

The inclination to win.

The race. Twenty or thirty minutes of your life, for a small chance to win. We know what it means. For a year, we've worked to make that a greater chance.

If there was any question that Yamaha was America's number one motocross machine in 1972, we answered it with the Inter-AMA Manufacturer's Cup. Yamaha was the first American team to beat the Europeans overall, and in 1973, there'll be even more

Yamaha machines fighting for first place.

When you see the new '73 Yamaha motocrossers at your dealer, don't forget to ask what's new. And keep in mind the feature that's been standard on Yamaha since we first started building MX machines: the inclination to win.

After all, that's what it's all about.

Someday, you'll own a Yamaha.



MX 250

This is the machine that dominated the 1972 Inter-AMA International Motocross series, to win the Manufacturer's Cup. We've made it better for 1973, with improved front forks; a tough new lightweight frame that lowers the center of gravity; a beefed-up gearbox; improved handling; capacitor discharge ignition for a hotter spark; Torque Induction; and a new center muffler, to help keep the heat off your leathers and on the competition.