



## Yamaha's Steady Efforts to Improve Demand/Supply Balance; Most Eventful Year Is Over



More and more motorcyclists are becoming interested in riding their 50cc bikes for leisure use.

### Rationalized business system

Yamaha has been specially keen to meet such a situation more quickly and successfully than any other manufacturers here. All-out efforts have been materialized into the smooth improvement of demand/supply balance with the backing of overall rationalized business system.

Yamaha's new policy has been characterized by greater emphasis placed on the home market this year while overseas shipments have been held to a reasonable level. That's to say, for the Jan-Oct. period of this year Yamaha turned out a total of 877,637 motorcycles against '74's 972,763. On the other hand, home sales attained 299,906(246,078), though export shipments stood at 609,743 (719,573). As you can see, combined total of home sales and export shipments reached 909,649, exceeding total production by some 32,000. This resulted in Yamaha's smooth progress of stock adjustment. It has also been decided that Yamaha should continue similar efforts in order to further improve demand/supply balance toward the future for another leap forward. It is expected that yearly total production will attain almost the same level as '73's one million. As represented by the interim results of account settlement for fiscal '76 April term, the home market has considerably increased its relative importance. This trend will further continue, with the initiative taken by 50cc bikes. Also, it attracts special attention that total value of CKD motorcycle exports showed a remarkable increase for the above fiscal term, though some drop was the case with the exports of completely-assembled machines.

*As already reported, everything concerned with the motorcycle industry has taken a drastic change since early this year, with the termination of a previous, consistent upswing period. . . . .*

Overseas shipments, especially to the United States, the most important motorcycle market, were consistently and unusually booming last year. Quite naturally, industrywide efforts concentrated on massive production increase in an attempt to meet such an upward trend. Total production eventually ran up to record-breaking 4,509,420. Unfortunately, such booming shipments did not always reflect the actual trend of sales abroad. This meant that the termination of a boom quickened or accelerated by a worldwide oil shock inevitably resulted in an extreme increase in stock. Thus, the motorcycle industry of Japan largely depending on export sales had to embark on reducing production in order to take increased stock back to a normal level at the earliest possible time. In short, the motorcycle industry of Japan had to cope with the hardest-situation ever experienced at the outset of 1975. The industry had to overcome this crisis by any means for its another growth.



50cc bikes, the mainstay of home market

# “Yamaha products are highly valued”, says Minister

Sri Lanka, a new-risen country on the Indian Ocean is specially noted for her active fisheries industry.

Mr. George Rajapakse, Minister of Fisheries and Health, accompanied by his wife, and Mr. B.P. Tilakaranta, Ambassador to Japan and a local importer recently paid their visit to Yamaha in order to know much more about the FRP fishing boats and outboard motors making tremendous contributions to fishermen all around the world.

They and top executives of Yamaha met

together to discuss various important matters related to the improvement and modernization of fisheries. Lively views were exchanged between them. Also, they made a tour through Sanshin Kogyo, Yamaha's outboard motor plant.

“We are convinced that highly skilled hands and ultra-modern production facilities will ensure top quality and performance for every product of Yamaha” said the Minister, “Those products would be highly valued by our people”.

## Boat building technology

Ceylon tea produced in this country has long been reputed for its excellent quality. Also, it draws particular attention that the government is now directing untiring efforts toward the promotion of local industrialization.

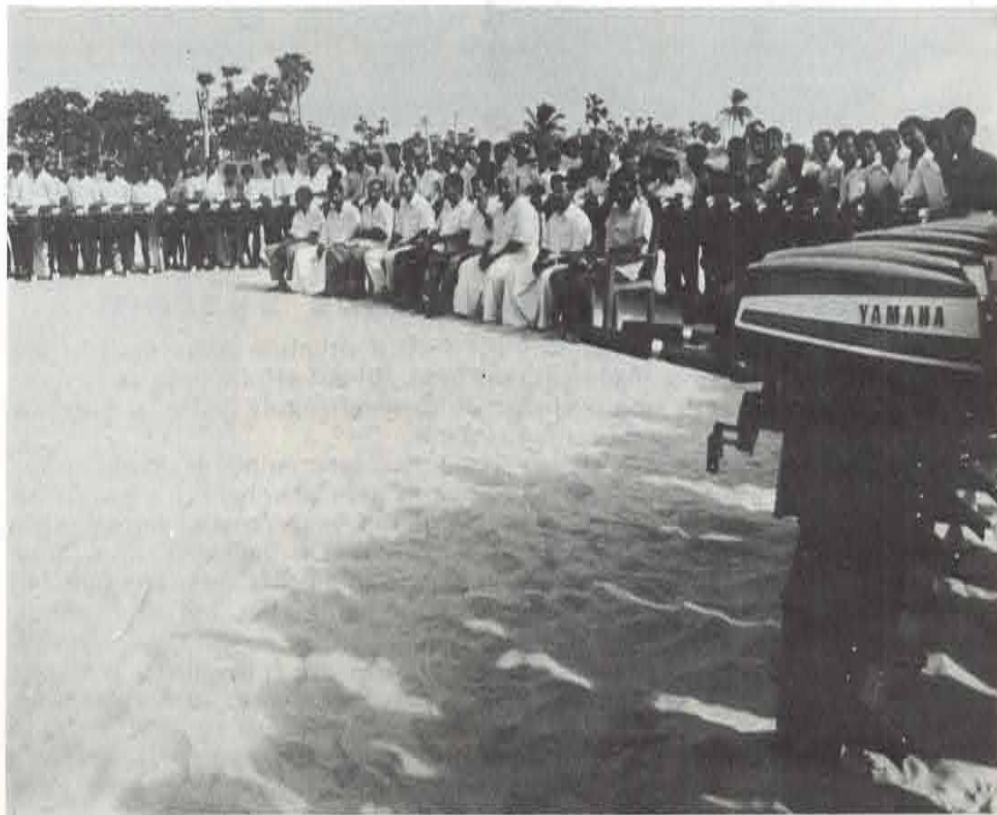
Especially, in close connection with greater importance placed on the improvement of fishing operations, boat building technology has already attained a high, satisfactory level. The boats built in this country are exported to the area of East Africa or Southeast Asia.



## Active fisheries – Sri Lanka



## Keener interest in Yamaha outboard motors



Log boats called “Teppan” currently occupy some 50% of total fishing boats in this country. But, an increasing number of fishermen are becoming more interested in FRP boats now taking only 20%. Normal wooden boats take remaining 30%.

The Yamaha outboard motor model 8A is the best seller in this country. The com-

bination of a Teppan boat and 8A assures fishermen larger catches of fish at less time and labor than ever before.

With an increasing number of Yamaha outboard motors available, the motorization or modernization of fishing operations is now smoothly going on.

# "Cecottismo" sweeps Venezuela



*Johnny Cecotto, a 19-years old champion, is a national hero in his home country Venezuela. The latest craze sweeping this country is called "Cecottismo".*

Young people all over this country have revolutionised clothes and hair style. Motorcycle sales were tripled within a very short period of time.

An estimated 20,000 members of the Venezuelan Motorcycling Federation went to the airport when Cecotto returned home from Europe. Also, thousands of fans lined the 15-mile route into the center of Caracas.

"Cecottismo" also boosted interest in moto-cross races, one of Venezuelan's favorite sports.

Despite the warm climate in Caracas, young people wear jeans and tight leather jackets "a la Cecotto".

Hairdressers are extremely busy, doing a roaring business with the curly Cecotto hair style. Clothing stores for the youth display window posters of their idol Cecotto for promoting brand of jeans.

President Perez himself described Cecotto in his welcoming speech as a splendid model for the youth in the world.

## Sports Calendar '76

### Road racing

April 25: French GP  
 May 2: Austrian GP  
 May 16: Italian GP  
 May 23: Yugo. GP  
 June 5-11: Isle of Man, TT  
 June 26: Dutch TT  
 July 1: Belgian GP  
 July 25: Swedish GP  
 August 1: Finnish GP  
 August 29: West German GP  
 September 19: Spanish GP

### 500cc Moto Cross

April 4: Spain.  
 April 25: Belgium.  
 May 2: Czechoslovakia.  
 May 9: Poland.  
 May 16: Russia.  
 May 23: Yugoslavia.  
 May 30: Italy.  
 June 13: France.  
 June 20: Britain.  
 June 27: West Germany.  
 August 8: Holland.  
 August 15: Sweden.

### Formula 750

March 7: America.  
 March 21: Venezuela.  
 April 4: Italy.  
 May 9: Spain.  
 May 23: Belgium.  
 May 30: France.  
 July 18: Sweden.  
 August 8: Finland.  
 August 15: Britain.  
 September 5: Holland.  
 September 26: West Germany.

### 250cc Moto Cross

February 2: Ireland.  
 February 29: Belgium.  
 March 7: Spain.  
 March 13: Britain.  
 March 21: France.  
 May 15: West Germany.  
 June 13: Italy.  
 July 27: America.  
 August 29: Sweden.  
 September 5: Finland.  
 September 12: Switzerland.  
 September 19: Czechoslovakia.

### Trials

April 4: Switzerland.	June 13: West Germany.
April 11: France.	June 20: America.
May 2: Italy.	June 27: Canada.
May 9: Austria.	July 4: Britain.
May 16: Sweden.	August 1: Belgian.
May 23: Finland.	August 8: Luxembourg.

## From FIM Congress

The '75 Congress of the F.I.M. took place in Berlin late in October. Many important decisions concerning international motorcycle sports were taken as follows:

### New F750 round

Johnny Cecotto's home country, Venezuela was approved to organize a round of next year's Formula 750 series for the first time in history.

The last minute application by Cecotto's sponsor Andrea Ippolito, president of the Venezuelan federation was granted and increased the number of rounds to 11. The 2.7-mile circuit at Maracaibo will be used for two 100-mile legs. The day will be March 21.

### New licences

Two new forms of licences are to be issued to manufacturers who wish to take part in the world road race manufacturers' championships from next year on. Under the new licensing system, only manufacturers holding a licence could score championship points counting for manufacturers' titles.

The "A" licence would cover a factory for a full season. On the other hand, the "B" licence for 5 GP races.

### Slick tires

It was also decided during the Congress that slick tires would be allowed only in 350, 500 and Formula 750 classes.

Slick tires were allowed on all three side-car wheels. The tire companies must attend all international meetings and the clerks of the courses must take heed of the experts' advices or recommendations. A decision on the suitability of the weather for using slick tires must be made two hours before the race.

### New noise level

In a determined bid to reduce noise, the FIM's proposal to introduce a new noise level for all forms of motorcycle sports from next season was approved. The noise level for road racing, speedway, moto cross and trials machines will be 110 decibels but next year will be treated as transitory period and a five decibel allowance will be given.

Under the new scheme, a microphone will be placed half a meter from the end of the exhaust pipe at an angle of 45 degrees. For road racing, moto cross and speedway, the reading will be taken when the average piston speed is 13m/s. For trials machines the speed will be 11m/s.

# "Congratulations" to Cecotto, New Champion

"Your achievements are worthy of special mention in the history of world's GP racing", stated President Koike in his welcoming speech made at a grand reception party. "Also, all of us at Yamaha take pride in a fact that such a wonderful success was achieved by a Yamaha machine", continued President Koike. In response to it Cecotto declared that he would do his best to defend the championship next year.



At the front of main office



Expressing his confidence in next year's season



President Koike and Cecotto



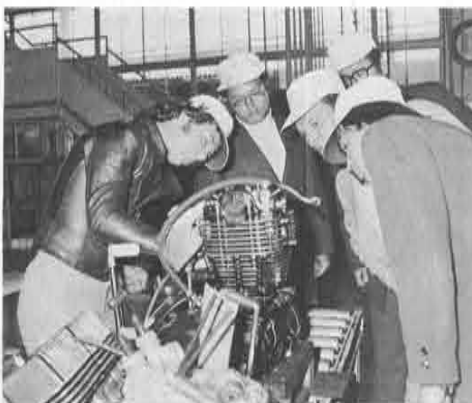
Mr. Ippolito playing a piano



Awarded a trophy by President Koike



H. Kanaya and I. Takai giving their welcome



Cecotto looks interested in a high performance engine



Nice guy, Cecotto!

## Hiroyuki K. wins Indonesian GP

The Indonesian GP took place at the 2.77-mile Jaya Ancol circuit located on the outskirts of Jakarta on November 15. Hiroyuki Kawasaki piloting the latest mono-cross TZ750 easily won the two-leg race. The Japanese motorcycle industry regarded the Indonesian GP as the second most important event next to the Daytona 200-mile race. Therefore, all Japanese makers but Honda entered full works teams. Also, the GP attracted a crowd of some 120,000 spectators lined all around the circuit.

1st.	Hiroyuki K.	Yamaha
2nd.	T. Abe	Kawasaki
3rd.	W. Willing	Yamaha
4th.	G. Hansford	Kawasaki
5th.	B. Soeswanto	Yamaha



*"Wing  
of  
Yamaha"*

*Coming all the way across the ocean!*

## Winner of the Single-Handed Trans Pacific Race

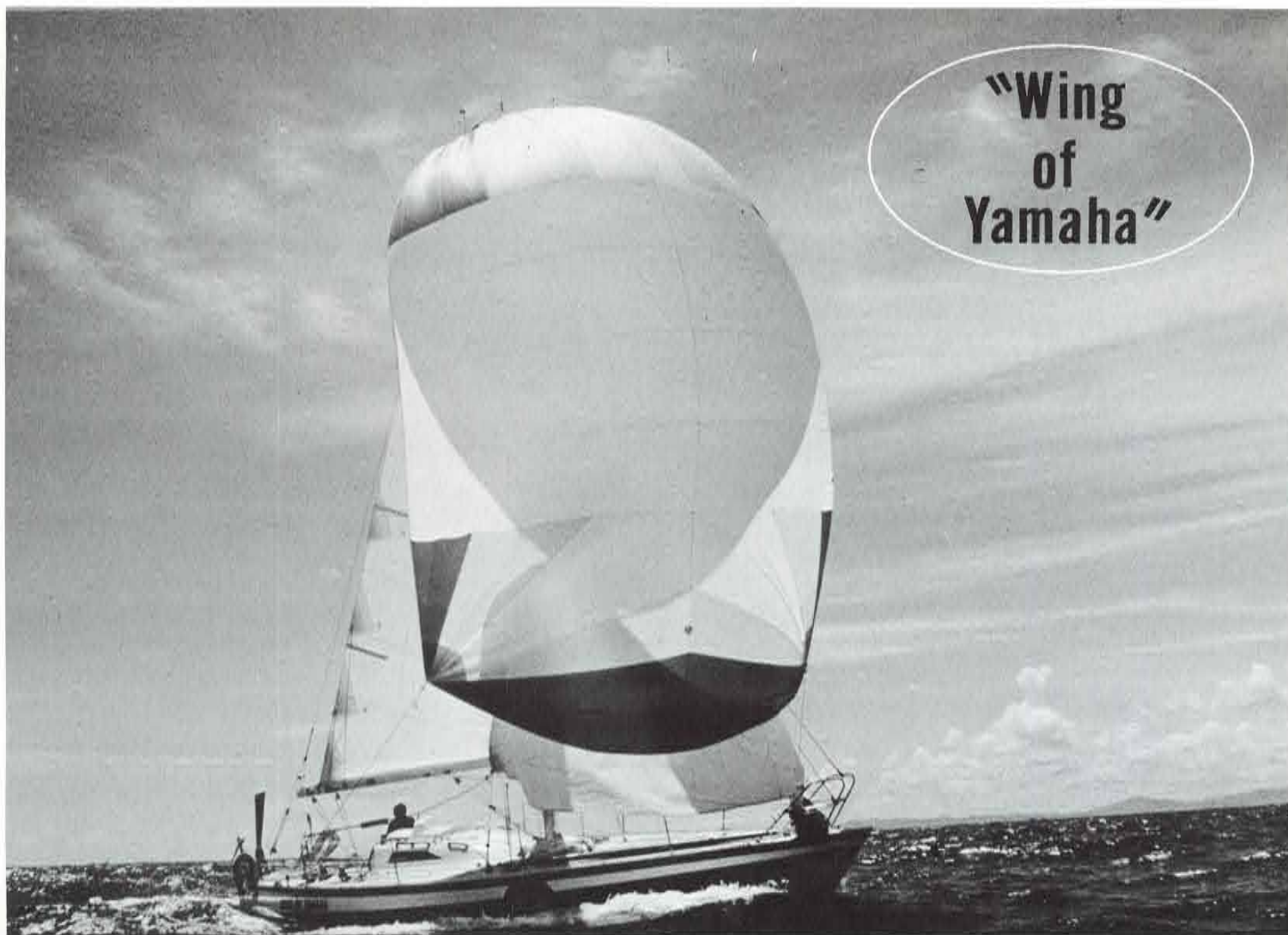
The "Wing of Yamaha" crewed by Mr. Hiroshi Totsuka won the Single-Handed Trans Pacific Race when it reached Okinawa, a goal at 20:28, November 2.

**41 days – 12,000km**

The race took place in celebration of the Okinawa Ocean Expo '75. It was the first big international yacht race ever organized around Japan. After starting San Francisco on September 22, the "Wing of Yamaha" piloted by Mr. Totsuka, one of the best Japanese seamen led the race almost all the

way over a distance of 12,000 km. Of 8 participants (five Japanese, French, American and German one each), a French yacht gave up racing soon after starting. Mr. Takechi piloting his "Thunderbird" finished second approx. 5 days behind the winner.





"Wing  
of  
Yamaha"

## Tough challenger

It wasn't an easy win, never. A 41-day lone marathon on the sea turned out to be the hardest-ever trial to him and his boat. Typhoon, squal, sudden gust and dead calm—weather conditions were extremely changeable. Thirst, hunger and feel of almost unquenchable solitude tortured him all the way. The extracts of his voyage log tell us how Mr. Totsuka and the "Wing of Yamaha" cut through high seas between San Francisco and Okinawa as follows:

### Sept. 22—fine

Started San Francisco at 06:00. A French boat made the clearest getaway. The "Wing of Yamaha" was third just behind the French boat and Mr. Takechi's Thunderbird when passing the Golden Gate. Soon we took over the lead. Everything disappeared into dense fog.

### Sept. 23—windy

Felt better. Took only fruits, chocolates and some cups of coffee.

### Sept. 25—windy and cloudy

Weather was extremely inclement all day long. Kept on steering for a long time.

### Sept. 27—fine

Slowed a bit. Ropes found extremely worn out. Kept a cruising speed at 5.5 knots.

### Sept. 28—rainy

Found Mr. Takechi's Thunderbird sailing about 100m astern.

### Oct. 1—cloudy

Rather windy. A couple of flying fish happened to fly into the boat. Cooked them for lunch.

### Oct. 3—fine

Fine but cool. The "Thunderbird" was 20 or 30 miles ahead of us.

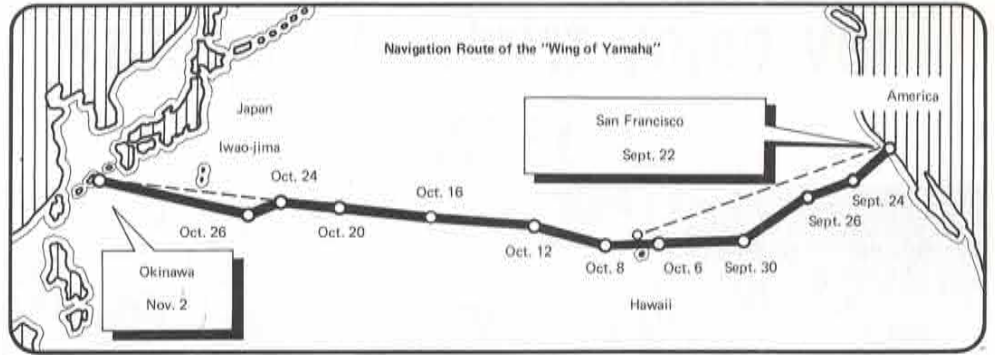
### Oct. 6—rainy and windy

Passed Hawaii. Heavy rain and strong gust tossed about the boat. Also, a shaft was broken.

### Oct. 10—dead calm

Went ahead of the "Thunderbird" again. But, wind was for our rival.





**Oct. 11—fine but windy**

Sailing was smooth. Wished to go 100 miles ahead of Mr. Takechi within the next 10 days.

**Oct. 14—fine but windy**

Rough waves tossed the boat about. Found us some 78 miles ahead of Mr. Takechi.

**Oct. 15—fine**

Smooth sailing in full sail on the monsoon. A little frightened to find the boat surrounded by giant dolphins.

**Oct. 20—dead calm**

Drifted just at the mercy of the waves. Little advance! Quite mad with retfulness. 1,800 miles yet to go!

**Oct. 23—windy**

Hunger and thirst tortured me. Overtaken by a thunderstorm in the evening.

**Oct. 28—fine but windy**

A wind vane worked very well. Felt the temperature gradually fall while passing the Iwao-jima.

**Oct. 29—fine and calm**

650 miles away from the goal!

**Oct. 31—windy**

A 985-millibar typhoon was approaching. All up with us! Fate entirely left to Heaven!

**Nov. 1—stormy**

Changed a course northward a bit to avoid a direct hit from the typhoon. I will do my best until the very end!

# They enjoy trials all together — Japan —



Trials riding is now fast increasing the number of fans in Japan, not merely as a competition but as a family recreation.

Mr. Makoto Yamada, a 38-year old barber and beautifier living near "Sugo", Yamaha's all-round sports land, has recently become one of the most enthusiastic trials fans together with all the members of his family. Mr. Yamada has a 15-year experience of riding a bike but formerly showed little interest in trials riding or machine. It happened that he rode a trials machine offered by a friend just for fun at Sugo. This made him realize that trials riding would not be dangerous but provide tremendous fun and excitement that any other type of motorcycling could not afford.

A Yamaha TY125 which was presented to him by the family as a birthday gift further accelerated his enthusiasm to trials riding. His wife and two sons who were at first not



in favor of this sporty riding, have become interested in it, even much more than Mr. Yamada himself.

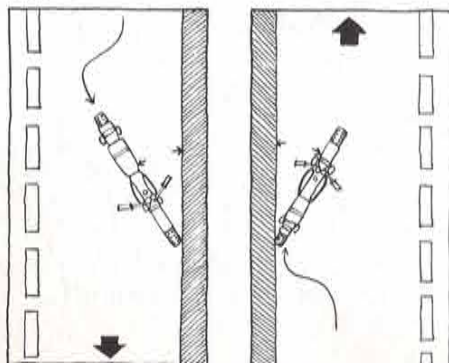
They are now spending most of their leisure time at Sugo.

Intending to acquire a competition licence next year, Mr. Yamada is training himself hard. His wife is helpful enough to film all actions and two small sons are very much pleased to watch their father attack various sections in a spirited manner.

**Do you know**

## How to park a bike uphill or downhill

When parking a bike uphill or downhill, you must keep in mind the points as follows:



### Uphill

Turn a rear wheel towards the curb, and fix it at an angle of  $45^\circ$  to the curb. Leave the bike in first gear.

### Downhill

Turn a front wheel towards the curb and fix it at an angle of  $45^\circ$  to the curb. Leave the bike in first gear.

1. When starting the bike from a downhill parked position, start it in neutral. Then, put it in gear before turning the wheel away from the curb.
2. With a clutch in and foot on a rear brake, turn the wheel away from the curb. Then, signal, look behind and merge safely with traffic.

## News around industry

### Yamaha to Make Inroads into the Field of Marine

#### Diesel

Yamaha Motor is now making necessary arrangements to make inroads into the field of marine diesel engines.

Yamaha has already developed the 150-200ps prototype diesel engines by inducing automobile diesel engine technology from Hino Motors, one of the powerful members of the Toyota industrial group. Yamaha is now testing those models for the earliest possible commercialization. No particulars are available yet, but it is forecast that some of FRP boats mounted with those engines will be marketed within next year. Engine units will also be available.

Yamaha is now participating in the rehabilitation of Sumiyoshi Diesel which has got into business slump.

An enormous amount of liabilities estimated at ¥6,000 mil., however, prevents the smooth progress of rehabilitation. In addition, most of Sumiyoshi models exceed 500ps in power.

Yamaha is now developing its business policy designed to contribute to the improvement of fisheries both here and abroad, especially, in many developing countries in the Middle/Near East and Southeast Asia. Yamaha's untiring efforts are now steadily taking shape.

Technical cooperation with Hino Motors is intended to develop new compact diesel engines enjoying an always-expanding market. This will lead to the development and research of larger models, too.

As already reported, Yamaha has established several production bases of FRP fishing boats in Japan. Also, outboard motors ranging from 2hp to 55hp in power are now being produced by Yamaha-affiliated Sanshin Kogyo.

### Yamaha to Establish a Resident Office in Nigeria

Yamaha Motor will shortly establish a new resident office in Nigeria as a step toward local KD production of motorcycles.

Yamaha is now specially keen to expand overseas markets. Efforts are steadily taking shape, especially, in the Middle/Near East, Southeast Asia and Africa.

Nigeria is the largest motorcycle market in Africa and everything is now going right with necessary arrangements for local KD production in this country, too.