

YAMAHA NOW ALL OUT IN BRITAIN

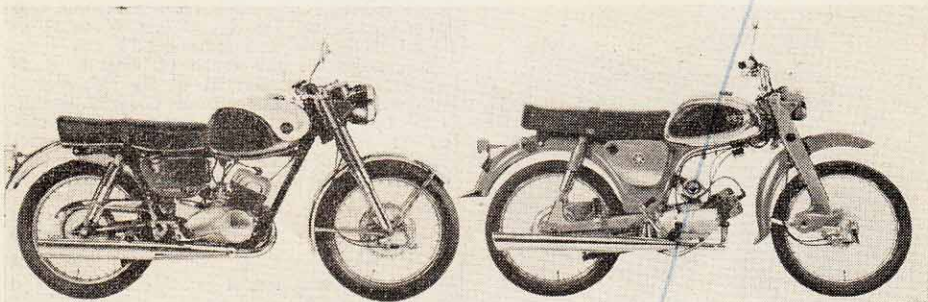
Yamaha has finalized plans for a full-scale break-in on the lightweight motor-cycle market. After fact-finding visits to Britain, the Yamaha management decided that the sales potential of the Japanese-made two-stroke range was high. The decision followed the relative success of a small-scale marketing operation carried out by Mitsui from its London headquarters and the enthusiasm that some dealers expressed to the visiting Yamaha directors for the high quality and sales potential of the range.

First stages of a completely new large-scale marketing operation have already been completed. A new motor-cycle organization, Yamaha Motor Cycles, was set up by Mitsui, the largest merchant firm in the world, in August. It operates from brand new premises at the Cler-

production has been increased in Japan and a new factory will be opened early in 1965. The team will race again next year and shortly Yamaha will start an advertising campaign in the UK.

Seven-model range

The range of machines has been extended and now embraces seven two-stroke models rising in capacity from 50cc to 250cc. Three completely new machines are introduced: MF2K 50cc scooterette; YF-1 50cc sports; YA6-125cc roadster. Autolube, a major technical advancement in the two-stroke engine field, appears for the first time as standard equipment on the YA6 and YDS3 250cc twin (previously known as the YDS2). Autolube



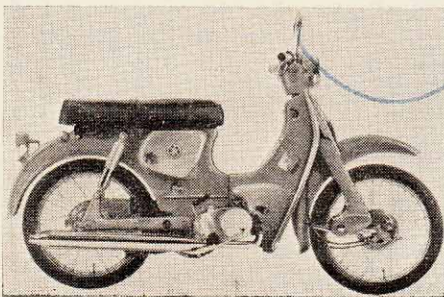
NEW AND MODIFIED YAMAHA'S. On the left the 250cc YDS3 now with Autolube lubrication, on the right the new YF1 50cc sports model.

kenwell Trading Estate, 117-119 Denmark Road, London, S.E.5. (REDpost 3321).

Details of a new sales-force have just been released (see page 52). Four new representatives are now working with the company under the direction of George Denton, sales-manager.

The success of the Yamaha racing team in the 250cc World Championships this year has (says the company), had an explosive effect on sales and demand for roadster models has increased throughout the world. To meet this,

YAMAHA SCOOTERETTE, the new MF2K 50cc model. It sells at £93 9s 0d.



eliminates the need for petrol mixture. A crankcase mounted pump feeds oil from a separate oil tank directly into the crankcase in the correct ratio. Advantages of the system include cylinder-wall lubrication even with the throttle shut and the elimination of plug fouling.

The new 50cc MF2K scooterette is identical to the 55cc MJ2 which has been available in Britain since 1962. It has a rotary-valve engine, automatic three-speed gearbox and is equipped with trafficators, legshields and 12V electric starter. It is finished in red, blue or green.

Basically the YF-1 is a motor-cycle version of the MF2K and MJ2. Its engine produces the same 4.5bhp at 7,000rpm, but it has a four-speed gearbox. Finish is in peacock blue and black.

With rotary-valve engine and four-speed gearbox, the new YA6 125cc roadster produces 10.5bhp at 6,500rpm. Features include Autolube lubrication and 12V electric starter. It is finished in a choice of maroon and silver, black and silver or peacock blue and silver.

The YDS3, 250cc five-speed sports model has been modified. Autolube is a new feature and changes include a redesigned speedo-rev-counter head with rev-counter drive taken from the gearbox, the twin carburetors now breathe

(Continued on page 49)



IceniCAM Information Service

Yamaha Programme—continued

through a single air cleaner, adjustable rear dampers are used and the brake pedal linkage modified to give better action. Price goes up by £1.

Two models, YD3-250cc roadster and YG1 80cc sports continue unchanged.

Yamaha discount is 20 per cent plus 3¼ per cent 14-day settlement.

Price details:

Model	Price inc.		
	PT		
	£	s	d
MF2K 50cc	93	9	0
YF1 50cc	101	19	0
MJ2 55cc	114	19	0
YG1 75cc	122	19	0
YA6 125cc	185	0	0
YD3 250cc twin	237	0	0
YDS3 250cc twin	258	19	0

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 previously the sales manager of
 Prima Industries at Stourbridge, Worcestershire.

Yamaha sales force

Yamaha sales manager **George Denton** has appointed four new representatives. They are: **R. Pimlott**, 33 Old Wood Road, Wythenshawe, Manchester, 35, covering Scotland, north west England and north Wales; **A. M. Johnson**, 7 Sunny Mount, Sandbeds, Keighley, Yorkshire, covering north east England; **F. E. Summers**, 9 Wylot Court, Allesley Park, Coventry, covering the Midlands and west England; **L. J. Williams**, Fernlea, 91 High Street, Tring, Hertfordshire, covering London and Home Counties.

L. Hole, is now sales-promotion assistant to **E. E. Kerry**, Stratford branch district manager of Kerry's. In the last issue of the *Trader* it was stated that Mr. Kerry was in charge of the Sheffield branch.

R. Pimlott, Yamaha. A. M. Johnson, Yamaha.

L. J. Williams, Yamaha. F. E. Summers, Yamaha.

