Αυθαίρετα το καταθέτω, ή ακριβέστερα, γεννημένο από μια απολύτως συναισθηματική προσέγγιση. Η αμερικάνικη έκδοση της ελευθεριότητας της δεκαετίας του ’70 δημιούργησε μια ισχυρή τάση για αγάπες και αδυναμίες.

Δεν χρειαζόταν, να βρίσκεσαι εκεί. Όλα τα εξαγώγιμα πολιτιστικά προϊόντα τους, είχαν τεράστια επίδραση. Κινηματογράφος, μουσική, Τύπος. Κατ’ ουσίαν ήταν ένα εργαλείο άσκησης εξωτερικής πολιτικής.

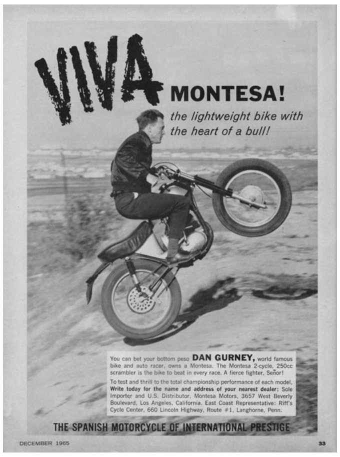
OSSA-STILETTO
YANKEE
VIVA MONTESA!
Honda shapes the world of wheels
HONDA
In 1974 the Bultaco Sherpa T won every major Trials Championship in the world. Every one.
BULTACO
Built·To·Go
HONDA Come ride with us.
Suzuki declares freedom.
Start something new! Yamaha 350
KAWASAKI GIVES YOU MORE GUTS
Go far faster
by Commando Interstate
tellingstories.gr

Εννοείται ότι τότε δεν το καταλαβαίναμε. Όπως επίσης εννοείται ότι όλο αυτό το άτακτα σχηματισμένο σύνολο, το έσβησε ο χρόνος, οι συνθήκες και άλλες προτεραιότητες. Ελάχιστο τμήμα του, μια μικρή συλλογή από διαφημίσεις μοτοσυκλετών στις Ηνωμένες Πολιτείες, μας δείχνει τόσο την εξέλιξη των δίτροχων όσο και την ανάπτυξη της διαφημιστικής λειτουργίας.

Μας περνάει όμως και εκείνη την ολότελα διαφορετική προσέγγιση του κόσμου των δυο τροχών, βγαλμένη ακριβώς μέσα από τις νόρμες της δεκαετίας.

Πελώρια αγορά οι Η.Π.Α. δύσκολο να αφήσει ασυγκίνητη οποιαδήποτε παραγωγική μονάδα με φιλοδοξίες και εξωστρέφεια. Έτσι Ευρωπαίοι και Ιάπωνες κατασκευαστές φρόντισαν να περάσουν τους ωκεανούς και να στείλουν εκεί, τα προϊόντα τους.

Η διαφημιστική στήριξη ήταν εκ των ων ουκ άνευ. Μια μικρή σειρά από αυτές τις καταχωρήσεις στον περιοδικό Τύπο, μας διηγείται ενδιαφέρουσες ιστορίες καθώς αντικρίζουμε την αισθητική τους και διαβάζουμε τα κείμενά τους.


VIVA
MONTESA!
the lightweight bike with the heart of a bull!
THE SPANISH MOTORCYCLE OF INTERNATIONAL PRESTIGE

You can bet your bottom peso **DAN GURNEY,** world famous bike and auto racer, owns a Montesa. The Montesa 2-cycle, 250cc scrambler is the bike to beat in every race. A fierce fighter, Señor!

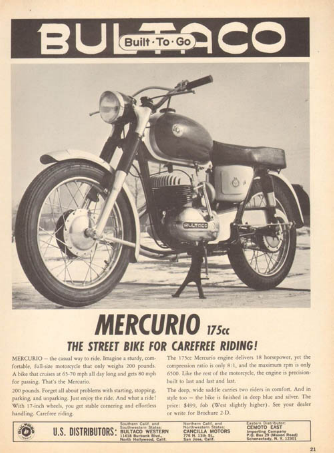
To test and thrill to the total championship performance of each model, **Write today for the name and address of your nearest dealer:** Sole Importer and U.S. Distributor, Montesa Motors, 3657 West Beverly Boulevard, Los Angeles, California. East Coast Representative: Riff's Cycle Center, 660 Lincoln Highway, Route #1, Langhorne, Penn.

DECEMBER 1965 33

Μια καταχώρηση σαν αφιέρωμα στην δεκαετία του 60. Δεκέμβριος του ’65 και μας μεταφέρει στην ελευθεριότητα της εποχής. Ο Dan Gurney είναι ο πρώτος οδηγός που έχει πετύχει νίκες σε τρείς διαφορετικούς θεσμούς στα Sports Cars το ’58, στην F1 το ’62 και στο NASCAR ‘63. Μέχρι τις μέρες μας μόνον άλλοι δύο το πέτυχαν. Λατίνοι και οι δυο. Ο Mario Andretti και ο Juan Pablo Montoya. Και να μην λησμονηθούν και τα δυο podium που έχει ο Gurney στο Indy 500.

Στην εικόνα μας, με ξηλωμένο το εμπρόσθιο φτερό της Montesa, χωρίς κράνος μας δίνει το πνεύμα των ‘60s, κάνοντας ένα άλμα με την Ισπανική μοτοσυκλέτα. Χωρίς γάντια, με ένα ζευγάρι σκαρπίνια. Έτσι, ...χύμα κατά το κοινώς περιγραφόμενον. Το λογότυπο Viva δεσπόζει και δίπλα του αναφέρεται πως είναι μια ελαφριά μοτοσυκλέτα και καρδιά ταύρου.

Το Ισπανικό εργοστάσιο απορροφήθηκε από την Honda τη δεκαετία του ’80. Ο Αμερικανός εγκατέλειψε τα εγκόσμια φέτος τον Γενάρη στα 86 του.


BULTACO
Built·To·Go
BULTACO

MERCURIO 175cc

THE STREET BIKE FOR CAREFREE RIDING!

MERCURIO – the casual way to ride. Imagine a sturdy, comfortable, full-size motorcycle that only weighs 200 pounds. A bike that cruises at 65-70 mph all day long and gets 80 mph for passing. That's the Mercurio.

200 pounds. Forget all about problems with starting, stopping, parking, and unparking. Just enjoy the ride. And what a ride! With 17-inch wheels, you get stable cornering and effortless handling. Carefree riding.

The 175cc Mercurio engine delivers 18 horsepower, yet the compression ratio is only 8:1, and the maximum rpm is only 6500. Like the rest of the motorcycle, the engine is precision-built to last and last and last.

The deep, wide saddle carries two riders in comfort. And in style too – the bike is finished in deep blue and silver. The price: $499, fob (West slightly higher). See your dealer or write for Brochure 2-D.

U.S. DISTRIBUTORS:

Southern Calif. and Southwestern States:
BULTACO WESTERN
11418 Burbank Blvd.,
North Hollywood, Calif.

Northern Calif. and Northwestern States:
CANCILLA MOTORS
776 N. 13th St.,
San Jose, Calif.

Eastern Distributor:
CEMOTO EAST
Importing Company
P.O. Box 29 (Maxon Road)
Schenectady, N. Y. 12301

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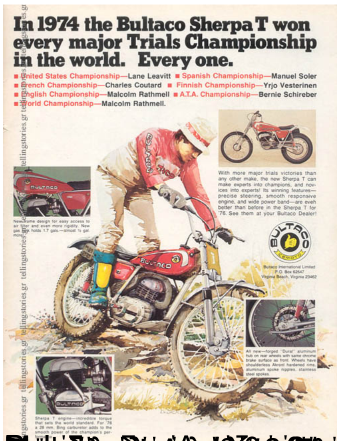
Μένουμε στο '65. Τον Νοέμβριο εκείνης της χρονιάς, εισάγεται στην Αμερική η Bultaco Mercurio. Μερκούριος. Ερμής στα ελληνικά. Στην καταχώρηση, προβάλλεται το αξιόπιστο της κατασκευής και το ευχάριστο της οδήγησης. Παίζοντας με τις λέξεις ενθέτουν την σύντομη φράση built to go (κατασκευασμένες για να πηγαίνουν), που ηχητικά ταιριάζει στο Bultaco.

Το κείμενο μας πληροφορεί πως είναι ελαφρότερη από 100 κιλά, ο κινητήρας των 175 κ.εκ. αποδίδει 18 ίππους στις 6.500 σ.α.λ., παίρνει εύκολα μπροστά και καθώς η εικόνα είναι μαυρόασπρη, μας περιγράφει και το χρώμα. Βαθύ μπλέ και ασημί. Στο φινάλε και η τιμή. Ούτε 500 δολάρια.

Την εταιρεία είχε ιδρύσει ο Francesco Paco Bultó το ’58, όταν και αποχώρησε από το διευθυντικό πόστο του στην Montesa. Κράτησε κάτι περισσότερο από 20 χρόνια. Η παραγωγή σταμάτησε του ’79. Το εργοστάσιο άνοιξε ξανά το 1980, αλλά έκλεισε οριστικά το 1983. Ο Sete Gibernau είναι ο εγγονός του ιδρυτή. Υπάρχει ένας μύθος σύμφωνα με τον οποίο ο Bultó ζήτησε να ταφεί με μπλουζάκι που έφερε το έμβλημα της Bultaco και το μουστάκι του σωστά κερωμένο.



In 1974 the Bultaco Sherpa T won every major Trials Championship in the world. Every one.

- United States Championship—Lane Leavitt
- Spanish Championship—Manuel Soler
- French Championship—Charles Coutard
- Finnish Championship—Yrjo Vesterinen
- English Championship—Malcolm Rathmell
- A.T.A. Championship—Bernie Schireber
- World Championship—Malcolm Rathmell.

With more major trials victories than any other make, the new Sherpa T can make experts into champions, and novices into experts! Its winning features—precise steering, smooth responsive engine, and wide power band—are even better than before in the Sherpa T for '76. See them at your Bultaco Dealer!

New frame design for easy access to air filter and even more rigidity. New gas tank holds 1.7 gals.—almost ½ gal. more.

All new—forged "Dural" aluminum hub on rear wheels with same chrome brake surface as front. Wheels have shoulderless Akront hardened rims, aluminum spoke nipples, stainless steel spokes.

Sherpa T engine—incredible torque that sets the world standard. For '76 a 28 mm. Bing carburetor adds to the smooth power of the champion's performance.

Bultaco International Limited
P.O. Box 62547
Virginia Beach, Virginia 23462

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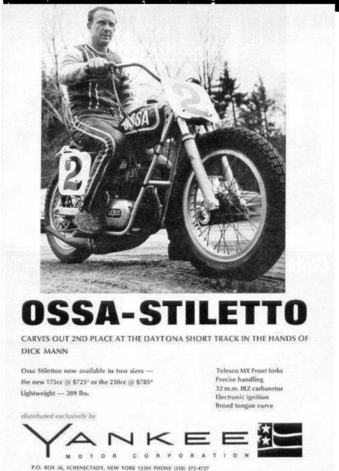

OSSA-STILETTO

CARVES OUT 2ND PLACE AT THE DAYTONA SHORT TRACK IN THE HANDS OF DICK MANN

Ossa Stilettos now available in two sizes — the new 175cc @ $725* or the 230cc @ $785*
Lightweight — 209 lbs.

Telesco MX Front forks
Precise handling
32 m.m. IRZ carburetor
Electronic ignition
Broad tongue curve

distributed exclusively by
YANKEE MOTOR CORPORATION
P.O. BOX 36, SCHENECTADY, NEW YORK 12301 PHONE (518) 372-4727

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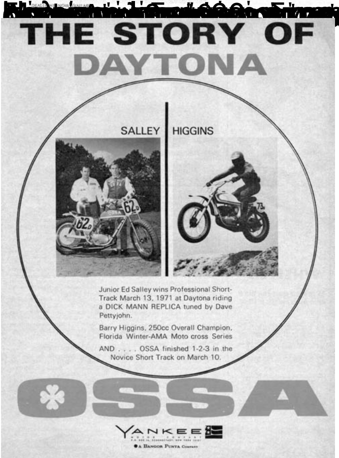

THE STORY OF DAYTONA

Junior Ed Salley wins Professional Short-Track March 13, 1971 at Daytona riding a DICK MANN REPLICA tuned by Dave Pettyjohn.

Barry Higgins, 250cc Overall Champion, Florida Winter-AMA Moto cross Series

AND . . . . OSSA finished 1-2-3 in the Novice Short Track on March 10.

OSSA
YANKEE
A BANGOR PUNTA COMPANY

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It's a good time to buy a Kawasaki.

Let the good times snowball.

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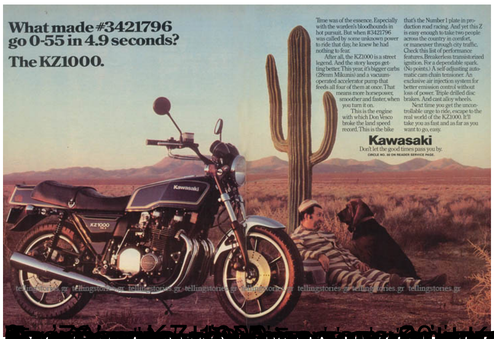

What made #3421796 go 0-55 in 4.9 seconds? The KZ1000.

Time was of the essence. Especially with the warden's bloodhounds in hot pursuit. But when #3421796 was called by some unknown power to ride that day, he knew he had nothing to fear.

After all, the KZ1000 is a street legend. And the story keeps getting better. This year, it's bigger carbs (28mm Mikunis) and a vacuum-operated accelerator pump that feeds all four of them at once. That means more horsepower, smoother and faster, when you turn it on.

This is the engine with which Don Vesco broke the land speed record. This is the bike that's the Number 1 plate in production road racing. And yet this Z is easy enough to take two people across the country in comfort, or maneuver through city traffic. Check this list of performance features. Breakerless transistorized ignition. For a dependable spark. (No points.) A self-adjusting automatic cam chain tensioner. An exclusive air injection system for better emission control without loss of power. Triple drilled disc brakes. And cast alloy wheels.

Next time you get the uncontrollable urge to ride, escape to the real world of the KZ1000. It'll take you as fast and as far as you want to go, easy.

Kawasaki

Don't let the good times pass you by.

CIRCLE NO. 50 ON READER SERVICE PAGE.

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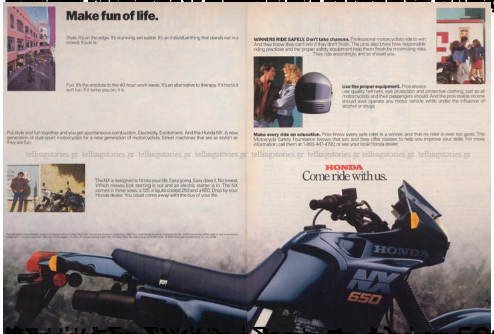

Make fun of life.

Style. It's on the edge. It's stunning, yet subtle. It's an individual thing that stands out in a crowd. It just is.

Fun. It's the antidote to the 40-hour work week. It's an alternative to therapy. If it hurts it isn't fun. If it turns you on, it is.

Put style and fun together and you get spontaneous combustion. Electricity. Excitement. And the Honda NX. A new generation of dual-sport motorcycles for a new generation of motorcyclists. Street machines that are as stylish as they are fun.

The NX is designed to fit into your life. Easy going. Easy does it. No sweat. Which means kick starting is out and an electric starter is in. The NX comes in three sizes: a 125, a liquid-cooled 250 and a 650. Drop by your Honda dealer. You could come away with the buy of your life.

WINNERS RIDE SAFELY. Don't take chances. Professional motorcyclists ride to win. And they know they can't win if they don't finish. The pros also know how responsible riding practices and the proper safety equipment help them finish by minimizing risks. They ride accordingly, and so should you.

Use the proper equipment. Pros always use quality helmets, eye protection and protective clothing, just as all motorcyclists and their passengers should. And the pros realize no one should ever operate any motor vehicle while under the influence of alcohol or drugs.

Make every ride an education. Pros know every safe rider is a winner, and that no rider is ever too good. The Motorcycle Safety Foundation knows that too, and they offer classes to help you improve your skills. For more information, call them at 1-800-447-4700, or see your local Honda dealer.

HONDA

Come ride with us.

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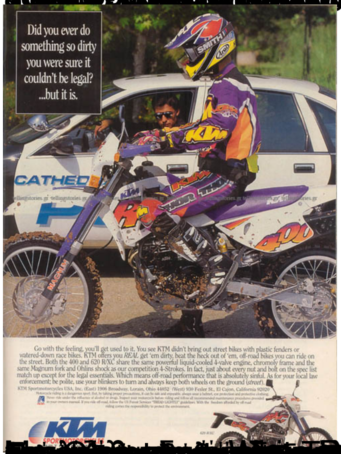

Did you ever do something so dirty you were sure it couldn't be legal? ...but it is.

Go with the feeling, you'll get used to it. You see KTM didn't bring out street bikes with plastic fenders or watered-down race bikes. KTM offers you *REAL* get 'em dirty, beat the heck out of 'em, off-road bikes you can ride on the street. Both the 400 and 620 R/XC share the same powerful liquid-cooled 4-valve engine, chromoly frame and the same Magnum fork and Ohlins shock as our competition 4-Strokes. In fact, just about every nut and bolt on the spec list match up except for the legal essentials. Which means off-road performance that is absolutely sinful. As for your local law enforcement; be polite, use your blinkers to turn and always keep both wheels on the ground (*street*).

KTM Sportmotorcycles USA, Inc. (East) 1906 Broadway, Lorain, Ohio 44052 (West) 930 Fesler St., El Cajon, California 92020

KTM SPORTMOTORCYCLES

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