



Guaranteeing Responsible Access to our Nation's Trails

Yamaha GRANTS More Than \$80,000 in First Quarter 2010

Yamaha Program Tops \$1.4 Million Promoting Safe, Responsible OHV Riding and Open, Sustainable Riding Access; Partners with Future Farmers of America

CYPRESS, Calif. – May 27, 2010 – Yamaha Motor Corp., U.S.A., has contributed more than \$80,000 in cash and equipment during the first quarter of 2010 to off-road riding clubs and land stewardship organizations across the country. As part of this first funding cycle of 2010, Yamaha is pleased to announce that it will sponsor the Future Farmers of America Wildlife Proficiency.

“As our OHV Access Initiative continues to grow, we are finding new relevant areas that can benefit the overall OHV community,” said Mike Martinez, general manager of Yamaha’s ATV and Side-by-Side Operations. “The FFA’s Wildlife Proficiency students are mentored into future employment with Federal, State and local public land management agencies; relationships that will be important to establishing and maintaining policies that preserve our land while providing OHV enthusiasts’ safe recreation opportunities for generations.”

Since the introduction of the Yamaha OHV Access Initiative in 2008, Yamaha has GRANTED (Guaranteeing Responsible Access to our Nation’s Trails) nearly \$1.5 million to more than 123 organizations devoted to preserving and maintaining safe and responsible OHV access.

In the 2010 first quarter funding cycle, Yamaha GRANTS were awarded to eight applicants. Awardees include:

- Future Farmers of America, National
- Friends of Oceano Dunes, California
- Great Falls Trail Bike Riders, Montana
- Indian Valley Creek ATV Club, Pennsylvania
- Oswego Valley ATV Club, New York
- Responsible Recreation Foundation, Colorado
- United Trails Association, Nevada
- Wisconsin ATV Association, Wisconsin

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“Even as the Yamaha OHV Access Initiative has matured, we have maintained a steadfast focus on promoting safe, responsible riding and open, sustainable trails,” said Steve Nessler, Yamaha’s ATV/SxS marketing manager. “The results of the efforts supported by our GRANTS continue to benefit the OHV community locally, regionally and nationally. We are very proud of the many results we’ve seen across the country and we will continue to build this program and support its critical mission.”

About the Yamaha OHV Access Initiative

Each quarter, Yamaha accepts applications from non-profit or tax-exempt organizations including OHV riding clubs, national forests and associations, and national, state and local government agencies. A committee then reviews each application and awards GRANTS to deserving projects. Applications for the second quarter of 2010 should be postmarked by June 30, 2010.

Examples of appropriate projects for GRANTS include, but are not limited to:

- Trail development, restoration and maintenance
- Trail signage and map production
- Staging area construction, renovation and maintenance
- Land stewardship, trail safety and education

Updated guidelines, an application form and information on the OHV Access Initiative are available at:

www.yamaha-motor.com/ohvaccess. For specific questions about the OHV Access Initiative, call Yamaha’s dedicated OHV Access Initiative Hotline at 1-877-OHV-TRAIL (877-648-8724), email OHVAccess@yamahamotor.com or write to: Yamaha OHV Access Initiative Review Committee, 6555 Katella Avenue, Cypress, CA 90630-5101.

About Yamaha Motor Corp., U.S.A.

Yamaha Motor Corporation, U.S.A., (YMUS), a leader in the motorsports market, makes the toughest, most capable and versatile ATV and Side-by-Side vehicles. The company’s ever-expanding product offerings also include motorcycles, outboard motors, personal watercraft, snowmobiles, boats, outdoor power equipment, race kart engines, accessories, apparel and much more. YMUS products are sold through a nationwide network of dealers in the United States.

Headquartered in Cypress, Calif., since its incorporation in 1976, Yamaha also has facilities in Wisconsin and Georgia, as well as factory operations in Tennessee and Georgia. For more information on Yamaha, visit www.yamaha-motor.com.

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