

NEWS FOR DEALERS

Mitsui & Co. Ltd., conduct a two-way export/import business, i.e. British goods to the world and in particular to Asia, Japanese goods into United Kingdom. They are the largest merchant firm in the world.

In 1962, Mitsui obtained the concession for Yamaha motor cycles and subsequently, ran a small scale marketing operation. There was little advertising, little sales promotion and minimum service.

Although dealers received less help and encouragement on Yamaha than they did from competitors, it was found that in the United Kingdom, as in America, there was a big potential for Yamaha motor cycles. In fact, they sold on their merits.

Early in 1964, the Yamaha Management visited England. They met and listened to a number of dealers and, as a result, they decided that Yamaha motor cycles could and should be marketed here in a big way.

To support this, Mitsui immediately set up a separate Yamaha Motor Cycle Division in Camberwell and increased their spares commitment very considerably.

On the dealers recommendations (and with the advantage of speedily rising factory output) the Yamaha best seller — the 80 c.c. YGI — was reduced to a thoroughly realistic price and dealers offered credit in full on the reduction.



YAMAHA

SEE US ON

STAND 56

As is now fairly well known, a new and much larger and separate Motor Cycle Sales organisation has been formed with the intention of regrouping and working much more closely with dealers than has been possible hitherto.

We have joined the Industries Association and as from January 1st, 1965 we shall ask our dealers to join us in supporting the Joint Motor Cycle Public Relations Campaign.

At the forthcoming Exhibition, we have taken an office and a large stand in the main hall. We shall welcome dealers at each. Yamaha have a forward looking manufacturing programme and will be showing four new models, details of which have appeared editorially. Prices will be competitive.

The success of the Yamaha racing team has had an explosive effect on sales throughout the world. Demand has increased everywhere. To meet this, Yamaha increased production two months ago and will have an additional factory working early in 1965.

Yamaha will continue to race next year and will very shortly start an advertising campaign to promote sales in the United Kingdom.



YAMAHA

IceniCAM Information Service



www.icenicam.org.uk