
YAMAHA PROGRESS

Last year our sales went from almost nothing to a very considerable something while the motor cycle market as a whole took a nasty drop. At this moment Yamaha guarantee cards are perking up and we think we are in for another year of steady expansion.

Last year also we ran a series of travelling Service Schools. These were appreciated and many Yamaha dealers said they hoped we would make them an annual event. So this year — to be precise last week — we started on a new and rather different series of Dealer meetings in Meriden and Derby, to be followed by others in London, Cambridge, Manchester, Leeds, Bristol and Southampton. We will not completely strip and rebuild as we did last year when Yamaha construction was comparatively unknown; instead we will concentrate on pre-delivery and 500 mile checks, quick diagnosis and retaining top end performance on the sports models. We will be taking our Dealer friends into our confidence with a preview of the Hundred Twin announced to the press last week.

Yamaha have a full International racing programme for 1966. Having won the 250 c.c. World Championship for two years, Yamaha riders, technicians and mechanics are all out to make it three in a row.



YAMAHA

MOTOR CYCLE DIVISION, 117 DENMARK ROAD, CAMBERWELL, LONDON, S.E.5

IT COULD HAVE BEEN WORSE...

We've had a pretty difficult year—we're not alone!—but it could have been worse. We were helped by the fact that a number of dealers who did not previously stock YAMAHA switched to us in 1966. They found that whilst the public were not exactly queuing to buy, once a few YAMAHA'S were seen on the road locally, a lot more business followed. The success of these new dealers when added to the continued support of our old friends, has kept us very much in business. So much so, that we have taken more premises and doubled our spares space and increased our stock to meet the requirements of over 10,000 YAMAHA owners.

We offer dealers and customers a really magnificent product, in a range restricted to a manageable size. YAMAHA make over 30 models, we import 6. There are some exciting new models in the development pipeline which we shall import after the first few thousand have had a thrashing on the Japanese Home Market. YAMAHA are a very forward looking company and are going to continue to support big time racing in 1967.

We have a sales and service unit in London that understands and supports the Motor Cycle trade. We carry a thoroughly comprehensive spares stock which invites comparison with our competitors—home or importing.

We are in the Main Hall at Earls Court and our Stand is so arranged that we can welcome both trade and public. Please come and see us—you could be interested.



YAMAHA

IceniCAM Information Service



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