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Inside

- A grand motorcycle pageant (multicolored)
- '81 YAMAHA (multicolored)
- Yamaha's new 80cc trio (multicolored)
- Yamaha XV750SE is ridden through Southern Spain
- Indonesian and Thai journalists are deeply impressed by Yamaha RX-S.



Hina-Matsuri (Girls' Festival)

Hina-Matsuri, an annual festival for little girls, comes on March 3. This festival has its origin in a court observance of many years ago. Therefore, a variety of "Hina-dolls" which are arranged all over a several tier stage, are modeled after the Emperor, the Empress and other court people, such as court ladies, musicians, guards, etc. Arranged, as a matter of course, on top of the stage are the dolls of the Emperor and the Empress though there are many different ways of doll arrangement. Flowers like peach blossoms and cakes special for this festival are also arranged to add an extra glamour to the doll decoration. Since about the middle of the Edo-era (1700's), Hina-Matsuri has come to be celebrated among the general public, with a prayer that little girls may grow healthy and have good luck in the future.

10 VICTORIES 1981 DAYTONA 200 IN A ROW!

D. Singleton, the 4th double winner



American Dale Singleton on a Yamaha TZ750 won the '81 Daytona 200-mile race which was held on the Daytona International Speedway, Florida, U.S.A. on March 8. Yamaha chalked up 10 Daytona victories in a row while Singleton became only the fourth rider in history to win the race twice. Marc Fontan on a French Sonauto Yamaha TZ750 finished second. (See page 2 for more details)



Increased race performance!

'81 Yamaha YZM Motocrossers

Now Yamaha unveils the new '81 line of factory motocrossers aiming for world championships.

(See page 4 for more details)

The Yamaha 115 An all-new 115hp, V-4 outboard motor

Introducing Yamaha's newest entry in the big-power class.

(See page 9 for more details)

'81 DAYTONA 200

Yamaha's 10th consecutive victory marks a great milestone in history



Yamaha's 10 consecutive Daytona victories

Year	Course	No. of laps	Winner	Machine
1972	3.81 miles	53	Don Emde	TZ350
1973	3.84 "	52	Jarno Saarinen	TZ350
1974	3.84 "	52	Giacomo Agostini	YZR750
1975	3.84 "	52	Gene Romero	YZR750
1976	3.87 "	52	Johnny Cecotto	YZR750
1977	3.87 "	26	Steve Baker	YZR750
1978	3.87 "	52	Kenny Roberts	YZR750
1979	3.87 "	52	Dale Singleton	TZ750
1980	3.87 "	52	Patrick Pons	TZ750
1981	3.87 "	52	Dale Singleton	TZ750

FINAL RESULTS

52 laps — 80 starters

1. Dale Singleton	Yamaha	TZ750
2. Marc Fontan	Yamaha	TZ750
3. Richard Schlachter	Yamaha	TZ750
4. David Aldana	Yamaha	TZ750
5. Dan Chivington	Yamaha	TZ750
6. Kevin Stafford	Yamaha	TZ750
7. James Adamo	Yamaha	TZ750
8. Mark Homchick	Yamaha	TZ750
9. Christian Sarron	Yamaha	TZ750
10. Wayne Gardener	Kawasaki	KZ1000

Singleton's winning time: 1h 51m 15s 743 (108.52mph)
*7th to 10th finishers covered 51 laps.

The 40th Daytona 200-mile race promised to be a fierce confrontation between Daytona dominant 2-stroke TZ750 racers and larger 4-stroke superbikes. It was even forecast that improved 4-stroke machines might be a serious threat to Yamaha's long proven 2-stroke racers. The challenge to the Yamaha stronghold was spear-headed by New Zealander Graeme Crosby and American Wes Cooley riding 1,000cc Suzuki machines, together with young Freddie Spencer on a 1,025cc Honda machine. These 4-stroke superbikes had a large displacement advantage over the TZ750. The riders on these machines tried their best to press on to the Yamaha stronghold by making full use of this advantage. But Yamaha proved to be still unsurpassed despite their desperate efforts. Yamaha scored its 10th consecutive victory which marked a great milestone in history!

Dale Singleton, the winner!

At 13:00, March 8 the 200-mile race started in blazing Florida sunshine. Cooley on a Suzuki GS1000R streaked into the lead closely followed by Spencer on a Honda. Kenny was lying 7th during the opening lap of this 52-lap race. On lap 2 Spencer forged ahead of the Suzuki ace with Kenny second.

But during the same lap a luck turned against Kenny. A carb trouble hit his machine, causing him to be sidelined at the beginning of the third lap.

In the meantime, Spencer went on to lead the race, followed by Dale Singleton (TZ750), Marc Fontan (TZ750), David Aldana (TZ750), Cooley (Suzuki), Richard Schlachter (TZ750), etc.

Crosby had a transmission trouble even during the early stages of the race. His Suzuki machine jumped out of second gear. He retired eventually after 7 laps.

The Honda ace had built an 11-second lead over the others by the 17th lap refuelling stop. Next lap, however, spectators were shocked to see his Honda machine stop due to a piston trouble just

before taking the first corner. Now Schlachter was ahead.

From then on, the race developed into a three-way battle—Schlachter, Singleton and Fontan, all on Yamaha TZ750 machines!

Cooley's Suzuki also had a trouble. The crank broke on lap 24. With tough 4-stroke rivals out, it was only the pack of Yamaha TZ750 machines that continued to roar around the 3.87-mile track, with Schlachter still in the lead. Singleton and Fontan were competing for 2nd spot.

Singleton, winner in 1979 and runner-up to Patrick Pons last year, looked cool and steady while Fontan seemed enthusiastic about winning the Daytona 200-mile race for Sonauto Yamaha (France) for the second successive year!

After 34 laps both riders made a pit-stop for refuelling. Fontan had to make a figure-8 turn in the pit road to get back to his pit while Singleton restarted smoothly after refuelling. Consistent runner Singleton overtook Schlachter during lap 36. Fontan also forged ahead of Schlachter on lap 45.

By that time Singleton had already established a commanding 20-second lead over Fontan who was fiercely accelerating his Yamaha. The closing-stage battle between the two Yamahas thrilled and excited all spectators to the fullest extent. After all, however, Singleton took a checkered flag about 20 seconds ahead of Fontan, with Schlachter third. 4th finisher was David Aldana on a Don Vesco TZ750. In 5th place was teenager Dan Chivington of Ohio.

Frenchman Christian Sarron, Fontan's

team-mate, could have placed 6th but for a crash at the chicane on the final lap. He finished 9th eventually.

Road Racing World Championships

Argentine GP-March 22

250cc class

1. J-F. Balde
2. G. Geddes
3. P. Fernandez
4. H. Guilleux
5. R. Freymond

- Kawasaki
- Yamaha
- Yamaha
- Rotax
- Ad Majora

350cc class

1. J. Ekerold
2. J-F. Balde
3. C. Lavado
4. P. Fernandez
5. J. Sayle

- Yamaha
- Kawasaki
- Yamaha
- Yamaha
- Yamaha

Yamaha wins again, this time with Jean-Paul Mingels

Enduro of Le Touquet

The Enduro of Le Touquet is indisputably one of the most exciting races in France. Its 7th running took place on Feb. 15, 1981 and more than 160,000 spectators a grand motorcycle pageant developed by about 1,200 off-road bikes.

Sonauto Yamaha's strong team

The leisure city of Le Touquet (north coast of France) was transformed into a city of off-road bikes. One of the typical aspects of this "enduro" is that any kind of competitor may start. This year, the favorite was Hakan Carlqvist, Yamaha

500 factory rider. He was the leader of the strong Sonauto Yamaha team. The Austrian KTM team relied on Dutch sand specialists Van der Ven and Gerald Rond, together with Belgian expert J. Van Velthoven. KTM also entered 2 water-cooled 495cc machines, one of which was ridden by Van der Ven. The first heat lasted one hour (4 laps of a circuit of about 17 kilometers). Carlqvist and Van der Ven competed for the lead. French-Belgian Jean-Paul Mingels (Sonauto Yamaha) was in hot pursuit of the two leaders.

Van der Ven crashed heavily during the second lap and injured his neck. Carlqvist mastered the first heat so well that he

Motocross World Championships News

Yamaha riders are in full action!



The '81 motocross world championships are right on schedule and Yamaha riders are in full action in each class grand prix. Especially, Hakan Carlqvist (Swedish) and Andre Vromans (Belgian) attained very excellent results in the 500cc Swiss GP, the 2nd round of the series held on April 26. In addition, young Marc Velkeneers (Belgian) did it well in the 125cc Dutch (April 5, 2nd round) and Austrian (April 12, 3rd round) Grands Prix.
(see our next issue for more details)

finished first about 4 minutes ahead of Mingels.

The second heat lasted 6 laps. Every two laps, the riders had to stop for refuelling. In the last lap, Van Velthoven was slightly ahead of Mingels, while Carlqvist was nearly catching American Steve Martin (Kawasaki 420). But the Swedish ace suffered a brief engine trouble. This cost him the overall win. Van Velthoven finished first in the second heat, with Mingels second. Carlqvist finished slowly in this heat, and finally placed 7th overall. Mingels won the race overall.



Overall

1. J-P. Mingels	Yamaha	IT465
2. S. Martin	Kawasaki	420
3. G. Rond	KTM	495
4. Groux	Yamaha	IT465
5. Boniface	KTM	495

RESULTS

1st heat

1. H. Carlqvist	Yamaha	IT465
2. J-P. Mingels	Yamaha	IT465
3. G. Rond	KTM	495
4. S. Martin	Kawasaki	420
5. Groux	Yamaha	IT465

2nd heat

1. J. Van Velthoven	KTM	495
2. J-P. Mingels	Yamaha	IT465
3. S. Martin	Kawasaki	420
4. G. Rond	KTM	495
5. Groux	Yamaha	IT465

Sonauto Yamaha won this race for the second consecutive year (1980 winner, S. Bacou).

Le Touquet, which was created in 1975, has been the feast of the off-road. This year, 160,000 spectators, not only motorcycle owners; not only off-road fans, but also, simply, common spectators were attracted merely by the style of the race (1,200 bikes at top speed on the beach).

Yamaha, the most successful brand!



From left to right: Mrs. Salazer, Oscar Bonila and Dr. Marians Salazer, President of Moto Mundo, with the line-up of young Yamaha riders.

From El Salvador: The '80 Yamaha Cup Race Meeting, which was held on the car race track in El Jobli near San Salvador, the capital city, was highlighted by Yamaha's sweeping victory. The meeting was organized by Moto Mundo, Yamaha importer, and it was contested by a number of top class riders from many different countries in Central America. The main objective of organizing this international event was to add an extra dimension to the national motorcycle sports of this country.

All the types of Yamaha's production bikes which were available on the market got together in this meeting and all participating riders were presented various complimentary gifts such as Yamaha T-shirts, caps, etc.

Five motocross races, four track races and three road races were run in this

meeting. Guatemalan star Oscar Bonila rode a powerful Yamaha TZ750 to an easy win in unlimited capacity class. Seven other races were won by Yamaha riders as well.



Bonila is awarded a winner cup.

All goes well at Yamaha Rally!

From Thailand: No motorcycle sport is more accessible to the public than a rally. Everybody is allowed to take part in it, so long as he or she can ride a bike.

In a motorcycle rally participants compete for accuracy of riding within certain given conditions. For example, some sections of the course are kept secret before the start or else riders have to keep to a prescribed speed while they are riding

within some particular sections. Usually, a rally is run on normal roads and participants must obey all traffic laws and regulations applicable thereto. Siam Yamaha in Bangkok organizes this popular motorcycle sport once every two years as a kind of after-sale service activity for customers and the Yamaha Rally has become a synonym for this sport in Thailand. The rally is winning public ap-



The Chienmai branch office of the company is the rally headquarters. An array of grand prizes is the focus of attention.

proval as it helps to arouse participants' keener awareness of the importance of safe riding. The latest rally, the fifth, was held around Chienmai, in northern Thailand, on December 24, 1980. The number of participants was in excess of 280, which was well above the anticipated figure of 240. The distance defined was some 300km around the city and the event was a great success. The winners were awarded grand prizes including the first prize of a Yamaha DX100, one of the best sellers in Thailand.

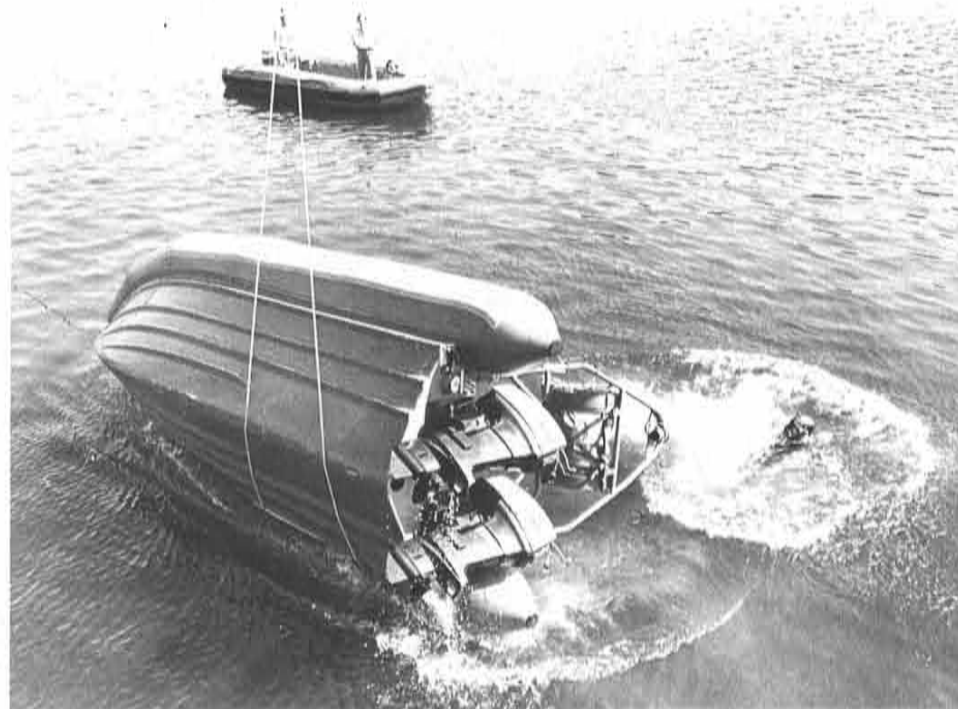
Other prizes included Yamaha portable generators, cassette radio sets, luggage, motorcycle accessories, riding wear, etc. It is also very important to note that all proceeds of the rally were donated to charity, which became another topic of conversation among many people and a great image booster for Yamaha.



The start of the Yamaha Rally is going to start. Everybody looks happy.

In addition, Siam Yamaha took part in the Motor Show organized by the Thailand Grand Prix Magazine prior to the Yamaha Rally. The company exhibited a wide variety of quality Yamaha motorcycles, the number one brand in Thailand.

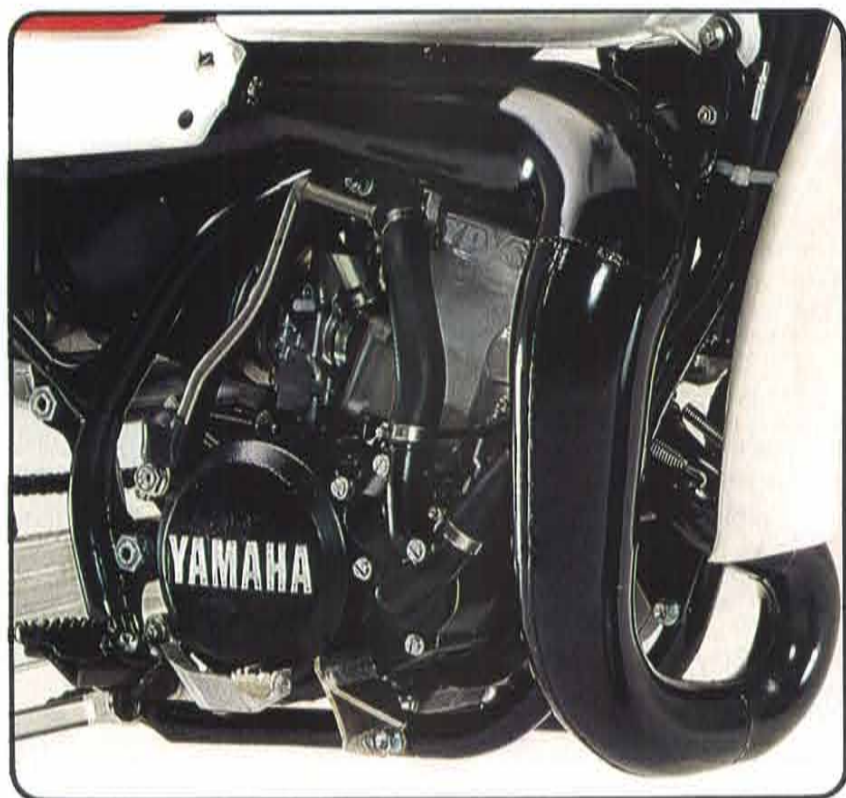
Self-righting outboards



Great Britain: A capsized boat! A disaster? No, not quite. This is a test conducted by the staff of British Mitsui Yamaha on their special self-righting Yamaha outboards. They are completely watertight and incorporate a newly designed self-righting device. The test is a success. The boat has returned to its upright position. These special outboards have proven to be very useful for safe rescue operations on rough sea.

A big increase in race performance aimed at world championships ...

'81 Yamaha Factory Motocrossers



YZM500
 •Engine: 2-stroke, water-cooled single •Displacement: 487cc •Max power output: Over 53PS/7,000rpm •Ignition system: C.D.I. •Lubrication system: Pre-mixing (20 : 1) •Transmission: 4-speed gearbox •Tire size (F): 3.00-21 (R): 5.00-18 •Brake (F): Drum (R): Drum •Suspension (F): Telescopic fork (air damper plus coil spring) (R): Swing arm (with Mono-cross unit) •Fuel tank capacity: 11.0 lit •Clutch: Wet multiplate



YZM250
 •Engine: 2-stroke, water-cooled single •Displacement: 246cc •Max power output: Over 43PS/8,000rpm •Ignition system: C.D.I. •Lubrication system: Pre-mixing (20 : 1) •Transmission: 5-speed gearbox •Tire size (F): 3.00-21 (R): 4.00-18 •Brake (F): Drum (R): Drum •Suspension (F): Telescopic fork (air damper plus coil spring) (R): Swing arm (with Mono-cross unit) •Fuel tank capacity: 9.0 lit •Clutch: Wet multiplate



YZM125
 •Engine: 2-stroke, water-cooled single •Displacement: 123cc •Max power output: Over 30PS/11,000rpm •Ignition system: C.D.I. •Lubrication system: Pre-mixing (20 : 1) •Transmission: 6-speed gearbox •Tire size (F): 3.00-21 (R): 4.00-18 •Brake (F): Drum (R): Drum •Suspension (F): Telescopic fork (air damper plus coil spring) (R): Swing arm (with Mono-cross unit) •Fuel tank capacity: 7.0 lit •Clutch: Wet multiplate

Here is a very exciting news for all motocross fans who are enthusiastic about the outcome of the '81 season! Unveiled here is the '81 line-up of Yamaha factory motocrossers, the YZM500, the YZM250 and YZM125. Full of exclusive advantages derived from Yamaha's unmatched racer technology, these new machines have proved themselves to be even greater in overall race performance than their respective predecessors. The power-unit, frame and suspension are all redesigned with higher race performance in mind, and our goal is world championships.

Main technical features

Now the engines of the YZM500 and the YZM250 feature a proven water-cooling system which helps to ensure high, dependable performance and smooth power development in the hardest race conditions on a bumpy competition track. In addition, the Y.E.I.S. (Yamaha Energy Induction System) and the Y.P.V.S. (Yamaha Power Valve System), both of which are significant achievements of Yamaha's foremost 2-stroke engine technology, have been adopted in all models. These devices make the new YZM machines much more competitive over the entire range of speeds.

The Y.E.I.S. is a unique, advanced mechanism to improve the intake efficiency of a 2-stroke engine while the Y.P.V.S. functions to automatically control the exhaust timing. With these technological improvements, the engine is kept highly responsive to every delicate change in throttle opening until the maximum rpm is reached.

The frame is also newly designed in an effort to improve the overall maneuverability on a bumpy and tricky motocross track. Both front and rear suspensions have improved performance. The front telescopic fork incorporates an air/coil spring. The race-bred rear Mono-cross suspension system is a demonstration of Yamaha's leadership in the field of motocross racer technology. The system allows a very advantageous arrangement of the damper unit to obtain the maximum of damping effect under varying race conditions. In addition, the system features a higher progressive effect, resulting in better overall machine control.

All models have a powerful, dependable front twin-cam brake to match the improved power characteristics. It is also important to note that cylinder displacement of the new YZM500 has been increased giving greater power margins in combination with the new 4-speed transmission.

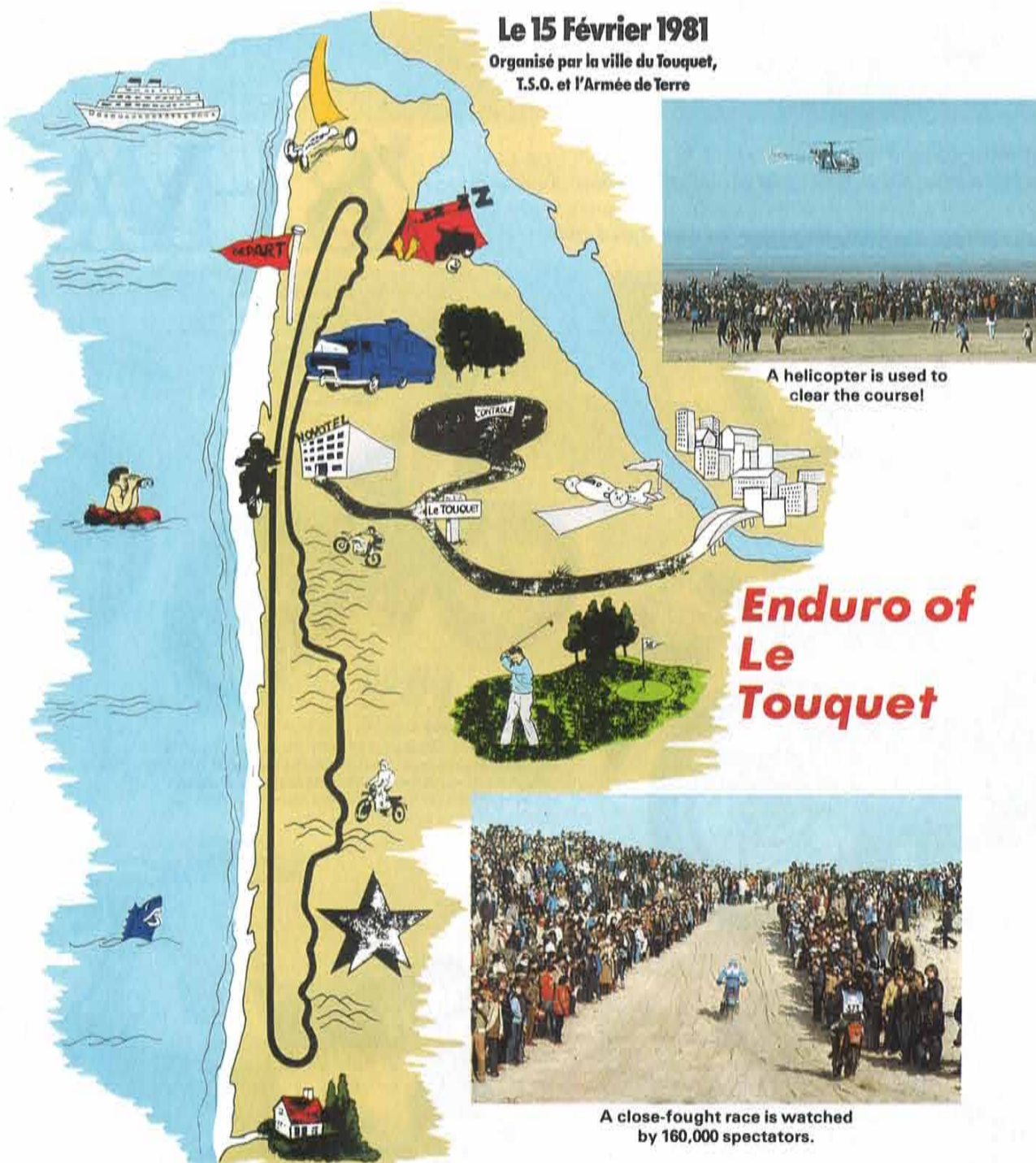


Let's imagine a start of some 1,200 off-road bikes on 1 or 2 lines!

A grand motorcycle pageant!

Le 15 Février 1981

Organisé par la ville du Touquet,
T.S.O. et l'Armée de Terre



A helicopter is used to clear the course!

**Enduro of
Le
Touquet**



A close-fought race is watched by 160,000 spectators.



Mr. Olivier is the leader of the strong Sonauto Yamaha team.

The leisure city of Le Touquet (north coast of France) is widely known as a holiday spot which is also called "Paris plage" (Paris beach). Once a year the city is transformed into a city of off-road bikes when the Enduro of Le Touquet takes place. The event features a grand motorcycle pageant on the beach. Most of the competitors are pure amateur and private riders riding their enduro or trail bikes (DT125, XT500, etc.). Every bike must be officially registered and has a number plate. The noise limit is 92 decibels.

The competitors start on the beach of Le Touquet, beginning this exciting event on a 7-kilometer long straight line course. This straight is undoubtedly extremely hard on the bikes, as the sea air causes a number of carburetion troubles. Getting the proper carburetion is not an easy job for the riders and their mechanics, as no practice sessions are held before the race. The only way to check the carburetion is to find a piece of beach not too far from Le Touquet, hoping the place is not really strictly prohibited.

**DEPUIS DEUX ANS YAMAHA
NE MANQUE PAS DE TOUQUET.**

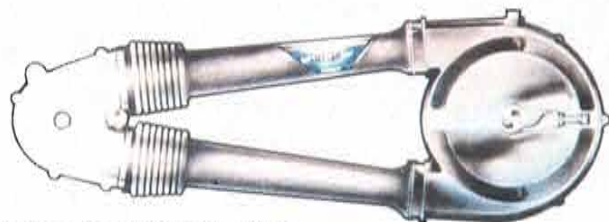
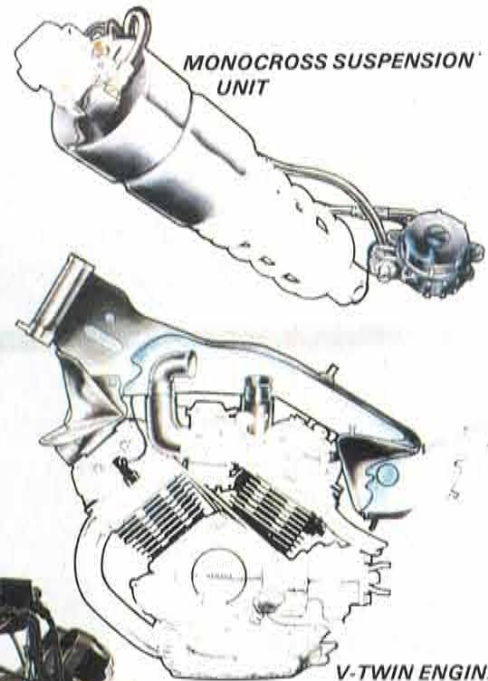


1980 : T' S.BACOU 1981: T' J.P.MINGELS



XV1000R

- 4-stroke, S.O.H.C. V-twin/981cc/70PS@6,500rpm/5 speeds
- Powerful 75° V-Twin Engine
 - Monocross Suspension with Fully Adjustable Air and Damping
 - Adjustable Front Forks
 - Grease Bath Chain Case



GREASE BATH CHAIN CASE



XV750

- 4-stroke, S.O.H.C. V-twin/748cc/60PS@7,000rpm/5 speeds
- Powerful 75° V-Twin Engine
 - Shaft Drive • Unique Frame Design
 - Monocross Suspension with Fully Adjustable Air and Damping
 - Air Adjustable, Leading Axle Front forks

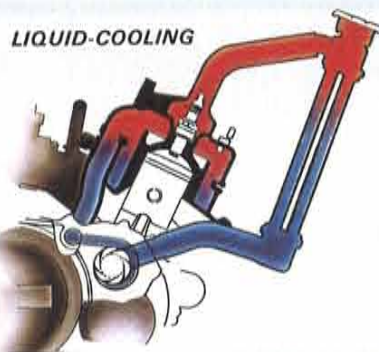
People don't always value the same things. People should be allowed to follow their individual preference when choosing what they buy. With this in mind, Yamaha offers the sparkling new '81 line-up of motorcycles.

'81 YAMAHA

RD80MX

- 2-stroke, single/79cc/6.5PS@6,000rpm/5 speeds
- Upgraded product features
 - European styling with head fairing
 - Monocross suspension
 - Golden aluminum cast wheels
 - Black finished "Torque Induction" engine
 - Front hydraulic disc brake

LIQUID-COOLING



RD350

- 2-stroke, Liquid-cooled, twin/347cc/47PS@8,500rpm/6 speeds
- Powerful Liquid-Cooled Twin Engine
 - Monocross Suspension
 - Dual-Disc Brake (Front)
 - European Styling



- 2-stroke, single/246cc/37PS @7,500rpm/6 speeds
- YEIS for Improved Mid-Range Performance
 - New Lightweight Frame
 - Aluminum Swingarm
 - Increased Fuel Tank Capacity



PW50

- 2-stroke, single/49cc/2.7PS @5,500rpm/Single speed, automatic
- Automatic Centrifugal Clutch
 - Special Starting System
 - Padded Handlebar
 - Small Diameter Handgrips
 - Pressed Steel Wheels
 - Hand-Operated Brakes
 - Shaft Drive

YT125

- 2-stroke, single/123cc/8PS @6,000rpm/5 speeds
- Torque-Induction Engine
 - Automatic Centrifugal Clutch
 - Autolube with Oil Warning Light
 - Disc Brake
 - Padded Handlebar



AG100

- 2-stroke, single/97cc/8.5PS@6,250rpm/5 speeds
- Powerful Torque Induction Engine
 - Maintenance Free CDI
 - Leading Axle Front Forks
 - Handle Guards
 - Enclosed Chain



YZ125

- 2-stroke, Liquid-cooled, single/123cc/30PS@10,500rpm/6 speeds
- Liquid Cooled
 - Triple Clamp Mounted Radiator with Integrated Number Plate and Air Duct
 - Bevel-gear Throttle
 - Monocross Damping Adjustments
 - Monocross with Remote Gas Reservoir



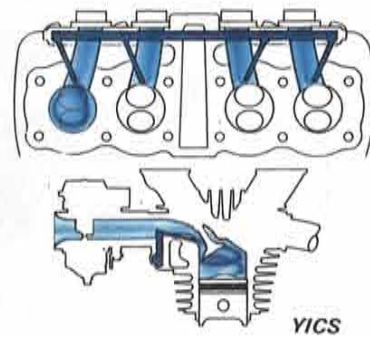
XJ650

4-stroke, D.O.H.C. four/653cc/66PS@9,000rpm/5 speeds
 • Compact and Slim D.O.H.C. 4-Cylinder Engine
 • Shaft Drive • Large Capacity Fuel Tank
 • 200 mm Halogen Headlight



XJ550R

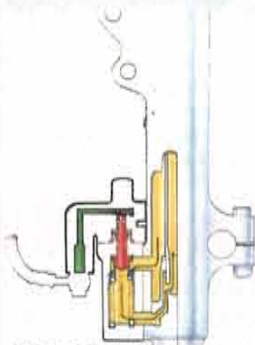
4-stroke, D.O.H.C. four/528cc/53PS@9,500rpm/6 speeds
 • YICS for Efficient Combustion and Improved Gas Mileage
 • Engine Oil Level Warning System
 • TCI with Electronic Advance
 • Head Fairing
 • Voltmeter
 • Fuel Gauge



YICS

XS1100R

4-stroke, D.O.H.C. four/1,101cc/95PS@8,000rpm/5 speeds
 • Super Sports Styling
 • Head Fairing
 • Shaft Drive
 • Air Adjustable, Leading Axle Front Forks
 • TCI with Electronic Advance



ANTI-DIVE SUSPENSION



COMPUTERIZED MONITOR SYSTEM

XJ750R

4-stroke, D.O.H.C. four/748cc/81PS@9,000rpm/5 speeds
 • YICS for Efficient Combustion and Improved Gas Mileage
 • Computerized Monitor System checks Major Components
 • Adjustable Anti-Dive System for Front Suspension Performance
 • Oil Cooler • Shaft Drive



YAMAHA

Each and everyone of these models features high performance and high quality. Fuel economy is another fruit of Yamaha's advanced motorcycle technology. Enjoy the maximum of utility that only Yamaha motorcycles can afford. Yamaha likes to consider itself the supplier of better products in larger quantities!



DT80MX

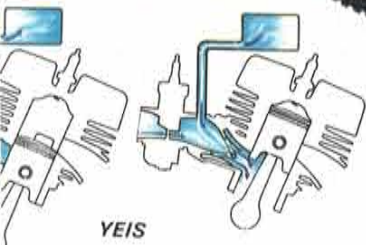
2-stroke, single/79cc/6.3PS@6,000rpm/5 speeds
 • Handsome styling with head fairing
 • Monocross suspension
 • Rear carrier
 • Well padded handlebar
 • Black finished "Torque Induction" Engine



RX-S (RX115)



2-stroke, single/115cc/15.5PS@8,500rpm/5 speeds
 • YEIS for Improved Performance
 • Powerful Torque Induction Engine
 • Sporty-designed Speedometer and Tachometer
 • Front Disc Brake



YEIS



SR185

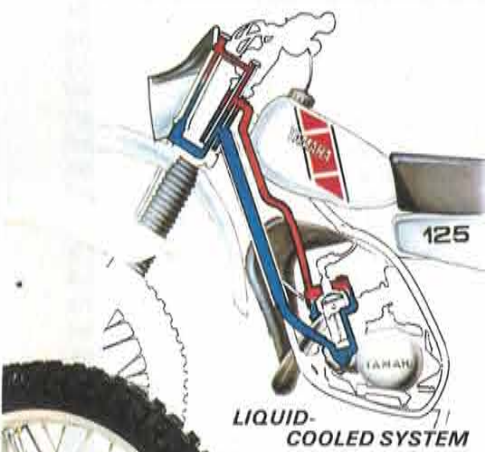
4-stroke, S.O.H.C. single/185cc/16PS@8,000rpm/5 speeds

• SOHC Engine with Balancer
 • TCI with Electronic Advance
 • Electric Starter



DT175

2-stroke, single/171cc/17PS@7,000rpm/6 speeds
 • CDI
 • Leading-Axle Front Forks
 • Chain Tensioner
 • Oil-Warning Light
 • Snail-Cam Chain Adjuster
 • Monocross Suspension



LIQUID-COOLED SYSTEM



XT250

4-stroke, S.O.H.C. single/249cc/21PS@8,000rpm/5 speeds
 • Accelerator-Pump Carburetor • CDI • Monocross Suspension
 • Snail-Cam Chain Adjuster • Automatic Decompressor



SA50

2-stroke, single/49cc/2.8PS@6,000rpm/2 speeds, automatic
 • Automatic 2 speeds Transmission
 • Automatic Choke for Easy Engine Start
 • Maintenance Free Enclosed Chain Case
 • Front Basket

QT50

2-stroke, single/49cc/2.3PS@5,500rpm/Single speed, automatic
 • Maintenance Free C.D.I. System
 • Simple Bicycle Type Brake Operation
 • Lightweight • Autolube
 • Automatic • Shaft Drive
 • Standard Carrier Racks (F/R)
 • Front Basket





RD80MX

•Seat height: 795mm •Wheelbase: 1,240mm •Dry weight: 84kg
 •Engine: 2-stroke piston/reed valve, single cylinder •Displacement: 79cc •Bore x stroke: 49 x 42mm •Compression ratio: 6.4 : 1 •Max. power output: 6.5ps/6,000rpm •Max. torque: 0.82kg-m/5,500rpm
 •Lubrication system: Yamaha Autolube •Oil tank capacity: 1.3lit. •Fuel tank capacity: 13lit. •Ignition system: Flywheel magneto
 •Transmission: Constant-mesh 5 speeds •Tire size (f): 2.75-18-4PR
 •Tire size (r): 3.00-18-6PR •Headlamp: 6V25/25W



DT80MX

•Seat height: 820mm •Wheelbase: 1,280mm •Dry weight: 82kg
 •Engine: 2-stroke piston/reed valve, single cylinder •Displacement: 79cc •Bore x stroke: 49 x 42 mm •Compression ratio: 6.4 : 1 •Max. power output: 6.5ps/6,000rpm •Max. torque: 0.8kg-m/5,500rpm
 •Lubrication system: Yamaha Autolube •Oil tank capacity: 1lit. •Fuel tank capacity: 8.5lit. •Ignition system: Flywheel magneto
 •Transmission: Constant-mesh 5 speeds •Tire size (f): 2.50-21-4PR
 •Tire size (r): 3.00-18-4PR •Headlamp: 6V25/25W



FS80SE

•Seat height: 760mm •Wheelbase: 1,210mm •Dry weight: 83kg
 •Engine: 2-stroke rotary disc valve, single cylinder •Displacement: 79cc
 •Bore x stroke: 47 x 45.6mm •Compression ratio: 6.4 : 1 •Max. power output: 6.3ps/6,000rpm •Max. torque: 0.79kg-m/4,000rpm
 •Lubrication system: Yamaha Autolube •Oil tank capacity: 1.3lit. •Fuel tank capacity: 9lit. •Ignition system: Flywheel magneto •Transmission: Constant-mesh 4 speeds •Tire size (f): 2.50-19-4PR •Tire size (r): 3.00-16-6PR •Headlamp: 6V25/25W

YAMAHA RD80MX-DT80MX-FS80SE

•Above specifications are for French market. •
 •Max. power output complies with French regulations. •

Yamaha's new trio sets a trend in the 80cc market



RD80MX



DT80MX

Yamaha's new 80cc trio has been designed and engineered to give even greater emphasis to the already proven advantages of a motorcycle, such as "compact, lightweight construction", "super-smooth handling" and "better fuel economy". An entirely-new design exclusive to the new trio is based on the results of careful, extensive market surveys conducted on a great number of people. In addition, the driving licence system in each nation concerned has been studied with special care. All data accumulated show that 80cc models have a very great future.

Yamaha's advanced 2-stroke motorcycle technology has been utilized to the full in making this truly superior 80cc trio. Each model has a number of features which have been developed on the technical basis of a 125cc model.

outer tube. The rear brake is a water-and-dustproof mechanical drum. Both brakes are powerful and enough to bring this high performance bike safely to standstill at any time. The newly designed semi-double cradle tubular frame contributes greatly to the reduction of total machine weight while it retains ample rigidity.

A stylish dual-purpose bike - DT80MX

The new DT80MX has been created as a stylish dual-purpose bike which features a wider range of use through the adoption of an entirely-new design exclusive to this model. The proven 2-stroke "Torque Induction" engine which powers this model, is finished in black to emphasize a muscular feel. The large-sized radial type cylinder head fins feature higher cooling efficiency. The engine is kick-started. The powerful flywheel magneto and starter-fitted carburetor have greatly increased the starting ease of this engine. The newly designed 5-speed transmission with a large-capacity wet multiplate clutch and carefully selected gear ratios allows super-smooth gearchanges at all times. The widespread type handlebar has a soft padded tension bar so that the rider can safely take a deep forward-leaning posture. The front telescopic oleo fork is of a leading axle type which holds friction to a minimum. Cushion stroke has been increased to 160mm.

The rear Mono-cross suspension features square type arms to support the rear wheel. These arms are as rigid as those on a YZ production motocrosser. The floating piston in the De Carbon type damper separates the damper oil from the compressed nitrogen charge. The piston moves back and forth to put pressure upon the damper oil, thus

preventing both aeration and cavitation so that a stable damping effect is ensured under varying riding conditions. The front downward tube of the semi-double cradle tubular frame is branched into two parts to support the engine in a loop, as is the case with the new RD80MX. This design method ensures adequate strength and rigidity in the frame while helping to reduce the total weight.

A chopper type personal bike - FS80SE

The new FS80SE is a unique chopper type bike available to anyone who wishes to own a personal vehicle for his or her daily use. The widespread pull-back type handlebar and large-sized dual seat enable the rider to take an easy, stable horseback riding posture. The new FS80SE is the lowest priced model of the new 80cc trio but many of its component parts are chrome plated to create a feeling of handsomeness.

The engine adopts a race-bred rotary disc valve type 2-stroke design which features both high performance and fuel economy. Yamaha's rotary disc valve engine, unlike a conventional 2-stroke engine, has the inlet port on the side of the crankcase. The port is opened and closed by means of a rotating disc on the end of the crankshaft. This allows the induction stroke to select the best timing, regardless of the position of the reciprocating piston so that induction efficiency is greatly increased. The carburetor is housed inside the crankcase cover while the inlet port is positioned on the side of the crankcase. This helps to keep all power-unit components clean. The wide ratio type 4-speed transmission is easy to operate and well fitted to the power development characteristics of the engine.

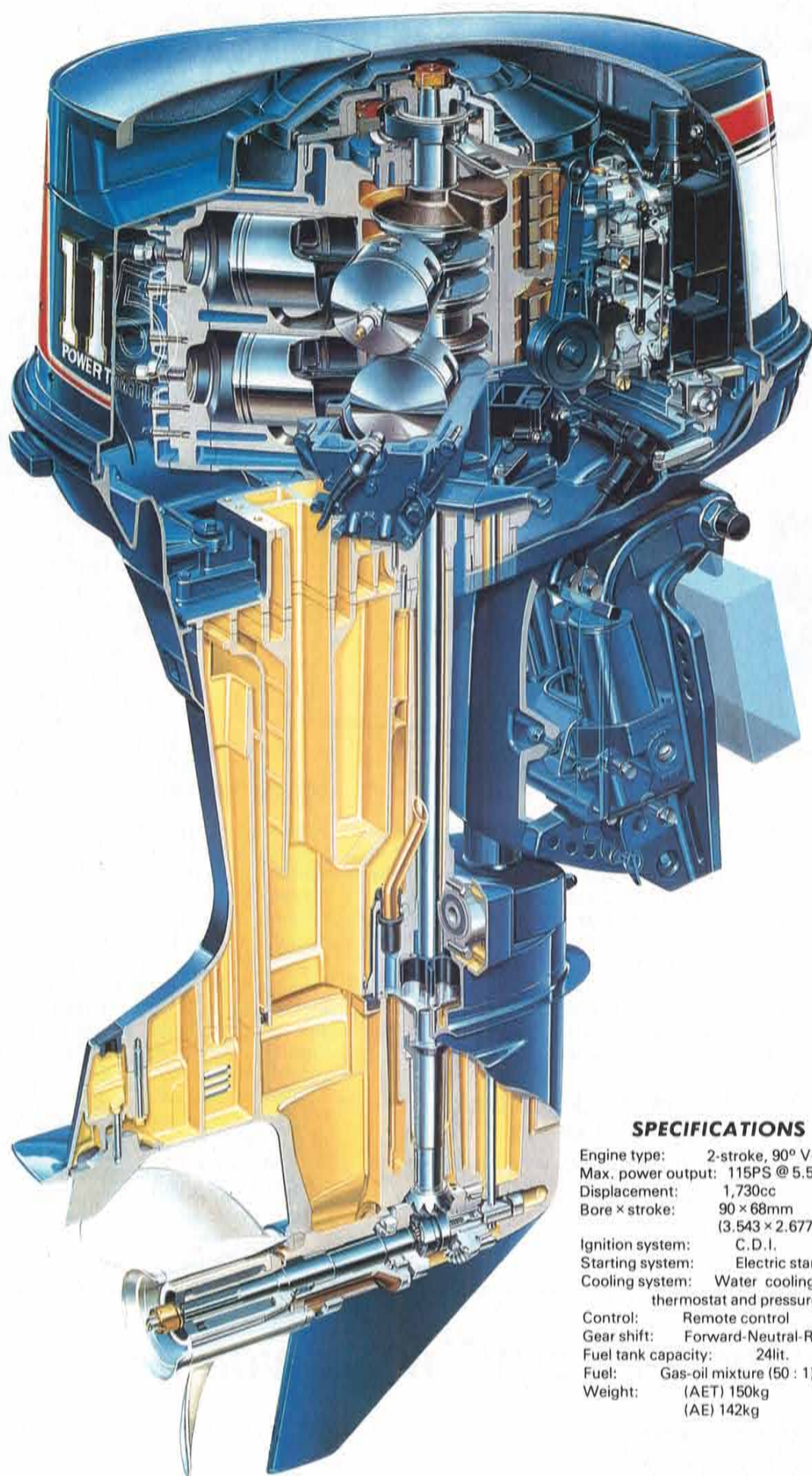
Sport riding feel is outstanding - RD80MX

The new RD80MX, which has enlarged wheelbase together with overall improved equipment, is a unique 80cc model developed on the technical basis of a 125cc bike. Its basic design is similar to that of the RD350/250LC, bigger RD brothers which are reputed to be the

fastest runners in their respective classes. The newly designed, black coated 2-stroke "Torque Induction" engine enables the rider to enjoy the full pleasure of zippy sport riding. On the new Mono-cross suspension system, swing arms are united in a triangular formation so that their rigidity is increased to a maximum. The single shock absorber which is

placed along the centerline of a bike, functions to correct unbalanced load between both rear arms to minimize side sway even on a bumpy road. The shock absorber incorporates a De Carbon type damper which has a proven damping effect. The Ceriani type telescopic front fork has a hydraulic damper. The fork also supports the front hydraulic disc brake caliper on the rear of its right

The YAMAHA 115



SPECIFICATIONS

Engine type:	2-stroke, 90° V-4
Max. power output:	115PS @ 5,500rpm
Displacement:	1,730cc
Bore × stroke:	90 × 68mm (3.543 × 2.677in.)
Ignition system:	C.D.I.
Starting system:	Electric starter
Cooling system:	Water cooling with thermostat and pressure valve
Control:	Remote control
Gear shift:	Forward-Neutral-Reverse
Fuel tank capacity:	24lit.
Fuel:	Gas-oil mixture (50 : 1)
Weight:	(AET) 150kg (AE) 142kg



Here is a very exciting news for all pleasure boatmen, sports fishing fans and professional watermen all over the world! Yamaha is entering the big-power class of outboards with the brand-new 115hp model.

A truly muscular model

The Yamaha 115, the newest and biggest model in the Yamaha outboard range, features an exceptionally powerful and quiet engine which adopts an entirely-new 2-stroke V-4 design. The 90° angle of the V-configured, forged aluminum block has been scientifically determined as ideal in the reduction of vibration for smoother, quieter operation, higher fuel efficiency and a longer service life. In addition, Yamaha's advanced diecasting techniques have made possible the use of Schnurle scavenging without sacrificing mechanical strength, improving the ratio of power-to-fuel economy.

Other important features include:

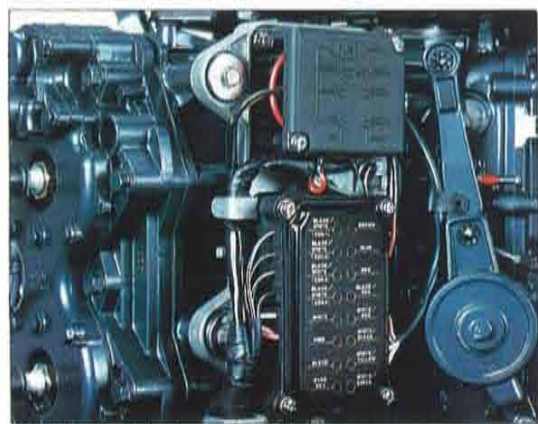
- Iron-sleeved cylinders and "keystone" piston rings
- Pancake combustion chambers
- Monoblock crankshaft and heavy-duty split connecting rods
- Oversized bearings
- C.D.I. system
- Twin-bore carburetors
- High-capacity fuel pump
- Dual air intake and large air-intake silencer
- Fuel recirculation system
- Thermostat-controlled cooling system
- Additional noise-reduction system
- Power-assisted hydraulics (Power tilt and power trim)



① The new 2-stroke V-4 engine



③ The high-speed type lower case and propeller



② The sophisticated CDI system

1. The 90°V configuration ensures a number of advantages, such as reduction of vibration, smoother operation, better fuel economy, longer service life, etc.
2. The newly designed CDI system offers electronic accuracy in spark timing, and features a sophisticated detection/warning system to automatically decelerate the engine whenever necessary.
3. The lower case and propeller have been designed by means of computer analysis so that the resistance of water is minimized when the engine is running at high speed.

The Yamaha XV750SE is ridden through Southern Spain

From Spain: While stormy weather and snow tortured the north of Europe, sunny Marbella at the Costa del Sol, not so far from Gibraltar, was the place to ride a bike about. Over fifty journalists, photographers and representatives from various importers were invited here late in December of last year, to see and test the first ever V-twin custom bike, the XV750SE. They could catch their first glimpse of the XV750SE parked in the lobby when they were welcomed at the beautiful and luxurious Don Miguel hotel. Even people who do not consider custom bikes as a part of their personal taste, were rather impressed by the styling of the XV750SE.

During the summer-months the roads in Spain are packed with tourists, but in December the circumstances are just right for motorcycling. The main part of the traffic is of local origin and temperatures are rising up to 18 degrees C. The scenic surroundings of Marbella feature not only a big motorway all along the coast from Malaga to Gibraltar, but also small mountain roads with many cor-

ners and tight turns, where a rider can test the manageability of a motorcycle. Photographers can easily find attractive locations to show the bike in the best possible way, with a background of mountains, churches, small villages, donkeys and even the most luxurious yachts in the Mediterranean harbour of Porto Baluz, a jet-set resort.

The majority of journalists were pleased after their first ride on the new YAMAHA. They were impressed by the torque and the handling and also the fact, that they could adjust the suspension of the bike, whilst riding it, was a good point. Many technical editors of the different European papers took the opportunity of stripping the bike on the parking lot in front of the

hotel, to give their readers a good look at the spintype frame, the monoshock and the engine. Also the small width of the XV750SE appeared to be a favourite picture, in particular with a palmtree on the background!

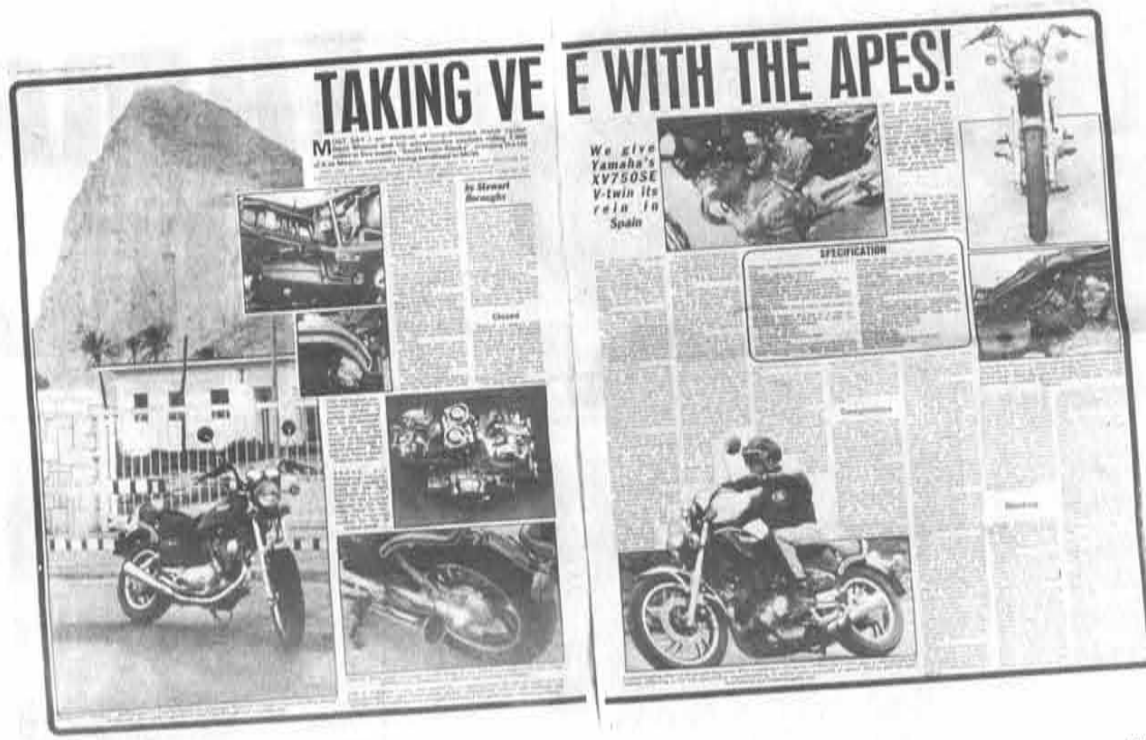
The conclusion of the introduction in Marbella was illustrated in many European magazines as the XV750 YAMAHA being a smooth bike with good looks, that could turn out to be a success.

Harking back to the olde worlde British era

For example, introduced below are the extracts from Great Britain's Motor Cycle Weekly dated Jan. 3, 1981: "The XV750SE's motor, hung in-line

from the spine-type monoshock frame, is the first from the tuning fork company. The introduction of the V is an extension of Yamaha's philosophy of supplying a variety of engine types and capacities to cater for all motor cyclists' - renowned as individualists - differing demands, preferences and tastes In appearance, the slim motor, just 14in across at the crankshaft and a narrow 14.5in at the clutch (inboard of the footrests), harks back to the olde worlde British era ... The custom styling will either appeal or offend. She certainly looks handsome. But it depends so much on personal taste. Over such a short ride the low, two-stepped seat, footrests located some five inches forward of the seat nose and relatively high western style "bar" proved comfortable ...

Serious riders will find the XV750SE a perfectly amenable animal but more suitable for Sunday afternoon runs than blasting across the Continent, solely because of the riding position. It would be unfair to criticise handling too strongly when really, time permitting, I should have spent an hour tinkering and experimenting with the numerous suspension settings offered. Set-up in their mid positions, the ride was soft like the proverbial armchair. With a long 60in wheelbase, shallow 60.5 degrees of front fork castor and mammoth 5.23in of trail, she's made for main road cruising and will not be a nippy and agile handler down typical English country lanes"



SAFE RIDING AND PSYCHOLOGY

PART 3

Are you "seeing correctly" when you drive?

1. "Mistaking one thing for another"

The same object can be seen in many different ways.

2. The world you see and the world others see.

Appearing in Issue No. 1, 1981

3. Oversight

One tends to sense only what he wants to see or hear.

4. "The way to look"

When your attention becomes too concentrated you don't recognize other things.

Appearing in Issue No. 2, 1981

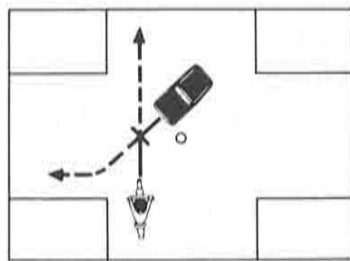
In a state where the situation around us is always changing, our vision is the basic information gather which we use to read these changes correctly. Therefore to see anything correctly and to be seen by the other person in the correct way these are very important points.

5. "To see correctly and to be seen correctly."

* You are not always being seen by the other driver.

The largest number of traffic accidents happen at intersections. In the case of 2-wheeled vehicles as well, the type of accident shown in the diagram is extremely prominent.

(the diagram depicts a case where driving is done on the left-hand side of the road)



A bike comes into collision with a car when the latter is taking a right turn.

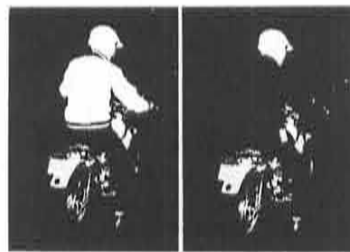
Perhaps it is because the vehicle going straight has the right-of-way. There are also cases where the 2-wheeled vehicle fails to brake. Why does this type of accident occur? It seems that the large number of them occur because the driver of the 4-wheeled vehicle does not see the 2-wheeled vehicle correctly. It is dangerous to always think that you are being seen and recognized by other drivers and pedestrians.

* Try to make yourself visible to other vehicle drivers

To be recognized by the driver of the 4-wheeled vehicle, and to judge the situation correctly yourself, this combination will prevent intersection collisions.

1. Let's make an effort to be seen correctly.

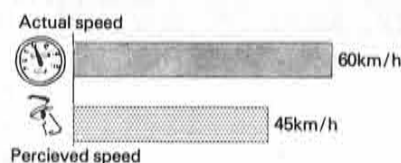
A 2-wheeled vehicle is sometimes overlooked simply because it is small. Use bright clothing and a bright colored helmet to increase your visibility. Don't ride in another vehicle's blind spot. Signal your intentions clearly. These are important efforts to be made on your part.



The color of your clothes makes this much difference in visibility.

2. Judge the speed of an oncoming car correctly.

The speed of an oncoming car usually appears slower than it actually is. As the car gets nearer suddenly you realize it is going much faster than you thought. Because a 2-wheeled vehicle is smaller than a 4-wheeled one it often appears to the other driver to be going slower than it actually is or to be farther off than it actually is. This often leads to a mistake in judgement by the other driver.



According to an experiment conducted in Norway an oncoming car traveling at 60km/h was felt by most people to be traveling at about 45km/h.

3. Never drive on "probably's".

He will probably stop for me, he will probably get out of my way, he will probably give me the right of way this kind of driving on probably's is the cause of a considerable number of accidents. You should never expect the other driver to make specially allowances for you.

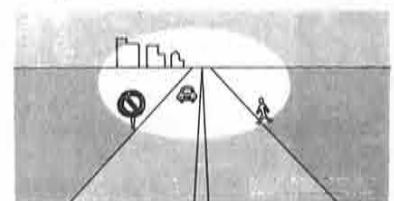
4. Getting into the habit of keeping a wide range of vision.

Because of the fact that the driver of a 2-wheeled vehicle tends to let his consciousness focus of the field directly in front of him, there is a need to be consciously checking the situation to the right and left.

6. "How to watch the road" The driver of a 2-wheeled vehicle does not usually watch things to the right and left.

* The range of vision of a 4-wheeled vehicle extends widely to the right and left.

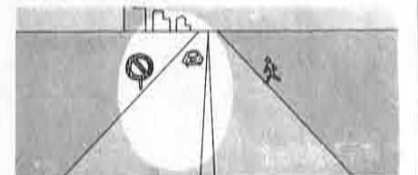
The way that the range of vision is distributed for a 4-wheeled vehicle and a 2-wheeled vehicle differs, each having its own characteristics. The range of vision of a driver of a 4-wheeled vehicle extends comparatively far into the distance and also gives him a good view of what is happening to the left and right as he drives.



The characteristic range of vision of a 4-wheeled vehicle driver

* The range of vision for a 2-wheeled vehicle does not extend far to the right or left.

Shifting his line of vision vertically, the rider of a 2-wheeled vehicle has a comparatively good view of a straight stretch of road. He tends to drive keeping a good watch on the left hand guard rail or line on the left hand side of the road and reacting to the things going on in his side of the road. The rider of a 2-wheeled vehicle spends somewhat less time looking to the right and left than does a 4-wheeled vehicle driver. Especially we notice that he seldom watches the sidewalk on the other side of the road.



The characteristic range of vision of a 2-wheeled vehicle rider

* Be consciously watching the situation to your right and left.

Because of the fact that the rider of a 2-wheeled vehicle must keep his balance as he rides, it is natural for him to pay special attention to the surface of the road. Another theory is that the range of vision of the rider of a 2-wheeled vehicle is limited by the fact that his central nervous system is occupied with the more immediate job of keeping the balance of his vehicle.

Understanding these theories of the characteristics of a 2-wheeled vehicle rider's range of vision, we realize that it is necessary to make a habit of keeping a careful watch on such things as signs at the left-hand side of the road and the sidewalk on the right hand side of the road.

Indonesian and Thai journalists are deeply impressed by the superior product features of the Yamaha RX-S

The new models in the '81 line are launched on the market one after another to arouse a fresh Yamaha sensation all over the world. These models feature much of Yamaha's advanced motorcycle technology to bring high performance and fuel economy together.

In this respect, the newly introduced Yamaha RX-S (RX115) is indisputably one of the most noteworthy models. The RX-S has been developed on the technical basis of the Yamaha RX100 which has long enjoyed an unmatched reputation as "something better than 100" in Southeast Asia and Central and South America. The RX-S is powered by the proven 2-stroke "Torque Induction" engine, the displacement of which has been increased to 115cc.

In addition, the Yamaha Energy Induction System (Y.E.I.S.) is also adopted in this model so that high performance and fuel economy, both conflicting factors, are brought together in a very successful manner. The chassis design is also renewed to result in an attractively streamlined styling to match a number of refined, upgraded equipment. With these improvements, both maneuverability and reliability have been greatly increased.

The development of the new RX-S became a matter of primary interest especially among Indonesian and Thai motorcycle journalists, even prior to its debut on the market. As reported in issue No. 2, these journalists had an opportunity to have first-hand trial rides on the Yamaha Course at the invitation of Yamaha Motor.

They have made their RX-S stories for their respective journals or magazines, with specific emphasis being given to the superior product features of this model. This is helping to accelerate a tremendous RX-S sensation in Indonesia and Thailand where the new model has already been introduced on the market.

Excellent maneuverability!

Let's take a look at how Indonesian journalist have valued the RX-S, which was put on sale late in December of last year. M & M and Mob, two of Indonesia's most influential motor magazines, together with MUTIARA, a popular commercial journal, devoted much space to introducing the test reports of the RX-S. In particular, both M & M and Mob feature the RX-S in the front covers of December issues while inside 3 to 4 pages are given to the introduction of all technical details. These reports are summarized as follows: "In July of 1980 Yamaha announced one of its latest technological achievements. It is designated the Yamaha Energy Induction System (Y.E.I.S.). The new system is adopted in the newly introduced RX-S.

— High performance & fuel economy are brought together —

Mob and M & M (Indonesia)



Explanation of the Y.E.I.S. (Mob)



Moto-Bike Magazine and Motorcycle Magazine (Thailand)

Superior product features of the RX-S appear in Motorcycle Magazine.

Both suspension systems, brakes and lighting equipment have also been redesigned to meet the high performance Y.E.I.S. engine.

The RX-S, which is to be marketed through P.T. Harapan Motor Sakti Industri Co., is the first street model to feature the Y.E.I.S. The Y.E.I.S. in the new RX-S called "Giant Power" functions to improve the intake efficiency by holding fluctuations in the speed of the intake stream to a minimum so that both power development characteristics and

fuel economy are improved over the entire range of speeds.

The large-sized aluminum cylinder and cylinder head ensure higher cooling efficiency to match the increased performance of the Y.E.I.S. engine. Generator capacity is also increased helping to obtain the sure, dependable performance of the engine in combination with the newly adopted CDI ignition system and IC regulator. These improvements prevent light bulb and wire harness burnouts even when the engine is running hard. This

results in tremendous maintenance ease. Upgraded power-unit construction has increased both rigidity and strength in the frame as well. In addition, suspension systems and brakes are also newly designed. The brake pipe holder on the front disc brake serves as a kind of mudguard contributing to increase the durability of the brake pad. Special heat treatment has been applied to the rear sprocket wheel so that higher durability is obtained.

Throttle response has become more positive due to the adoption of the Y.E.I.S. The 5-speed transmission has carefully selected gear ratios and allows smoother acceleration at any time.

Fuel economy is also improved. The RX-S can cover a distance of 38km per liter at 70 to 80km/h. Yamaha's claimed data (55km/lit at 50km/h) prove themselves to be trustworthy. Top speed was also confirmed on the Yamaha Course. Our test machine hit a speed of 140km/h at 9,000 rpm.

With a number of very significant improvements, the RX-S is designed and built as a modern high-performance road model. It is also very controllable over the entire range of speeds. Styling is truly handsome. This is one of the most appealing points.

Yamaha's new technology is a great benefit to customers

The new RX-S made its debut on the Thailand market in February of this year. As was the case in Indonesia, the RX-S was taken up as number one theme in Moto-Bike Magazine, Motorcycle Magazine, Championship Magazine, Motocross Magazine, etc. The front covers of these magazines featured the RX-S as well under a very sensational headline - "The Yamaha RX-S is a quality bike built to run faster than any others." As a matter of course, the greatest emphasis was given to the Y.E.I.S. as follows:

"We pursued the ultimate in the speed of the new Yamaha in Japan. This model's immense potential was a big wonder to us. Both high performance and fuel economy are united in this model. It covers a distance of 44.2km per liter at 132km/h! The Y.E.I.S. is the nucleus of the high-performance and economical engine.

The RX-S is suitable for high-speed enthusiasts while it proves to be very useful for long distance touring as well.

The RX-S does not waste even a single drip of fuel as shown in the test data (44km/lit.) due to the adoption of the Y.E.I.S., which is a great benefit to all economy-minded customers. The RX-S will mark a great milestone in history."

A new service campaign wins popularity



The service staff of Siam Yamaha have brought their campaign to a greater success.

From Thailand: Siam Yamaha's latest service campaign, which was promoted to cover a number of major cities for 39 days from the first-Sept. of last year, was brought to a greater success than ever before. The campaign was carried out under a tie-up with each city's movie theater which offered a spacious parking ground where Yamaha bikes were checked and serviced free of charge. A variety of attractions including a magic show on the theater lobby, discount sale of T-shirts, etc. added an extra glamour to the campaign. Siam Yamaha promotes its nationwide service campaign once a year in an effort to enhance the brand-name of Yamaha, thus consolidating its number one position in Thailand.

Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to your business. Any sort of news or information would be highly appreciated if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black white to your news or information wherever possible.

At the same time, we like you to clarify the following points:

- When
- Where

- Who
- Why (for what purpose)
- How

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A new PR film that deserves attention

RAIDER AND THE CLIPPER CUP

You can witness how hard the Yamaha is fighting

Yamaha motorcycles have long attained a worldwide reputation and an increasing number of people are aware of Yamaha's other products including the complete line of F.R.P. sailboats, such as the Yamaha 36, a diesel powered racer-cruiser, the Yamaha 34, a cruising ketch and the Yamaha 33, a production racer-cruiser. Each and every one of them, which features Yamaha's proven boatbuilding technology, is the creation of a design and engineering process that is unmatched in the sailing industry. The Yamaha 33 "Raider" set one of the best examples of it when she continued to fight hard to place second in class D of the Clipper Cup Yacht Series in Hawaii. A new 30-minute film follows every highlight scene of this big event in a vivid documentary touch.



The Yamaha 33 "Raider" (Phil Dyskow - owner and skipper) took part in Class D and competed against a number of customer racers including "Gold Coast Express", a radical center-boarder with a lot of sail and a low rating. Each race was extremely exciting. That was a man's drama. "Raider" finished second overall in Class D with the results of 4-4-6-4-2. As you see, she won second place in the difficult and demanding "Around the State Race". Her performance proved to be truly superior and reliable. Phil and his crew were enthusiastic about "Raider", saying - When the lightweight boats were dropping out with crew exhaustion, we always had dry, comfortable bunks and good hot meals. "Raider" really took care of us!

Summary

The Clipper Cup Yacht Series, which is biannually organized in Hawaii, is reputed to be one of world's most prestigious offshore regattas. The 1980 event was hosted and conducted by the Waikiki Yacht Club, Honolulu for the period from August 1 through August 17. 62 ocean racing cruisers were grouped into the following five

- classes:
- Maxi Class
 - Class A
 - Class B
 - Class C
 - Class D

- The series consisted of the following five races:
- Race 1 100 miles around Oahu
 - Race 2 30-mile Olympic Triangular Course
 - Race 3 30-mile Olympic Triangular Course
 - Race 4 30-mile Olympic Triangular Course
 - Race 5 780 miles around the State

Specifications

Title: RAIDER AND THE CLIPPER CUP
 Size: 16mm, multicolored.
 Running time: 30 minutes
 Narration: English
 Price: @ ¥80,000 FOB Japan

Please contact your nearest Yamaha importer for more details.

"HOW TO CREATE DEMAND"

No matter what line of business one may be in, one is responsible to conduct one's corporate activities in the best and most forward-looking manner. In particular, the motorcycle business world, in which Yamaha is involved, is extremely competitive, and the most important job of a sales staff is developing new markets which will increase sales. To this end, an effective demand-creating program must be prepared and carried out. Yamaha has so far made and offered a number of tools mostly in a form of manuals, to help Yamaha importers promote demand-creating activities. Now we introduce a new PR film titled "How To Create Demand" which should serve the above purpose in a more effective manner.

- Technical research and development.
 - After-sale services.
 - Creating demand.
- The film also follows the importance of marketing activities.

Sequence 2

This part deals with how to develop marketing activities, giving specific emphasis to the cooperation between Yamaha, im-

porters and dealers. Individual roles are also explained.

Sequence 3

Outlined in this sequence are Yamaha's five basic demand-creating activities. They are:

- Activities to enhance the brandname.
- Activities to make Yamaha's product quality known to the general public.
- Activities to promote the spread of leisure-time sports by publicizing the correct use of Yamaha products.
- Activities to motivate would-be customers to visit Yamaha shops.

Sequence 4

Introduced in this part are various demand-creating activities which have been carried out in a number of nations. It is noted that Yamaha is in close cooperation with the importers and dealers concerned to make sure that each campaign is brought to a successful conclusion. Please make full use of this film as a guide to successful demand-creating activities.

This 28-minute film deals with various case examples

Dealing with various case examples, this new 28-minute, 16mm color film will prove itself to be the best obtainable guide for any sales staff that is enthusiastic about creating new markets. The film consists of the following four parts:

Sequence 1

A series of animations help give a better understanding of Yamaha's corporate activities based on the following three principles:



SPECIFICATIONS

Title: How to Create Demand
 Size: 16mm, multicolored
 Running time: 28 minutes
 Narration: English or Spanish
 Price: @ ¥60,000 FOB Japan