

CIRCUIT

January 50p
FEBRUARY



BY YAMAHA FOR ALL MOTOR CYCLISTS

**A World Motocross
Champion,
Road Racing On
A 110MPH Dirt Bike!
Find Out Why
Inside . . .**

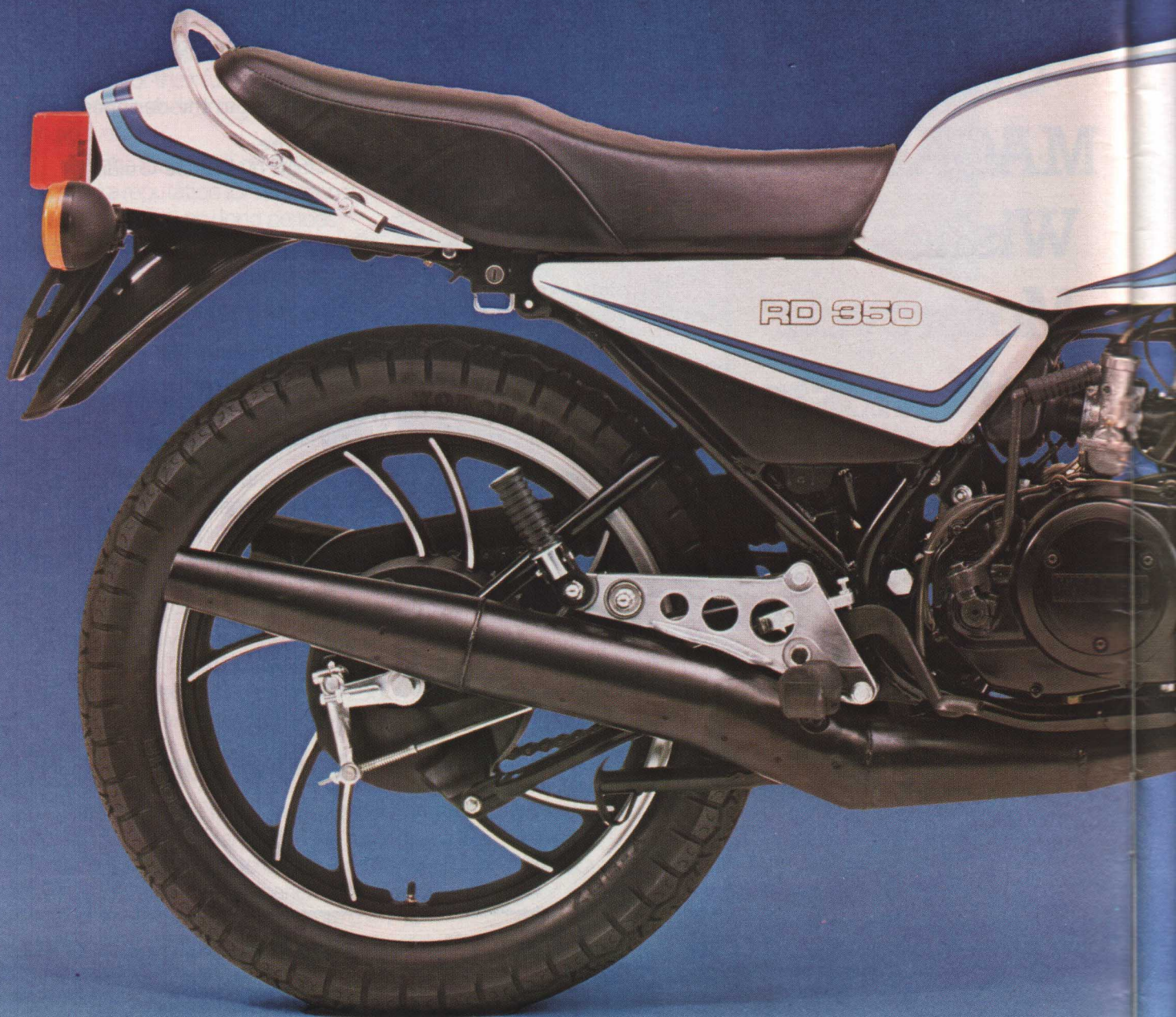


ACTION: STRAIGHT-ARROW RECORD BREAKERS

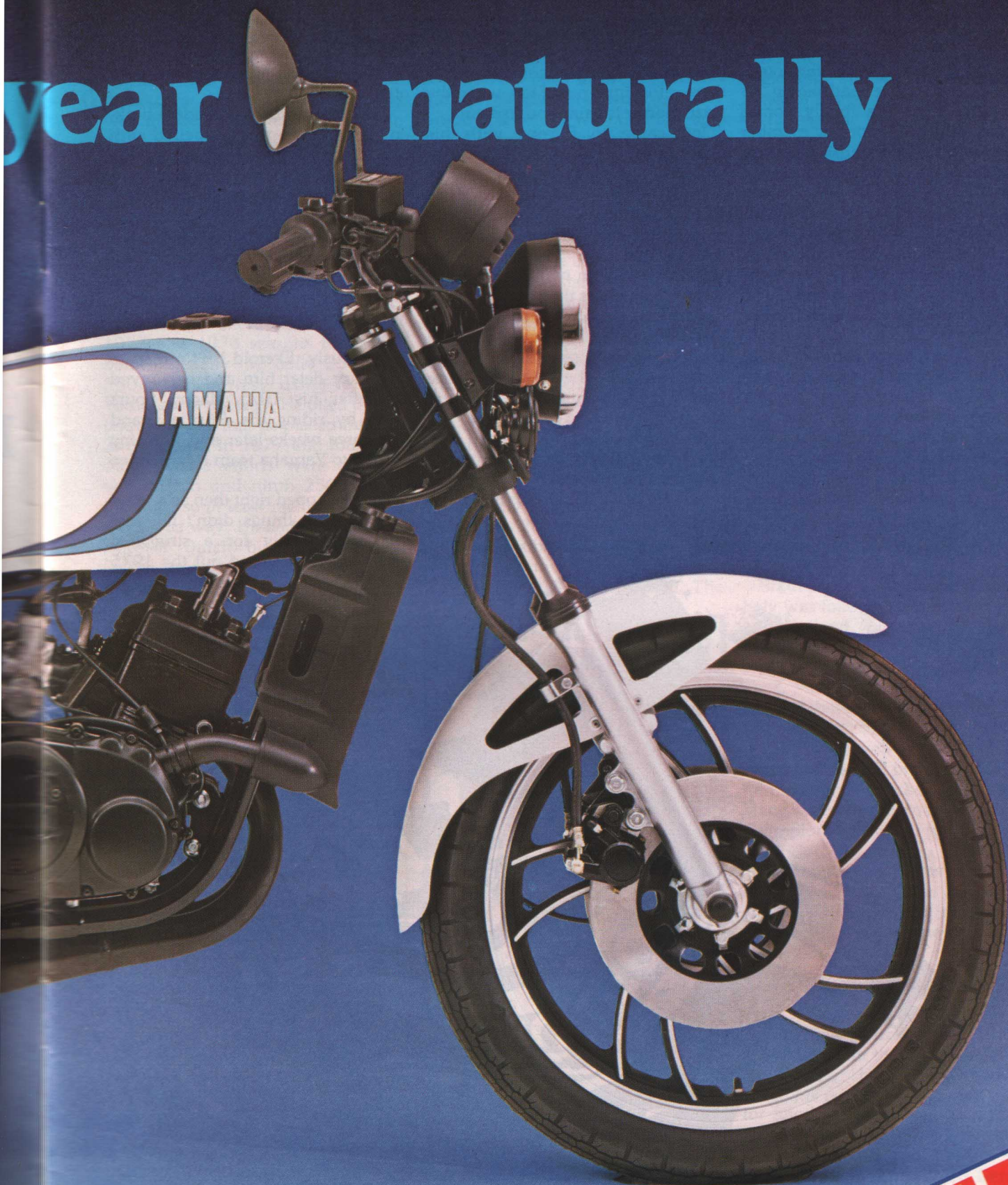
TECHNICAL: MOTORCYCLES AT THE CONCEPT STAGE



Machine of the year

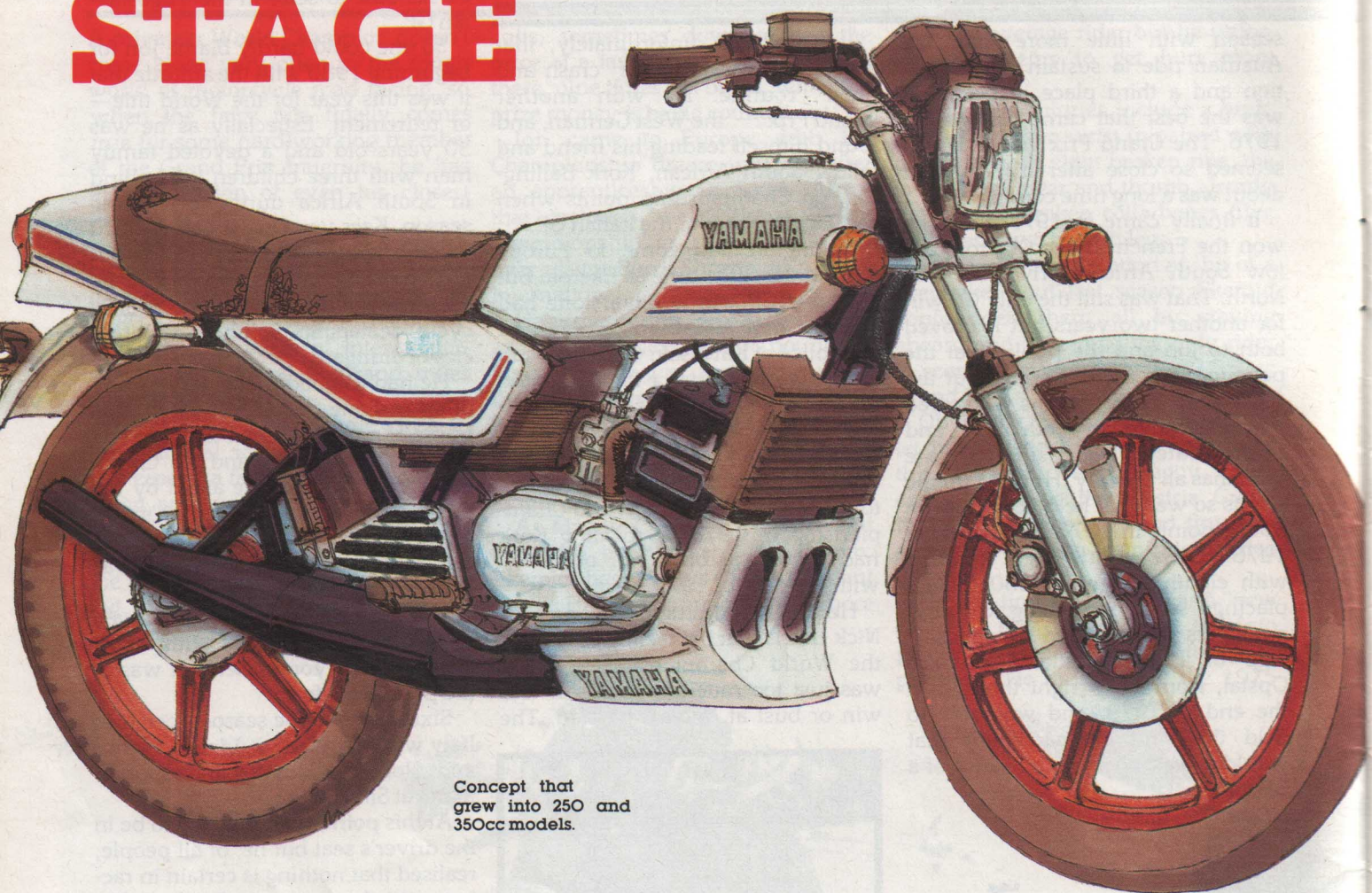


year naturally



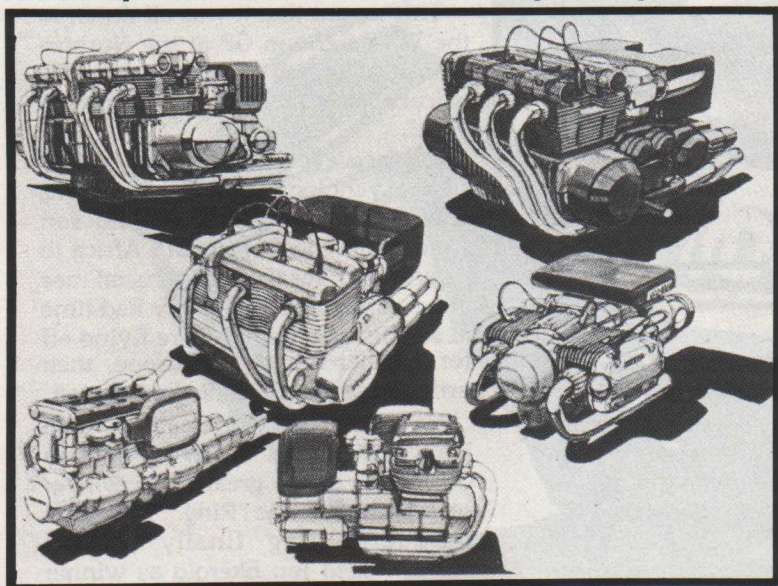
YAMAHA

CONCEPT STAGE



Concept that
grew into 250 and
350cc models.

Sketchbook engine options (clockwise from top left): Twin-cam four with central camshaft drive. Three-cylinder with camshaft drive at right end of crankshaft. A flat four. Horizontally-opposed vee-twin. Automotive-style in-line four. (Centre) Twin-cam triple with camshaft drive between the two right-hand cylinders.



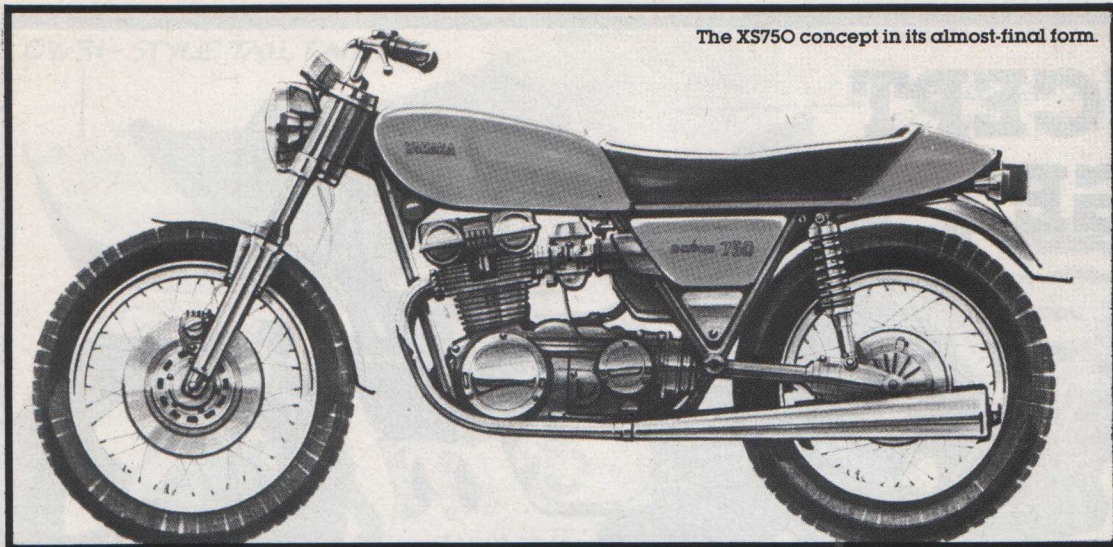
The evolution of a motorcycle is a complicated business. Far more involved than the popular idea of a designer coming up with a model for the factory to translate into reality and for the marketing men to sell to the public.

Indeed, the most complicated and important stage of all comes before the designer makes even his first stroke of the pencil. It's the stage when the "product development" staff go through the throes of deciding just what style of motorcycle the public will be buying in the years ahead. Masses of statistics are assimilated, market research conducted and, not least, the intuition that comes with years of involvement with the motorcycle industry is followed.

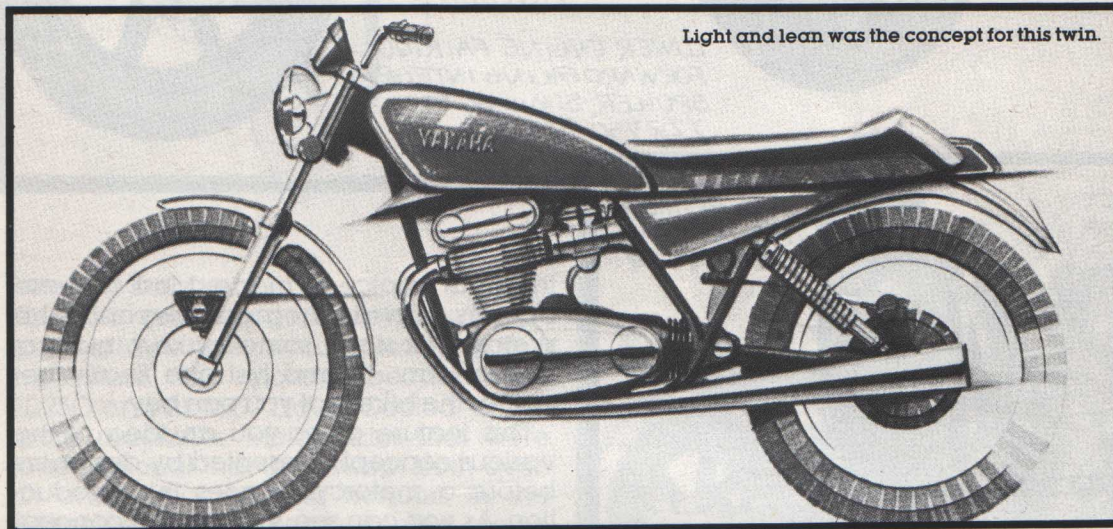
Wrong interpretation of research or a wrongly-inspired decision at this stage translates into financial catastrophe in the long run, despite the best efforts of manufacturing or marketing staff.

Yamaha has Product Development

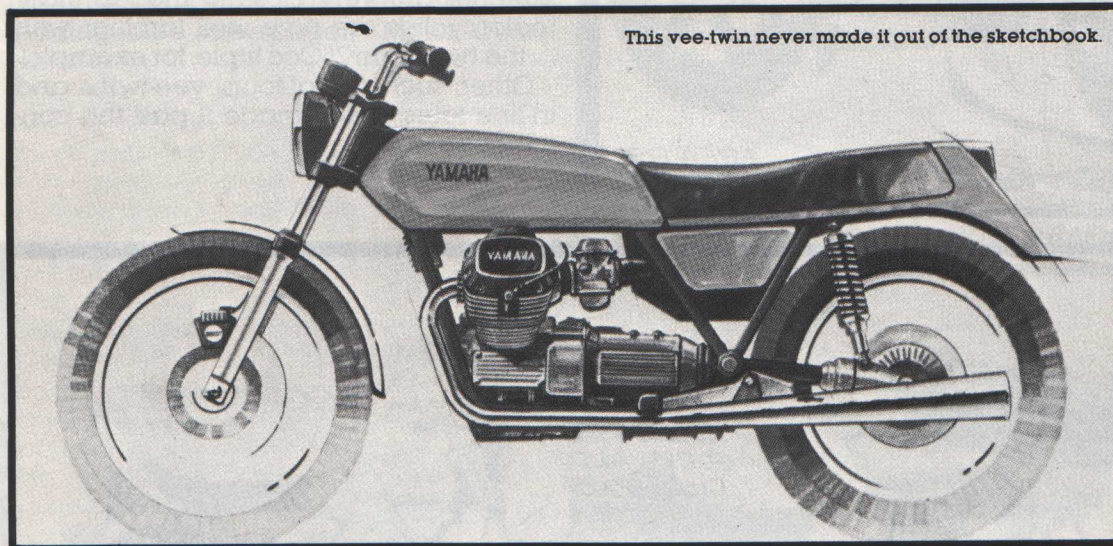
The XS750 concept in its almost-final form.



Light and lean was the concept for this twin.



This vee-twin never made it out of the sketchbook.

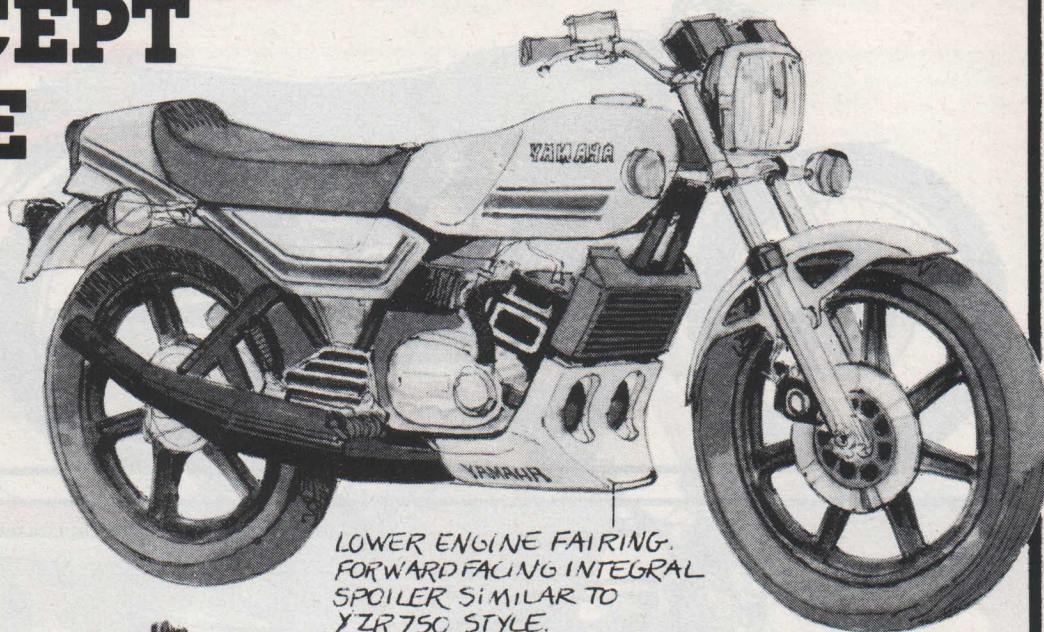


Managers in Europe, Japan, the U.S.A. and other major markets so that customers in individual countries get the best possible motorcycle for their particular needs. This is why, for example, the liquid-cooled RD two-strokes are made primarily for the more sporting European riders and not sold in the U.S.A. why the American XJ650 is a laid-back cruiser instead of the sportster sold on this side of

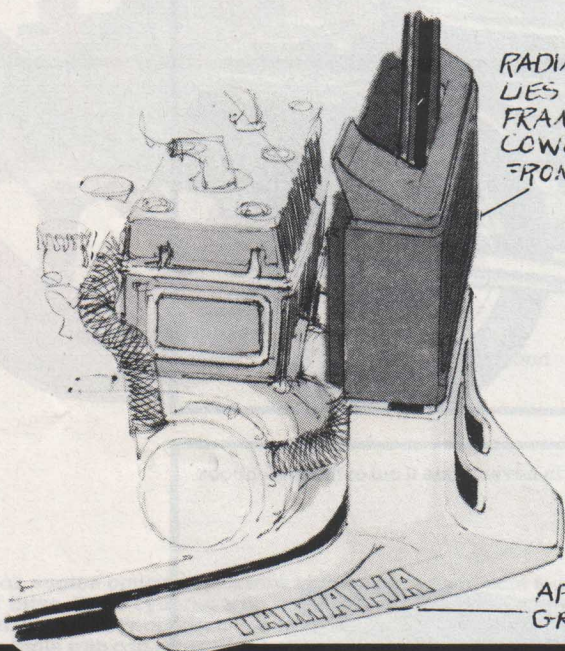
the Atlantic, and so on. After the Product Development Managers have consulted their oracles, then consultations with design staff begin. Various engine and chassis options are suggested, sketches made, potential specifications drafted. The designer now has a concept to work with.

From this point onwards, the designer presents numerous options from which

CONCEPT STAGE



LOWER ENGINE FAIRING.
FORWARD FACING INTEGRAL
SPOILER SIMILAR TO
YZR 750 STYLE.



RADIATOR
LIES BEHIND
FRAME TUBES
COWLING IN
FRONT.

AREA FOR
GRAPHICS.

the final choice is made. Most of these options never progress beyond the sketchbook stage, some make it into prototype form . . . and just one finally becomes the bike that you can buy.

This feature gives you an idea of the various concepts presented by designers before a motorcycle goes into production. As you can see, some of the concept sketches are very close to models that motorcyclists are now well familiar with . . . the twin-cam 750cc triple, for example.

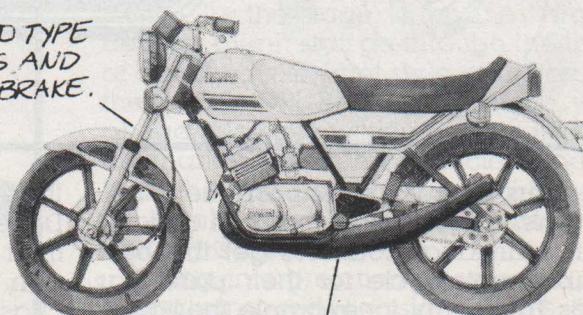
Other, such as flat-fours, vee-twins and in-line fours, never made it past the concept stage.

YZR 750 STYLE
TAIL FAIRING.



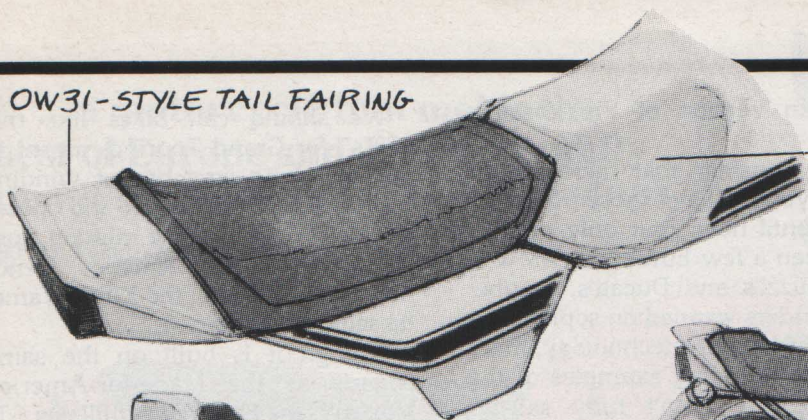
CHROMED "EXPAN-
SION CHAMBER"
EXHAUST SYSTEM.

RD250 TYPE
FORKS AND
DISC BRAKE.

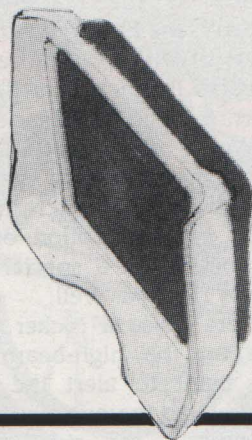


MATTE BLACK RACING-
STYLE EXHAUST
SYSTEM.

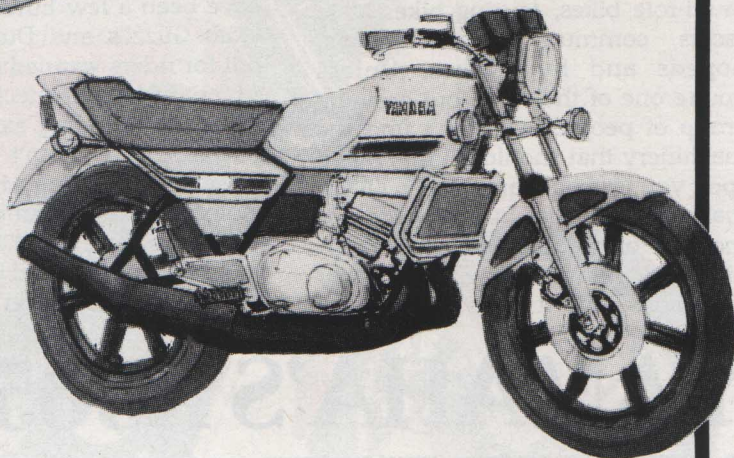
OW31-STYLE TAIL FAIRING



SCALLOPED TANK SIDES, ECHOING TA125 STYLING.

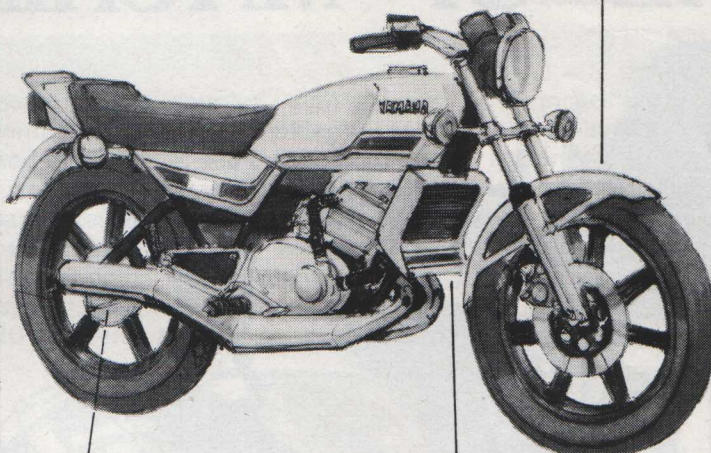


RADIATOR COWLING.



Yamaha Europe commissioned concept sketches for a sporting machine which form the bulk of this feature. The sportster became the RD250 and RD350 "Liquid-Cooled" super sports machines. Motorcycles that were so sensational that they swept both overall and capacity class honours in the "Machine of the Year" contest voted upon by the 200,000 readers of Britain's leading bike newspaper, "Motor Cycle News"!

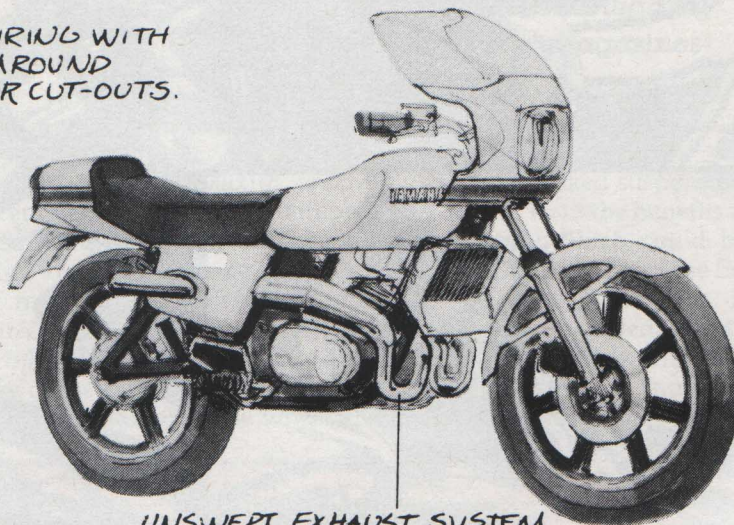
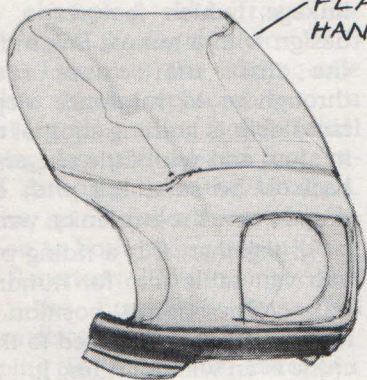
TZ250-STYLE FRONT FENDER.



DRUM REAR BRAKE

DOWNSWEPT LIP ON RADIATOR COWLING, WITH GRAPHIC.

HEAD FAIRING WITH FLARES AROUND HANDLEBAR CUT-OUTS.



UNSWEPT EXHAUST SYSTEM ROUTED THROUGH SIDE PANELS

YAMAHA OWNERS CLUB

The Yamaha Owners Club is one of Britain's newest and fastest growing motorcycle clubs and with over 4,000 members it's one of the biggest too.

Foundation of the clubs success is the spares discount scheme. More than 150 Yamaha dealers participate in the scheme, allowing club members 10% discount on Yamaha spares and in most cases on clothing and accessories too. This means the savings on members first £40 worth of spares and accessories pays for the annual subscription of £3.95, no wonder the club is so popular.

All participating dealers carry a Discount Dealer sticker in their window and the list of dealers is growing as more realise the value building up a loyal following from club members.

In addition to the discount offered by Yamaha dealers, the club has negotiated similar discount schemes with other companies in the motorcycle industry. Tee Mill tours for example who specialise in package trips to major international race meetings allow 10% discount to Yamaha Owners Clubs members. John Brown Wheels, the motorcycle clothing specialists offer a similar discount for members at all their stores as do Tony Hepworth Leisure and Rivetts of London.

Perhaps the most spectacular offer however is the 25% discount on tyres allowed to members by Kennings Tyres. With a set of tyres costing around £70, a trip to the local Kenning Tyres depot can save Club Members £17 or more.

There are further cash savings opportunities with the special offers in the club's magazine. Members have recently had the opportunity to purchase exclusive Yamaha design Fibre Glass helmets and top quality expansion box exhaust systems at remarkable discount prices. The full range of Yamaha clothing is also available to members at special cut prices.

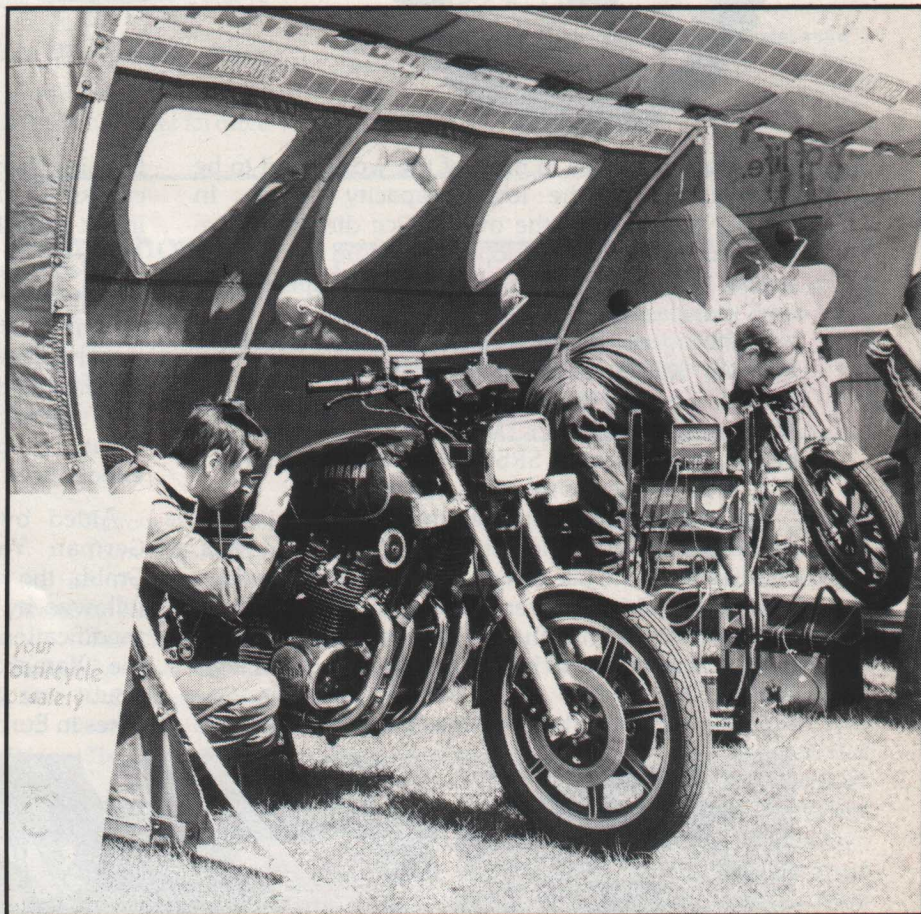
Of course, the club doesn't exist

simply to cut the cost of members motorcycling, there's a flourishing social side too.

September is the month for the clubs national Rally held this year at Ludlow in Shropshire. The rally began on Friday evening and there was a disco and barbecue on the Saturday followed by concourse and long distance awards presentation on Sunday. As well as all the usual rally activities, the Yamaha importers Mitsui sent down their service team who worked all through the weekend performing free service

checks on members machines. There is a TT week gathering on the Isle of Man and plans for separate trail week-ends for off-road enthusiasts in 1981.

Street Bike, the club's 32 page magazine is published quarterly and in addition to club news, carries information on new models and developments. There's a lively letter section and contributions from members on all aspects of motorcycling. Street Bike also carries the names of dealers participating in the spares discount scheme.



Mitsui service engineers operate the free service check at the Owners Club rally.

Get the best out of your bike with the Yamaha Owners Club

To cut the cost of motorcycling and help enthusiasts get the most out of their Yamaha. That's the philosophy behind the Yamaha Owners Club. Chairman Dave Owen spells out the clubs policy quite simply "We all ride Yamahas because we think they are the best so the club is not continually preaching Yamaha. What we sought to do was make Yamaha ownership cheaper, more fun, and to keep fellow enthusiasts in touch. We have achieved these three main aims and there have been some unforeseen bonuses. With a 4,000 strong membership we form a sizeable pressure group. This means that we have been able to act successfully on behalf of members who individually would have more difficulty resolving their problems. I must pay tribute here to Mitsui who, since the clubs launch, have given us every help and encouragement. Our special relationship with Mitsui has enabled us to offer a 'Technical Hotline' which guarantees members a written answer to any technical enquiry within ten days. In the case of more serious difficulties we do telephone Mitsui on members behalf and this has resulted in the quick location of elusive spares.

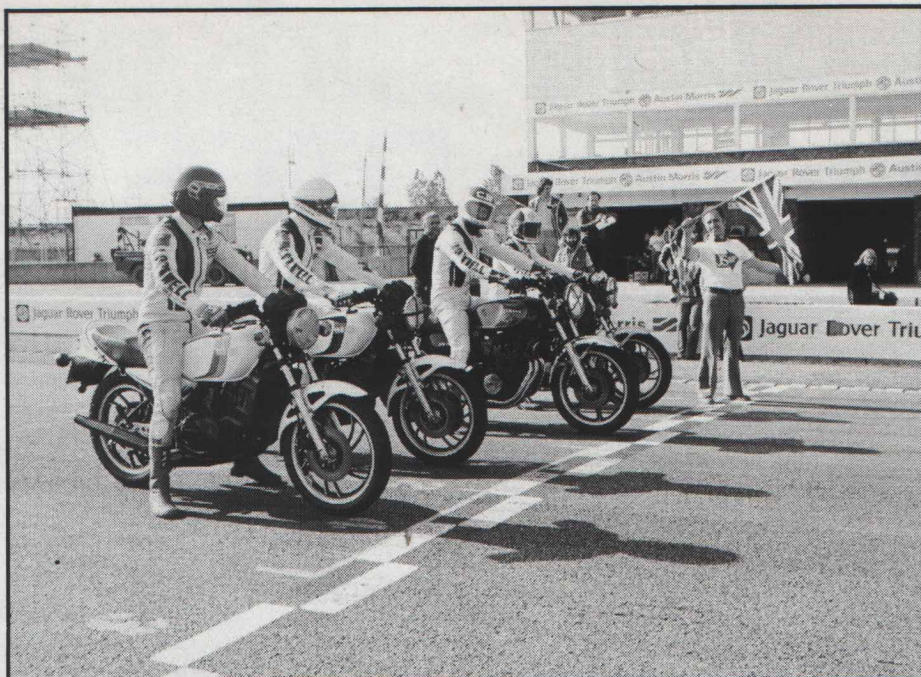
For the future we are looking into the possibility of producing exclusive Owners Club accessories and clothing. Also on the cards for next year is an International Rally and perhaps a series of regional rallies organised by the local sections.

Star turn-out for £500 Charity Marathon

Yamaha Owners Club members recently raised £500 for the Joan Seeley Pain Relief Memorial Trust, by riding four new Yamahas around the Donington Park Circuit for eight hours non-stop. The idea was the brainchild of John Harvey, one of the four club members who took part in the marathon. There were teams from Motor Cycle News, Mitsui and a personalities team which contained famous riders of the past and present. John Cooper, Mike Hailwood, Dave Potter, Charlie Williams, Dave Dean and MX star Paul Hunt all helped in the money raising ride. The four machines, XS850, XJ650, RD350LC and RD250LC performed faultlessly throughout the non-stop ordeal. The RD 350 particularly earned universal praise for its faultless road holding and sizzling acceleration.

Cheaper Insurance for Club Members

Yamaha Owners Club officials are justifiably proud of their newest development, a special Insurance Scheme for members. "The high cost of insurance is of great concern to all motorcyclists", said club secretary Mary Owen. "Any attempt to lower the overall cost of motorcycling would be incomplete without an effort to find the most competitive insurance. Our investigation revealed that no single insurance company was the cheapest for all types of risk. What we have done is to engage an insurance broker who searches for the best possible insurance for each individual member. In this way we have been able to cut some members insurance bill considerably. There's a bonus too because every member who insures through the clubs brokers receives free personal accident cover".



Colin Seeley starts the Yamaha Owners Club Charity Marathon.

SPECIAL OFFER FOR CIRCUIT READERS



It costs £3.95 per year to join the Yamaha Owners Club plus £1.00 membership fee. As a special offer to readers of Circuit magazine we will send a free set of exclusive Yamaha helmet decals to everyone who joins using this form before January 31st 1981. The decal set comprises two side flashes, Yamaha logo and tuning fork emblem. The decals are available in Red or Blue.

WARNING: Stickers are not suitable for polycarbonate helmets.

NAME

ADDRESS

.....

MACHINE YEAR

ENGINE NO. FRAME NO.

Colour decals required

RED

☐

BLUE

☐

Make cheques for £4.95 payable to Yamaha Owners Club and send to Yamaha Owners Club, Henwick House, Gravel Hill, Ludlow, Salop.