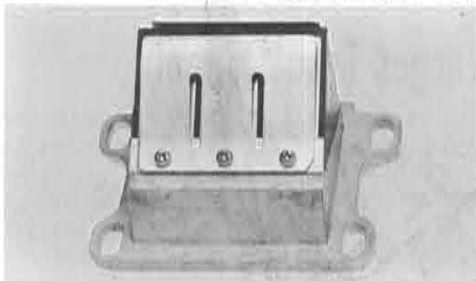
Yamaha Outboard Motors

Tough Work Engine Yamaha 48A

The Yamaha outboard motor 48A is a new model designed and built for wider and more sophisticated utility in mind, thereby better meeting all the needs of modern fisheries and transportation as well. The 48A smoothly develops power up to 48hp enough to serve the heaviest needs of people whose work is on the water. Yamaha's long-proven

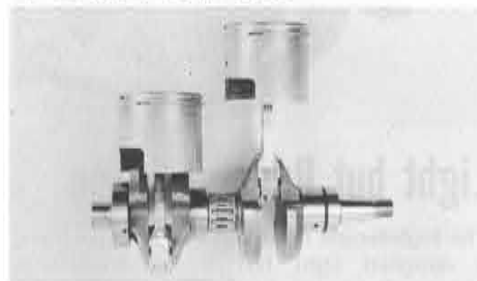
2-stroke twin-cylinder engine ensures highly reliable performance coupled with excellent operation economy which will prove to be a special advantage for whatever work on the water. Included in noteworthy technical refinements is a drainless mechanism to prevent plug-fouling and water-pollution when running at low speed.

Technical features



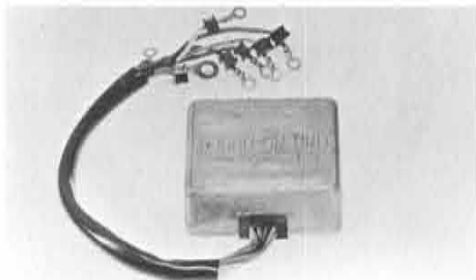
Durable engine

The cylinder block and cylinder heads are made of specially treated aluminum alloy, with hard-wearing cast-iron sleeves fitted inside for extra durability. Yamaha-developed V-type reed valve mechanism improves intake efficiency to a maximum by preventing blow-by gas at all times.



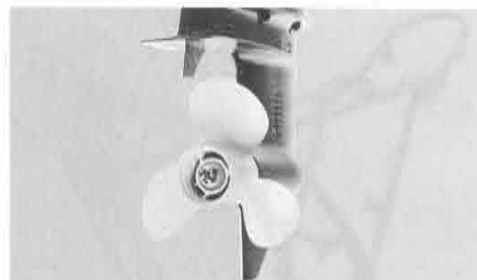
L-type keystone ring

L-type keystone piston rings improve sealing efficiency and ensure better compression and heat dissipation whereby all heat-associated troubles have been eliminated. The crankshaft is of one-piece construction that is tougher and lighter than any conventional type.



Efficient C.D.I. system

The capacitor discharge ignition system (C.D.I.) features a pointless signal arrangement to eliminate any spark chattering and other mechanical troubles as are often the case with a contact-breaker system while operating at high speed.



Improved propeller boss exhaust

On this model, exhaust gas is emitted through the propeller boss so that the advantage of reverse pressure by water flow can be obtained. This in turn increases exhaust efficiency, resulting in better intake of fresh mixture.



Automatic tilt-lock device

The tilt-lock device allows the motor to remain tilted out of the way of rocks, nets and any other underwater obstacles for extra operation safety.



Large-capacity tank

The tank holds 24 liters enough to take the boat for prolonged trips. It is completely protected both inside and outside against corrosion.

New
Model



Specifications

Max. horsepower	48 hp/5,500 rpm
Type	2-stroke, Twin
Displacement	760 cc (46.37 cu. in)
Bore & Stroke	82 x 72 mm (3.228 x 2.834 in)
Cooling system	Water
Starting system	Manual hand-starter
Ignition system	C.D.I. (POINT LESS)
Gear shift	Forward—Neutral—Reverse
Reduction ratio	1.84 (24/13)
Tilting position	5-stages
Fuel	Gas-oil mixture
Fuel tank capacity	24ℓ (6.4 U.S. gal)
Overall length	1150 mm
Overall width	335 mm
Overall height	(S) 1245 mm (L) 1370 mm
Transom height	(S) 15 in, (L) 20 in
Weight	(S) 84 kg
Optional equipment	Friction steering Throttle grip Shock-absorber kit Propellers

**Specifications subject to change without prior notice.*

**The remote control type 48AR is also available.*

Yamaha Outboard Motors

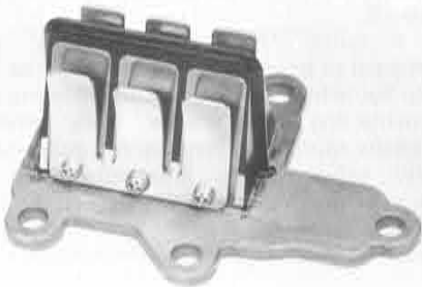
Top class economy plus durability Yamaha Enduro 15AK



World-renowned Yamaha Enduro 15A is now available in a new unique kerosene version 15AK. Specially tailored for low cost operation and improved durability, the 2-stroke twin engine featuring a V-type reed valve intake mechanism, delivers smooth, steadfast 12hp for fishermen and other people wishing to develop their daily work efficiency to a maximum.

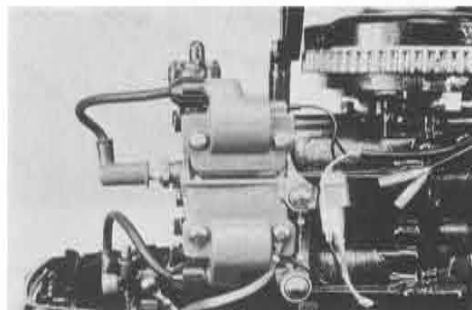
Controls are mounted on the front panel, thus allowing an operator to easily handle them from a steering position. Also, overall construction is designed rugged, water-tight and corrosion-free with very little maintenance needed. A tank holds 18 liters of kerosene and 6 liters of gasoline used for engine start.

Technical features



V-type reed valve

Yamaha-developed v-type reed valve mechanism has a function to raise intake efficiency by eliminating blow-by gas troubles.



Smooth starting

A large-size flywheel magneto and independent ignition coils produce hotter spark at all times, thus ensuring easy, smooth engine start.



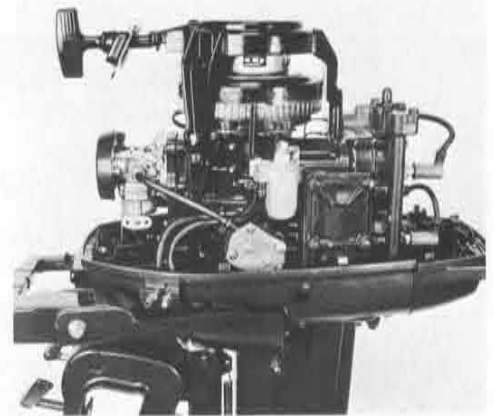
Full gear shift

The 15AK features highly quick maneuverability with a fast-acting three-point gear shift, forward-neutral-reverse.



Convenient front control

Controls on a front panel allow an operator's super-smooth, precise handling at all times.



Engine

The cylinder block and heads are made of light yet rugged aluminum alloy. Hard-wearing cast-iron sleeves are fitted inside for extra durability.

Specifications

PERFORMANCE

Max. horsepower 12 hp/5,500 rpm

ENGINE

Type 2-stroke, twin

Displacement 246 cc (15.01 cu. in.)

Bore & Stroke 56 x 50 mm
(2.205 x 1.969 in)

Cooling system Water

Starting system Recoil hand starter

Ignition system Flywheel magneto

DRIVE SYSTEM

Gear shift Forward—Neutral—Reverse

Reduction ratio 2.08 (27/13)

Standard propeller size

(BxDxP) 3 x 234 mm x 203 mm

BRACKET

Tilting position 4-stages

Fuel Kerosene-oil mixture (30 : 1)

Fuel tank capacity 24 l (Kerosene: 18l)

(Gasoline: 6 l)

DIMENSIONS

Overall length 790 mm

Overall width 345 mm

Overall height 1,120 mm (S)

Transom height S: 15 in, L : 20 in

Weight S: 37 kg (82 lb)

**Specifications subject to change without prior notice.*

Trial Land Opens—Japan

Trials techniques found useful
for safer normal riding; traffic
experts approve

Trials — it's a sort of riding with particular importance attached to a rider's techniques in negotiating various terrain conditions with a machine controlled and balanced in a flawless manner.

These techniques are naturally found very much useful for safer riding on normal roads, too.

Officially adopted

With public interest in road safety growing keener, an increasing number of automobile schools here are newly adopting a motorcycle driver's license course.

But, the Matsuda Automobile School in

Kanagawa near Tokyo has become the first to incorporate trials riding in their official education curricula in tie-up with Yamaha Motor.



Best practice ground for novice riders



Attracting a lot of enthusiasts

Sections in wide variety

A ground covering approx. 2,300m² in total area and intended exclusively for trials riding use, was established as a trials land, with an artificial hill 5m high constructed at the center. Along a route leading to the top of this hill established were trials sections featuring surface conditions of wide variety such as gravels, stones, rocks, etc. arranged in such a manner that they might form mini tricky, rocky or steep hills. Also, around the hill prepared were artificial staircases, pools, fords, etc., providing an ideal training ground for both novice and expert motorcyclists.

It is called "Trial Land Matsuda" and designed to be used not only for practice but also for actual competition. In designing and constructing this unique trials ground, Yamaha-approved instructors and riders fully utilized their knowledge and experience in cooperation with the staff of the school.



Steps taken forward; Yamaha's road safety program



Yamaha has taken steps forward in the promotion of its own road safety program. As reported by this journal from time to time, Yamaha's novice-oriented 50cc class licence schools have greatly helped create higher sense to traffic safety. Now, Yamaha has decided to promote this significant nation-wide program in a larger scale and more efficient way in close cooperation with some selected number of automobile schools in Japan.

Machines will be offered for use by students at these schools and school staff will be trained at the Technical Center Iwata to be motorcycle-specialized instructors.



Safety Campaign in Canada

Enthusiasm to motorcycling is constantly growing in Canada with an increasing number of machines on the road. Quite naturally, safe riding is also becoming a matter of keener public concern.

Yamaha Motor Canada serving as general distributors in this part of the world, with its headquarters located in Richmond for the West and Ontario for the East, respectively, has long continued special efforts for the spread of higher sense to traffic safety through promoting the sessions of the Yamaha Learn-To-Ride Safety Program.

Yamaha Motor Canada, in an effort to further renew public awareness of the importance of safe riding, recently held a large-scale nation-wide safety campaign.

Agostini in Canada

The Campaign was given overall support by various public and private organizations concerned with road safety.

Giacomo Agostini, fourteen times World Motorcycle Road Racing Champion, who was officially welcomed by Premier William Davis of Ontario for his visit to Canada, kicked off the campaign.

"Motorcycle riding has enormously grown in popularity as sport, recreation and daily travel", said Agostini, "But, unfortunately, accident statistics seem to indicate that safety awareness and practice on the side of riders are not growing, correspondingly."

In this Campaign Yamaha Motor Canada sponsored riding clinics in centers across the



Answering questions

country and supplied equipment, instructors and motorcycles to participants. Ago's presence endorsing the safety drive made the campaign much more successful, according to Mr. Peter Kratzer, Regional Manager for Yamaha Motor Canada.

"Motorcyclists around the world respect Ago's opinion on any subject connected with motorcycles or motor-cycling", said Mr. Kratzer, "Ago's plea for safe riding practices is almost the same as a rule by an international sport sanctioning body".



Ago's safe riding demonstration



Ago (right) chatting with Premier Davis (left) and Mr. T. Sakamoto (center)

Do you know — slippery roads

Frozen surface becomes extremely slippery, as you know. Friction coefficient between a tire and road surface varies in accordance with actual conditions. Then, do you know which is the most slippery condition?

- A. Wet asphalt B. Wet concrete C. Dry gravel.





Nicest People from Europe

A party of European distributors and dealer was welcomed to Yamaha at the First-Nov. following an Oceanian party late in October.

Now, Europe is positively one of the most important markets for Yamaha motorcycles and outboard motors. Fortunately, even under harder environmental conditions mainly caused by the worldwide oil shock, Yamaha products are enjoying a constant upward curve in exports to this part of the world. They are all in the first line for brisk sales promotion activity in their respective territories in an effort to further increase Yamaha's share.

A 10-day trip schedule including observation-study tour around the Yamaha Industrial Group, grand reception party, impressive sight-seeing tour around Kyoto, etc. greatly pleased them.



*In full
action!*



Decisions taken by FIM

The Federation International Motocycliste (F.I.M.), international governing body of motorcycle sports, organized the annual Congress at San Marino last October. Major decisions taken are stated as below:

Formula 750

Events must have a race distance of 200 miles at least and should not exceed 300 miles. Two 100-mile legs will be allowed. The alterations to the formula agreed at the London conference last June were generally accepted. But, the new rule now makes eligible machines of which 25 complete examples have been built, though the London conference called for 25 engine and transmission units only. Fuel tank capacity must not exceed 24 liters.

Aerofoils

Aerofoils are now expected to be allowed on the front of racing machines in foreseeable future. The Technical Commission are now gathering necessary data on the effect of aerofoils on steering. If they prove to be good for safety, they are likely to be allowed from 1976 on.

New world championships

The FIM agreed to promote the current European Championship Observation Trials to the status of the world championship from 1976. The 125cc motocross series will be given world championship status next year, too.

Eased weight limit

The proposal made by the Motorcycling Federation of Japan (M.F.J.) concerning the new weight limits for motocross machines, was approved by the FIM. Accordingly, 125cc machines will be allowed at 76 kg instead of 80 kg and 500 cc machines at 92 kg instead of 95 kg.

Circuit safety

All road race GP circuits will be allowed to run their events for '75 as scheduled but the FIM now insist that all courses must be brought up to new safety standards for any future event. In conjunction with it, it is now feared that the famous 37.75-mile TT circuit could not be modified to satisfy all safety requirements for racing. Other circuits in question are the Imatra in Finland, Burno in Czechoslovakia and Opatija in Yugoslavia.

Yamaha Outboard Motors – Increased Utility



Young fish farming needs special care and technique.

Active sea-bream cultivation

Sea-bream farming is now one of the most popular cultivation fisheries in Japan. Yearly total output is estimated at about 6,000,000 units, providing a very important source of protein for Japanese people. Especially, a fishing village located along the Bay of Shiranui, Southwest Japan, is well known for active and efficient cultivation, producing 2,800,000 units yearly to occupy nearly 50% of total output in Japan.

The village is called "Tsunaki" and according to Mr. Fukuda, a 29-year old fisherman who was one of the experts, the idea of sea-bream cultivation was hit by chance. That's to say, some two years ago, in his daily net-fishing, he happened to see countless young fish only 2-3cm long together with sardines caught in a net. At first he did not realize what they were. Just for curiosity he fed them in a fish preserve. As they grew larger, they began to become reddish, indicating that they were no more than young sea breams.

From then on, he tackled this new form of fish cultivation in a serious manner. Quite unlike catching adult fish, extremely careful treatment and much more sophisticated technique were needed in cultivating young sea breams. But, his effort was well paid back. Sea bream cultivation was found highly payable.

Ever since, almost all villagers have followed him one after another, thereby making this village widely known to the public as the most ideal place for sea-bream cultivation.



Young fish are growing larger day by day.



Mr. Fukuda, farming expert



Both motor and boat are Yamaha-made.

Unrivaled 70% share

Always setting a trend of motorization on the water around Japan, Yamaha has already secured unrivaled 70% of the home market of outboard motors. According to the statistical survey conducted by the quarters concerned with the fishing industry of Japan, about 70% of fishing boats in Japan are now powered and of those approx. 30% have outboard motors. Also, it is a matter for special attention that total production of outboard motors in Japan has set an amazing 100% increase for the last three years.

An increasing number of outboard motors are naturally making fishery operations larger in scale and richer in variety all over Japan, which in turn further accelerates outboard motor production.

Yamaha to Increase Outboard Motor Production

In an effort to better meet always-increasing sales of outboard motors both here and abroad, Yamaha is now making necessary arrangements for the construction of a new outboard motor plant in the area of Iwata. According to an announced plan, a site for the above plant will cover 120,000 sq. meters in total area. The plant is scheduled to be completed by summer in 1976, thereby nearly doubling Yamaha's current output of outboard motors. Now, Yamaha outboard motors ranging in power from 2hp to 55hp are constantly rising to popularity on the market for their high, dependable performance coupled with excellent operation economy. Outboard motor-specialized Sanshin Kogyo is always at full capacity for production increase, yet, surging demand is going ahead of its production capacity.

Brisk Yamaha Campaign — Cote d'Ivoire

Societe Ganamet Freres, distributors for Yamaha in Cote d'Ivoire (Ivory Coast) in West Africa, recently promoted a large-scale Yamaha campaign around Abidjan, capital city in cooperation with Biere Solibra, a local beer manufacturer. Cote d'Ivoire is a newly risen country with a population of 4.5 million.

Public response to this campaign was very much favorable, well reflecting increased enthusiasm to motorcycling activity.



Valencia Boat Show — Spain —

A big international boat show recently took place in Valencia, Spain located along the coast of the Mediterranean Sea.

Reflecting always-growing enthusiasm to water recreations here, a lot of manufacturers exhibited their new boats and outboard/inboard motors of varying sizes and types.

The Yamaha corner was arranged by Grima, distributors for Yamaha products in Spain, showing a full range of FRP boats and outboard motors to attract more spectators than ever before. Thanks to strenuous efforts by distributors and dealers, Yamaha products are steadily expanding their market in this part of the world.



Chappy Proves Touring-worthy

Miss Takako Sano who once covered a distance of 20,000 km in her around-the-world trip on a Yamaha motorcycle, has just finished an around-Japan trip on a Chappy. But, not alone this time but with another lady rider also on a Chappy.

Their 50 cc Chappys ran through Japan, covering a total of 13,000 km with no serious trouble incurred at all. "It was a terribly long distance, considering the tiny engine of the Chappy", says Miss Sano, "But, our mini Yamahas performed impressively good all the way".

Their touring just coincided with Yamaha's nationwide campaign "Enjoy Riding on Fine Days" and turned out to be an excellent PR exercise for Yamaha.

Mini Trials Riding — Japan

Trials riding by mini Yamaha bikes is now fast rising to popularity among novice



motorcyclists here. 50 cc bikes were formerly intended just for purely practical purposes such as daily shopping, commuting, luggage carrying, etc. But, with the introduction of sport-oriented models in this class, usage has grown much richer in variety.

As for mini trials riding, a relatively small patch of ground will serve the purpose very well.

Unlike serious competitions by bigger displacement machines, mini trials riding must be something particularly enjoyable and safe, comprising various games such as plank riding, slalom, slow-the-better race, etc.