

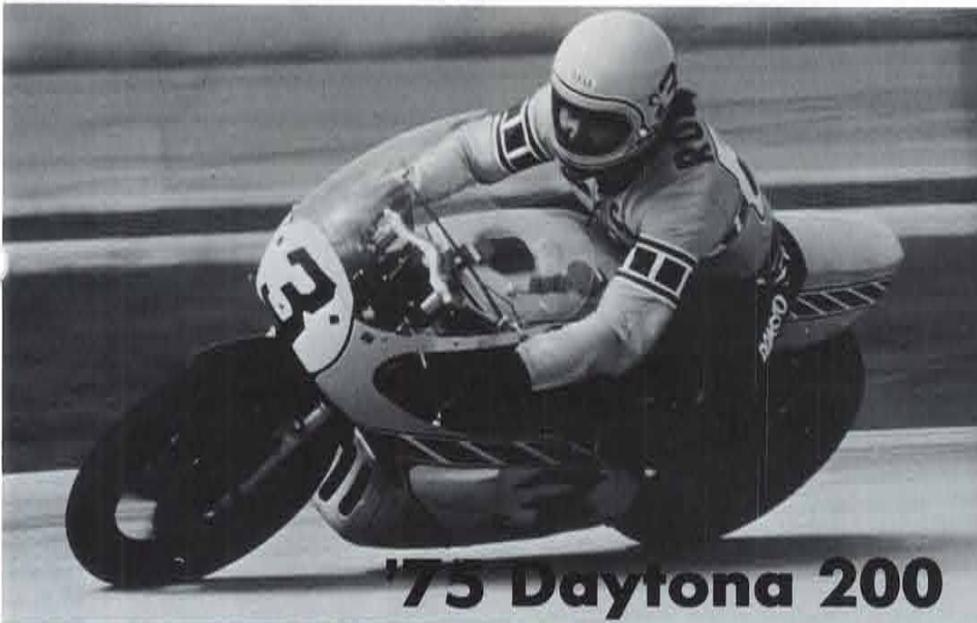


# YAMAHA NEWS

1975

NO. 4

## Yamaha's Sensational 4th Consecutive Victory First 16 Places Monopolized by TZ750



### Romero in full action

Romero stayed cool throughout the first half stages of this 52-lap racing. But, once captured a chance, he never failed to make the most of it. Piloting Yamaha's fabulous production racer TZ750, Romero steadily widened his advantages over others.

## G. Romero's First Daytona Win

The '75 international sport season opened with the glamorous Daytona week events which were organized at Daytona Beach, Florida, USA in the First-Mar.

Festive excitement over this week-long program came to its height with the prestigious Daytona 200-mile race at the Daytona International Speedway on March 9.

The race was contested by 74 top class riders for 52 laps on the 3.84-mile track, attracting a record crowd estimated at 65,000 in bright, blazing Florida sunshine.

The event, an American classic with its 34-year history, was given a special splendor as the opening round of the FIM Formula 750 Championship Series this year.

Yamaha TZ750-mounted riders including the world's superstars such as Giacomo Agostini, Ken Roberts, Gene Romero, etc. cleanly swept the 52-lap racing. Romero riding a TZ750 entered by the Yamaha International Corporation, won this race. Also, the first 16 places were taken by Yamaha riders. It was an amazing record first ever achieved in Daytona's 34-year history.

Yamaha completed the 4th consecutive Daytona success in the most sensational way.



### Inside Daytona Special

Yamaha's clean sweep at Daytona was something to behold! Color and B/W photos appearing on inside pages introduce a variety of '75 Daytona highlights provided by Yamaha riders.

# Hamakita Plant

## Mainstay plant of engine assembly

The Hamakita Plant, former headquarters of Yamaha industrial group, is now completely reorganized into the engine assembly plant of Yamaha, constantly increasing its relative importance within the group. The plant is specialized in the manufacture

of engines of various types and sizes under its consistent, integrated production system covering overall work process from material processing down to final assembly. This in turn lends flawless quality and performance to every item of products.

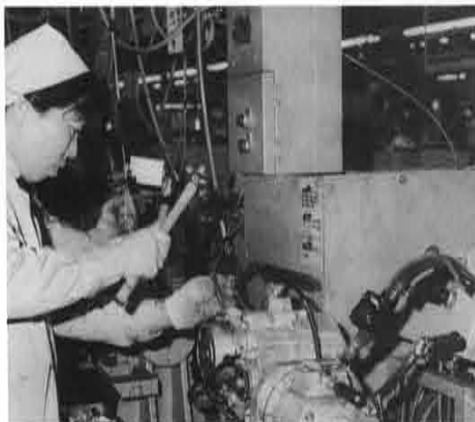
## Super technology plus ultra-modern facilities

The plant is complete with ultra-modern production facilities to ensure the smooth mass production of top quality engines backed by Yamaha's long-proven, superb technology. Here, the greatest attention is invited to the newly adopted Hasenclever machinery. It is a giant-scale, massive mechanical installation designed to perform a thorough process of crank forging work covering heat treatment of material down to

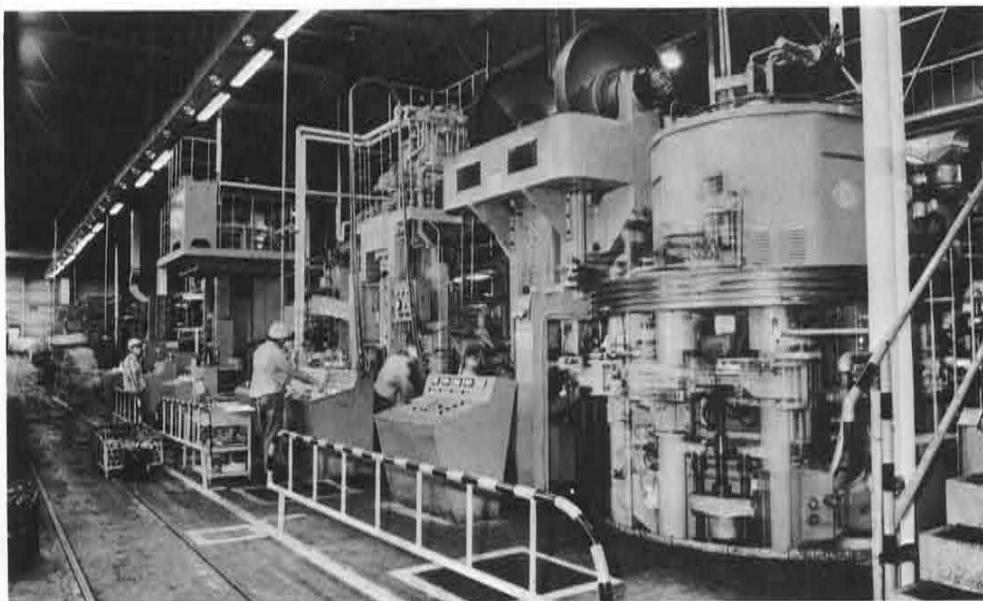
final touch quickly yet precisely. Two units of this machinery are now put into operation at the Hamakita Plant.



An aeroplane view of the plant



Engine name-carving is also an extremely important work



A giant Hasenclever machinery



As is the case with many other countries in the world, high school students are the most enthusiastic motorcyclists in Japan, and therefore, Yamaha is now directing special efforts in educating them for safer driving and better manners.

The sporty features of a bike just fit their youthful sentiment, but some of them tend to ride their bikes in an undesirable or horrible manner on the impulse of the moment, causing nuisance to the general public and posing a very important problem to parents, teachers and motorcycle manufacturers as well. But, once trained properly, they become ideal motorcyclists in all respects. A good example is provided by the students of a high school in Ehime-ken, Western Japan.

## Once trained, they will be the best motorcyclists

It was formerly a source of annoyance to teachers and parents that not a few students caused or were involved in traffic accidents while riding bikes.

Thus, requested by them, a local Yamaha distributor promoted the first safe driving session for those students last year. The competent instructors appointed by the distributor taught them how to ride bikes correctly and safely.

Ever since, the merits of this training session have taken the most noteworthy form, that's to say, sharp decrease of traffic accidents involving student motorcyclists.

The second session recently organized this year attracted much more students than before, reflecting always-growing interest in Yamaha's unique safety campaign.



# Flower campaign opens

In response to Yamaha's business policy as outlined in President Koike's New-Year message, all Yamaha dealers are now in high spirits to expand their own business by overcoming the possibly harder conditions here.

A nationwide sales drive called "flower campaign" has just started at a time when a good selling season for motorcycles is opening.

**Nation-wide  
sales drive**



Special appeal to young motorcyclists



Sacks of flower seeds



A shop is utilized as their delightful saloon

## Bright, festive mood

The campaign, as represented by its designation, is designed to raise a specially festive or bright mood so that it may make a desirable appeal to young motorcyclists.

All Yamaha dealers have decorated their own shops with colourful, eye-pleasing flowers. Everybody visiting a Yamaha shop is presented with a sack of flower seeds. If a luck turns for him, he can win even a Yamaha mini bike in a complimentary lucky draw for all Yamaha fans.

Now, every Yamaha shop attracting a lot of visitors each day is always brisk with youthful excitement.

## Do you know - Reflex action

In a moment a rider happens to sense a danger while riding a bike, he will employ a brake or brakes instinctively, regardless of his will. Man's instinctive self-defense action is called "reflex action".

Generally speaking, man's reflex action is divided into two different categories, that's to say, conditioned reflex (example - a pickled plum & saliva) and unconditioned reflex (example - winking).

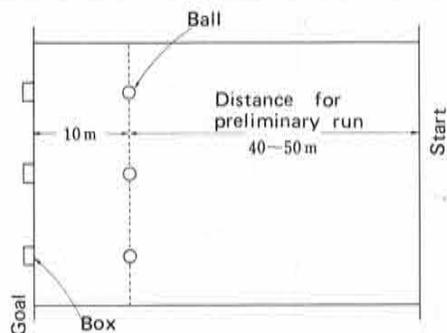
The faculty of conditioned reflex can be improved by means of repeated practices. Therefore, try to habitually train yourself so as to take proper or timely actions in quick response to traffic signals, obstacles, pedestrians, other vehicles, etc.



# Safe & Pleasurable Part III

## All games are open to everybody

Small bike sports or games are open to everybody. Nobody will be demanded of any sophisticated techniques or plausible qualifications in taking part in each of them. Arrange a small section of ground and call the members of similar taste together. All necessary preparations including the establishment of game rules should be made by mutual consent.



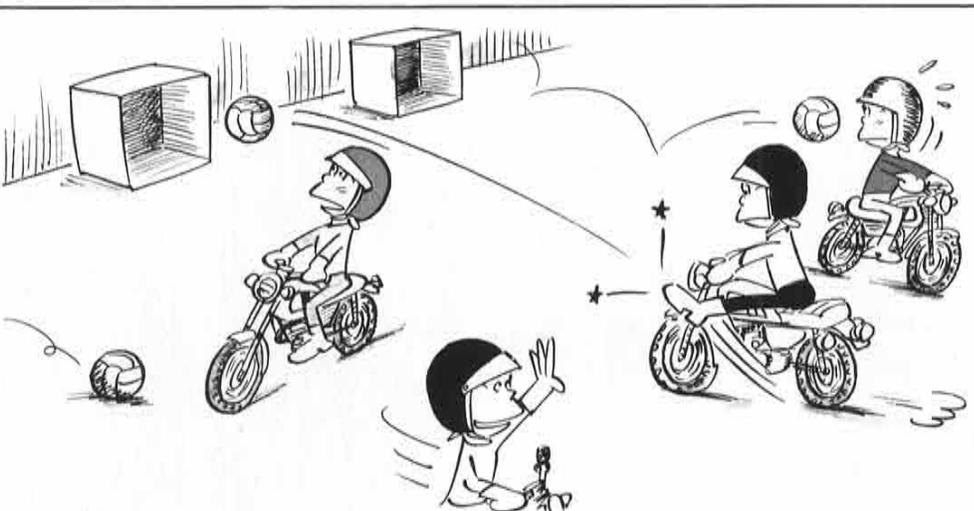
### Auto soccer

A ball and a goal must be prepared for each participating machine. Each participant on his machine must kick a ball into a goal. If a wide space is not available, participants must try one by one.

**Effect:**

A rider will learn how to brake a machine smoothly. Also, he will get used to sensing a braking distance.

**Tools:**



1. Large-size balls (for volley)
2. Boxes approx. 1m<sup>3</sup> each
3. A check list

**Knack:**

Never be hasty. Try to coordinate curve

timing with kicking just in front of a ball.

**Instruction:**

Any rider should not go ahead of others in such a manner that he may disturb them.

### Pushing game

Each participant must grasp the handlegrips of a bike with a dead engine in such a manner as illustrated. Then, he must start to push it backward. One who has crossed a finish line fastest, will be a winner.

**Effect:**

A rider will get used to static handling of a machine.

**Tool:**

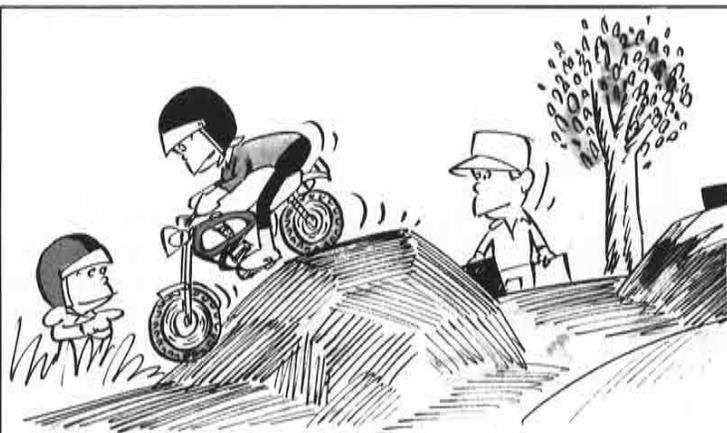
A check list

**Knack:**

In order to control a machine better, the rider should be steady on his legs, with a strong hold to handlegrips.

**Instruction:**

Wherever practicable, a game should be competed by the machines of the same displacement class to hold handicaps to a minimum.



### Mini trials

Each participant must ride a bike over a rough surface area, negotiating ups and downs, or stones and rocks. In this game participants can compete for the superiority of trials techniques.

**Effect:**

A rider will learn how to control a machine smoothly and quickly. Also, he will get used to quick judgement or reaction. In addition, basic trials techniques will be acquired.

**Tools:**

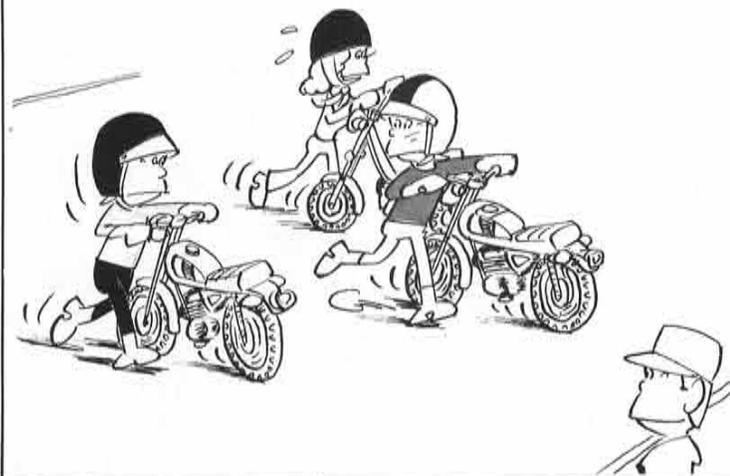
1. Section cards (left - blue, right - red)
2. A check list

**Knack:**

Recommended that a rider should walk around a course prior to a game so that he may have a perfect knowledge of every feature. In a game, he should try to maintain a balance in his half-standing position.

**Instruction:**

A section should be free from any steep slope or rugged rock for the sake of safety.



## Pair race

A couple of machines makes up a unit. Those machines are connected to each other at their handlebars by means of a paper tape. They have to run side by side without cutting a tape. The pair which finishes a race fastest, will be a winner.

### Effect:

Riders will get used to sensing speeds accurately.

### Tools:

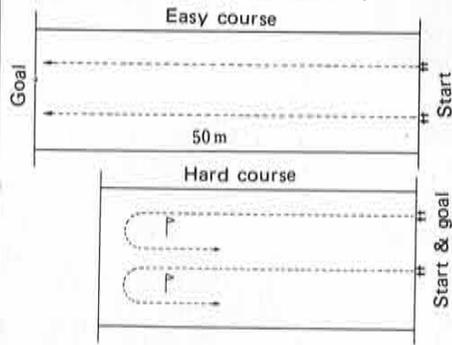
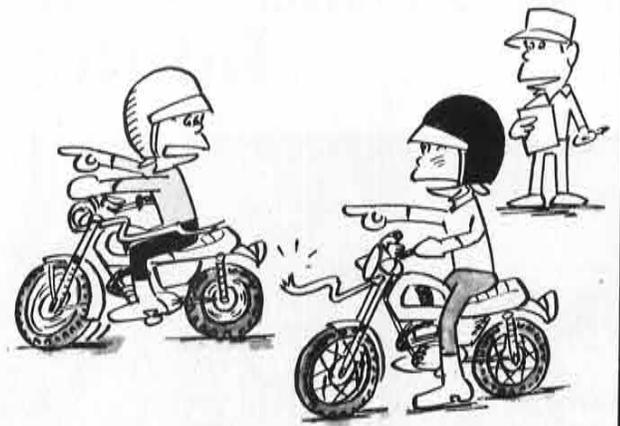
1. Paper tapes
2. A check list

### Knack:

Keep a tape a little slackened while running side by side.

### Instruction:

Be careful to avoid clashing.



## Circling game

Each participant must ride around all of five poles one by one and then come back to a start line within a limited time. The rider who has finished a game in the nearest standard time, will be a winner.

### Effect:

A rider will learn how to negotiate corners. Also, he will get used to sensing speeds.

### Tools:

1. Five flags
2. Five poles (2m long each)

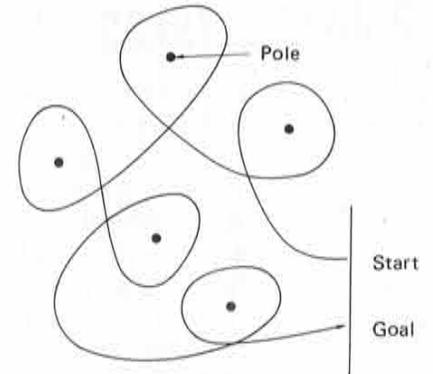
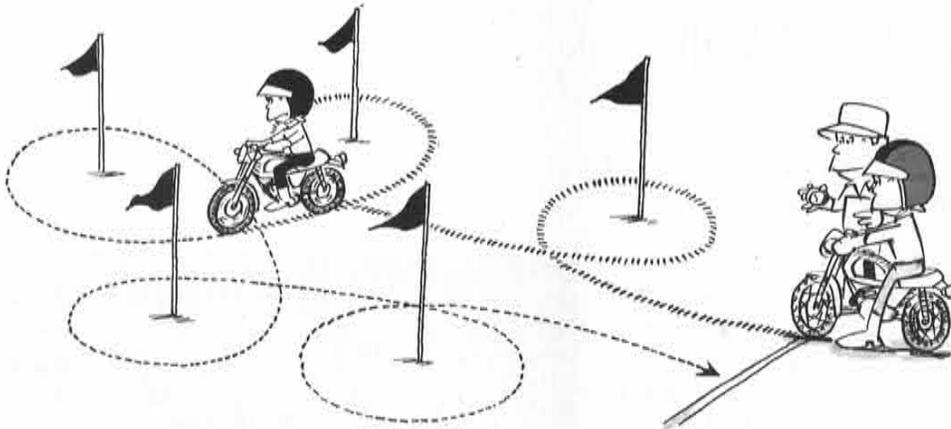
3. A stopwatch
4. A check list

### Knack:

Stay calm. Try to count seconds in a head.

### Instruction:

Install all poles in such a manner that they may be easily fallen at every touch. Each rider's time must be measured and difference between it and a standard time will be recorded on a check list.



## Stick picking-up

Five sticks are erected in a beeline. Each participant must pick them up one by one. Any engine stop or footing causes penalty marks. Any U-turn is prohibited, too.

### Effect:

A rider will learn how to balance a machine while moving at ultra-low speeds. Also, he will get used to exactly sensing a distance while riding.

### Tools:

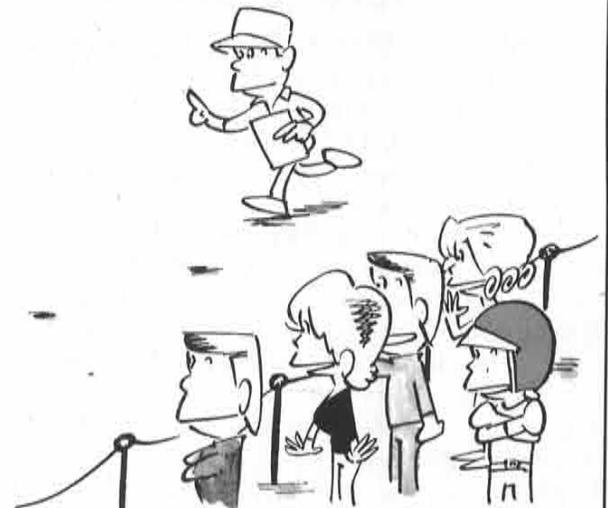
1. 5 sticks (20cm long)
2. A check list

### Knack:

Bring a machine close to a stick and pick it up as quickly as possible. Try to lean a machine slightly inside for extremely short sticks.

### Instruction:

Try to arrange sticks as promptly as possible each time for the smoother progress of a game.



# TZ750-mounted riders fill the first 16 places

# '75 Daytona



Refuelling is done smoothly & quickly

## Roberts takes the pole position

Ken Roberts aboard a TZ750 entered by the Yamaha International Corporation set the fastest lap in practice, and convincingly took the pole position for the 52-lap racing on the 3.84-mile track.

It was Teuvo Lansivuori on a Suzuki 750 that made the clearest getaway. Finnish ace Lansivuori managed to maintain his lead for the first three laps, then, Roberts pulled ahead of him.

Prerace favorite Roberts went on to build up his advantages over Lansivuori lap by lap, with Giacomo Agostini, Steve McLaughlin and Gene Romero all on Yamahas competing for third place.

On lap 16 Roberts made a pit stop for refuelling and retuning his machine. But, much to spectators' disappointment, he did not restart, eventually. A clutch-lever trouble cost him this important race!

## Romero snatches the lead

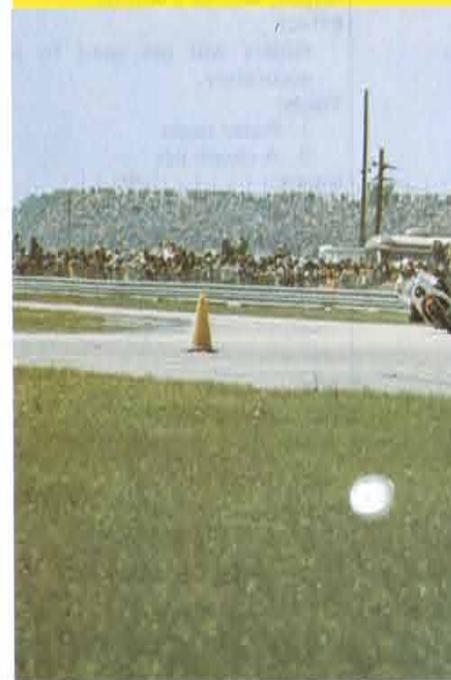
Gene Romero, 27-year old native Californian rider, steered his Yamaha TZ750 also entered by the Yamaha International Corporation into the lead on lap 30.

Giacomo Agostini, 14-time world champion and '74 Daytona winner, maintained his own pace all the way due to some steering trouble hitting his machine.

Steve Baker riding a Yamaha Canada-entered TZ750 was in hot pursuit of Romero, with Agostini, McLaughlin, Johnny Cecotto, 18-year old Venezuelan rider entered by Yamaha's local distributor Venemotos, etc. struggling for third place.

Romero crossed a line first some 18 sec. ahead of runner-up Baker. But, another excitement was provided by young Cecotto. During a very closing stage of racing, Cecotto pulled ahead of Ago and finished a brilliant third!

Remero's winning time was 1h 52' 32" 8, a new record, hitting a record speed of 106.451mph, too.



Daytona 200-mile race .... it is forerunning the international sport the richest-prize races in the world. prestigious American classic. In 1974, under an adverse effect of the distance of racing was reduced to a favorable turn, the distance was year.



K. Roberts, leader for the first half stages



H. Kawasaki riding a works-prepared Yamaha makes his successful Daytona

# Daytona 200



a glamorous annual speed event season. It is also renowned as one of the most exciting. It has a 34-year history as the most

caused by the world-wide oil shock, to 180 miles. But, with things taking place, it recovered to original 200 miles this

## G. Romero's first & Yamaha's 4th consecutive victory



Romero leading S. McLaughlin

### Romero, cool rider

Gene Romero, handsome Californian rider, teamed up with Ken Roberts and Don Castro entered by the Yamaha International Corporation in Los Angeles. He stayed amazingly cool throughout the first half stages of racing but never failed to capture a chance for his first-ever Daytona win. He worked out his excellent racing strategy basing on his long-time experience of taking part in the Daytona 200.

As a works triumph rider, he had finished twice in the Daytona racing before.



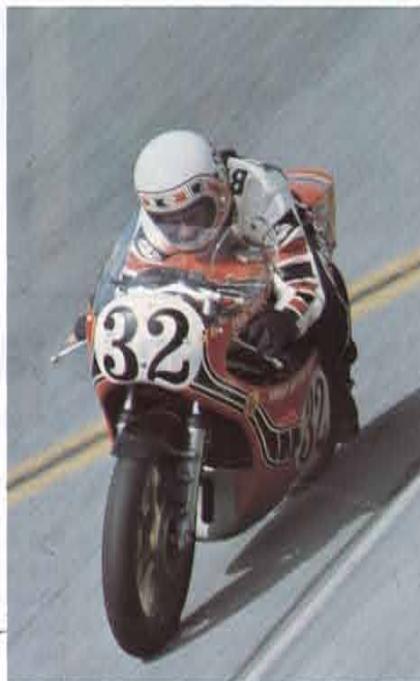
Nice blessing!



Cecotto's wonderful performance



a debut



Piloting a Yamaha Canada-entered TZ750, S. Baker is in hot pursuit of leading Romero. He finished second, eventually. A brilliant result for him!

### Daytona 200 Final Results

1st.	Gene Romero	Yamaha
2nd.	Steve Baker	Yamaha
3rd.	Johnny Cecotto	Yamaha
4th.	Giacomo Agostini	Yamaha
5th.	Warren Willing	Yamaha
6th.	Steve McLaughlin	Yamaha
7th.	Hiroyuki Kawasaki	Yamaha
8th.	Ron Pierce	Yamaha
9th.	Don Castro	Yamaha
10th.	Harry Cone	Yamaha
11th.	Tommy Byars	Yamaha
12th.	James Allen	Yamaha
13th.	Larry Bleil	Yamaha
14th.	Cliff Carr	Yamaha
15th.	Len Fitch	Yamaha
16th.	Roger Marshall	Yamaha
17th.	Jim Dunn	Harley-Davidson
18th.	Phil Gurner	Yamaha
19th.	Billy Labrie	Yamaha
20th.	Marcel Ankone	Suzuki

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## Daytona Speed Week

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*Racing is FUN  
at DAYTONA*

The '75 Daytona Speed Week which took place for a period from March 2 to March 9, was full of bright, festive mood. The program arranged in wide variety included many support events of road racing, motocross, enduro racing, short track racing, etc. together with colorful, glamorous attractions.



*In blazing Florida sunshine*



*Yamaha racing team*



*Yamaha-sponsored motocross event*



*Hiroyuki Kawasaki with K. Carruthers' youngest daughter*

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## Roberts wins 100-mile race



As usual, Yamaha riders were most successful in the Junior-Expert 250cc 100-mile race on March 8, too. Ken Roberts, '73-'74 Grand National Champion, led the entire field right after starting, piloting a Yamaha TZ250 production racer entered by the Yamaha International Corporation. Roberts quickly established his commanding, unchallenged advantages over others during the first half stages of racing. Eventually, he won the race by considerable margins over his archrival Gary Scott on a works Harley-Davidson racer.

## Yamaha Outboard Motor

# Yamaha 28A

## Rugged & precise

The newly introduced 28A is the latest addition to the lineup of Yamaha outboard motors meeting with high public approval across the world.

Built rugged for trouble-free operation even under extremely hard conditions, and engineered precise for high performance plus improved economy, the 28A is bound to help fishermen raise their work efficiency.

The 28A is so designed that it can just fit the boats of varying sizes and types intended for use by fishermen in their coastal or inland water fishery operations.

## Main technical features

The newly adopted aluminum cylinder and cylinder head feature higher cooling efficiency. At the same time, overall durability has been greatly improved by the adoption of wear-resistant cast-iron sleeve.

An L-shaped keystone ring on the piston has improved airtight and heat dissipating characteristics, with larger area in contact with the cylinder wall, thus preventing piston seizure and lending extra durability to the engine.

In addition, the exhaust manifold has been lengthened to raise exhaust efficiency for the smoother delivery of power.

## Propeller boss exhaust

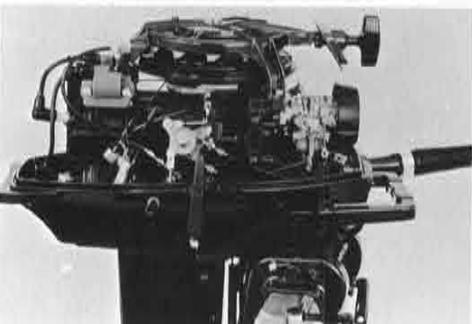
Exhaust emissions can be discharged into the water through a propeller boss. By this method, exhaust noise is held to a low level, and by making use of the negative pressure generated by running water, burnt gas can be driven out of the cylinder quite smoothly. This in turn improves intake efficiency.

## Smooth starting

The newly adopted poppet valve-equipped choke starter ensures easy, smooth engine start in whatever weather conditions. The poppet valve also has a function to automatically change the ratio of mixture after starting, ensuring the smooth continuance of engine performance.

## Improved ignition system

On this model, the flywheel magneto and ignition coil are separated from each other. This method assures the flywheel magneto larger generating capacity. Also, the ignition coil with larger capacity of induction discharge, is of a watertight mold type. In addition, the newly adopted automatic spark advancer helps the engine maintain its steady performance even at ultra-low speeds (800 - 850 rpm) for the most efficient trolling operations.



## Specification

Max. power .....	28 hp/5,000 r.p.m.
Type.....	2-stroke, twin-cylinder
Displacement.....	430 c.c.
Bore x stroke.....	.67 x .61 mm (2.638 x 2.402 ins.)
Cooling system.....	Water-cooled, with thermostat
Starting system .....	Recoil hand-starter AE: Electric starter
Ignition system.....	Flywheel magneto
Gear shift .....	Forward-neutral-reverse
Reduction ratio .....	1.84
Standard propeller size .....	(B x D x P) 2 x 251 x 267 mm
Tilting positions .....	5
Fuel.....	Gas-oil mixture (50 : 1)
Fuel tank capacity.....	24 liters
Overall length.....	600 mm.
Overall width.....	320 mm.
Overall height (S) .....	(S)1,100 mm. (L) 1,225 mm.
Transom height .....	(S) 15 in. (L) 20 in.
Weight.....	(S) 50 kgs.

\*Specifications subject to change without prior notice.

## Business topic

### Marine Business Division Newly Established; More Efforts to Be Put in Outboard Motors



Director Matsui

Yamaha Motor has newly established the Marine Business Division in order to strengthen its outboard motor business overall.

The Overseas Marketing Division and Boat Business Division formerly took care of outboard motor business concerning exports and home sales, respectively. Both different departments have been consolidated into a new division.

Yamaha-affiliated Sanshin Kogyo is now manufacturing outboard motors for sale by Yamaha both here and abroad. Monthly production is currently maintained at 12,000.

Products are mostly exported to Europe, Central/South America, Southeast Asia, etc. and enjoying always-rising popularity on the market. Total sales of outboard motors occupied 5% of Yamaha's gross total earnings for the fiscal Oct. term of 1974.

Yamaha intends to put greater efforts in outboard motor exports this year under assumption that motorcycle exports may remain relatively dull under repercussive effect from the unusually booming exports of 1974.

In line with the establishment of the new independent division, Yamaha is now envisaging a plan to increase production by far. According to it, monthly output is expected to boost to a level of 25,000 in near future. Thus, Yamaha is now keen to obtain a site for the construction of a new plant.

Mr. Toshio Matsui, Director of Yamaha Motor has taken up the post of new division chief to lead every business activity concerning outboard motors.

# New Weapons Unveiled

## — Opening Round, National MX Championships —

The national championship series in Japan opened with the Tokorozawa meeting organized on March 9-10. In both 125cc and 250cc races of senior category, Yamaha riders monopolized all major placings as usual. But, in this curtain-raising motocross meeting, the keenest attention focussed on Yamaha's new weapons.

In the 125cc race, Seo, one of Yamaha's factory riders, rode a water-cooled machine first-ever developed in the world. Seo led the entire field right from starting, demonstrating the superb performance of his new machine. Due to an unlucky mishap he committed midway, Seo lost his lead to another Yamaha rider and finished second, eventually, but the new weapon proved itself to be much more exciting than had been expected.

Also, in the 250cc race, Hideaki and Torao riding the new machines fitted with gas-functioned front forks, convincingly finished 1st and 2nd. On these machines, cushion effect was found greatly improved.

### Water-cooled YZM125

The adoption of a new water-cooling system has greatly improved cooling efficiency, thus allowing the use of a high-power, high-rpm engine on the machine.

The new water-cooling system prevents engine performance from being affected by heat, resulting in the smoother delivery of

power. This means power increase, virtually. The method of tubing is so considered that handling may be least affected. Also, in an effort to make a radiator as compact in size as possible, the cylinder/cylinder head and finning are of a one-piece design.



K. Seo piloting a new water-cooled Yamaha



Hideaki Suzuki on a new 250 Yamaha

### YZM250 with new forks

As is the case with the Mono-Cross rear suspension system, inert nitrogen gas is utilized for the improvement of cushion effect. That's to say, nitrogen gas which is high-pressure compressed in the front forks, has a function to prevent the damper action from being affected by heated or diffused oil.

In addition, thanks to the nitrogen gas compressed therein and precise inner setting, front forks can work so smoothly that a rider's fatigue can be checked to a minimum.



### Main technical data YZM125

Engine ..... 2-stroke water-cooled single  
Bore x stroke ..... 56 x 50mm  
Displacement ..... 123cc  
Max. power ..... 22ps/10,500 rpm plus  
Ignition method ..... C.D.I.  
Carburetor ..... VM34SS  
Lubrication method ..... Fuel/oil mixed  
Transmission ..... 6-speed gearbox  
Tire size: front ..... 3.00 - 21  
rear ..... 4.10 - 18  
Brakes: front ..... drum  
rear ..... drum  
Suspensions: front ..... telescopic  
rear ..... Mono-Cross type  
swing arm  
Fuel tank capacity ..... 6.5 liters  
Clutch ..... Wet multi-plate



### Main technical data YZM250

Engine ..... 2-stroke, air-cooled single  
Bore x stroke ..... 70 x 64mm  
Displacement ..... 246cc  
Max. power ..... 32ps/7,000 rpm plus  
Ignition method ..... C.D.I.  
Carburetor ..... VM36SS  
Lubrication method ..... Fuel/oil mixed  
Transmission ..... 5-speed gearbox  
Tire size: front ..... 3.00 - 21  
rear ..... 4.60 - 18  
Brakes: front ..... drum  
rear ..... drum  
Suspensions: front ..... telescopic  
(gas-functioned)  
rear ..... Mono-Cross  
type swing arm  
Fuel tank capacity ..... 8 liters  
Clutch ..... Wet multi-plate

## Dirt Days at Florida



The most elaborate program of the type ever promoted in search of fresh two-wheeled fun & excitement



The Yamaha International Corporation in Los Angeles, California recently launched a giant-scale motorcycle campaign designated "Dirt Days" at Florida. For this program, Yamaha provided everything free from motorcycles and helmets to qualified instructors. Attractions included learning to ride and sharing in the thrills and excitement of motocross and trials riding.

The Yamaha championship motocross team conducted a motocross school which provided every professional tip on how to win a race.

The program was further rounded off with the appearance of the Yamaha Cat which was ridden over near terrain. Also, the bicycle motocross for children of all ages highlighted the program.

## Tremendous publicity effect

People of all sizes and all ages, from the little old lady to the 10-year kid, came to participate in this program. Total participants during a 2-day session reached 15,000 or more, reflecting great public interest in this program.

Not only was it successful in terms of moving units but it certainly proved to be of great value to the Yamaha International Corporation. This will continue throughout the schedule of 1975 Dirt Days, bearing tremendous publicity effect on lots of people.

*Shown on the right is a PR poster for the Yamaha Dirt Days to be organized on March 22-23 in Santa Clara, Calif.*



## From FIM Meeting

The Annual Spring Meeting of the F.I.M. took place in Geneve, Switzerland late in February.

Below mentioned were the inclusions in the decisions taken at the Meeting:

### Fuel economy

Due to the heavy fuel consumption by some of today's road racing machines, the FIM almost decided to impose restrictions for the 1976 world championship series.

This matter was thoroughly discussed at the Spring Meeting in Geneve, and the road racing commission upheld a view that the best way to solve this problem was to restrict tank sizes.

The limits suggested at the Spring Meeting will go forward to the FIM's Annual Congress to be held in Berlin in October.

### Aerofoils approved

Small-size aerofoils will be allowed on road racing machines this year. But, they should be mounted only on the front of machines and must not be wider than the streamlining.

### FIM disapproves Vesco's record

Don Vesco's speed record was rejected by the FIM. But, it still stands as the world's fastest in America.

Vesco's machine fitted with a couple of TZ 750 engines needed the drive belt to connect both engines with each other. The belt was changed between runs. This contravened the FIM rule while it was allowed by the AMA.

## Trials Championship

### Round 2, Belgium

1st.	M. Rathmell	Montesa	98
2nd.	C. Coutard	Bultaco	113
3rd.	M. Lampkin	Bultaco	119
4th.	U. Karlsson	Bultaco	126
5th.	Y. Vesterinen	Bultaco	128
6th.	B. Sellman	Montesa	136
7th.	R. Edwards	Montesa	143
8th.	M. Andrews	Yamaha	146

### Round 3, Spain

1st.	M. Lampkin	Bultaco	71.0
2nd.	Y. Vesterinen	Bultaco	84.8
3rd.	M. Rathmell	Montesa	107.0
4th.	M. Andrews	Yamaha	107.4
5th.	C. Coutard	Bultaco	112.5
6th.	R. Shepherd	Montesa	113.0
7th.	R. Edwards	Montesa	126.6
8th.	B. Sellman	Montesa	129.5

## Oscar-winning Yamaha film

As already reported in our Feb. issue, Yamaha's new PR film titled "Tribute to Saarinen" was rewarded with the Oscar Cordon Rouge as the best motor-sporting film in 1974.

The picture shows Mr. Jean-Pierre Brunier of Promocourse handing the trophy to Mr. David Wood, director (Mr. R. Gould at the center).

It is the best tribute to the late "Flying Finn".

Please send your order directly to the below address:

Mr. Rod Gould, Public Relations Manager, Yamaha Motor N.V. Postbus 7829, Prof. E.M. Meyerslaan 3, Amstelveen (Amsterdam), Holland



## Sales promotion campaign—Togo

A sales promotion campaign recently launched by Societe Allemande Du Togo S.A. in Togo, Africa, was a tremendous success. Everything went so smoothly as had been scheduled, and more than 70 motorcycles of Yamaha were sold throughout the campaign session.



## Pesta Pulau Pinang-Malaysia

This was a month long Penang Trade and Industrial Fair held at Macallum street Chaut. It was an annual event for the promotion of tourist attraction. In fact, some 30,000 people visited the fair on the very first night.

Motorcycle Industries (m) adn. bhd. participated in the fair by erecting an attractive semi-pavillion displaying a full line of Yamaha motorcycles. It was awarded second prize at the decoration contest. The sales representatives of the company were busy coping with the tremendous response and lots of enquiries from the public.



## Their efforts rewarded well

The two teams entered by Eliopoulos Brothers Ltd. in Athens, Greece, proved most successful at the Tatoi annual road race meeting. Those teams called "Makrakis Team" and "Goudoufas-Yamaha Team" were declared this year's winners in both the small and large engine categories. This success helped the Yamaha brand grow much more popular in this country. Their sales promotional efforts were rewarded well.



## Yamaha snowmobiles in Lapland

Yamaha snowmobiles are now taking a very important role as the means of transport for people in the snowy Lapland, northern most part of the Scandinavian Peninsula. Thanks to these compact motorized vehicles, snow has ceased to be a barrier to people living in snow-clad regions across the world.