



Guaranteeing Responsible Access to Our Nation's Trails

Yamaha Issues 17 New OHV GRANTs Totaling More Than \$200,000 Yamaha Spearheads Local OHV Access Effort with San Bernardino National Forest Association

CYPRESS, Calif. – July 21, 2008 – Yamaha Motor Corp., U.S.A., is pleased to announce the second round of OHV Access Initiative GRANTs, resulting in more than \$200,000 funded to projects supporting safe, responsible riding and sustainable, open riding areas across the country. Seventeen organizations from 14 states received GRANT (Guaranteeing Responsible Access to our Nation's Trails) funds for projects including OHV park development, trail mapping and signage to building materials for trail heads and construction equipment for trail development.

In just more than six months, Yamaha's OHV Access Initiative has awarded in excess of \$390,000 to nonprofit organizations that are leading grass roots efforts to support responsible, open access.

The Yamaha OHV Access Initiative review committee will award GRANTs in amounts ranging from \$2,000 to \$25,000 to the following organizations:

Arapaho National Forest/Clear Creek Ranger District
Amity Rescue Squad
Arizona Off Highway Vehicle Coalition
Black Hills National Forest
Cycle Conservation Club of Michigan
Harland County Ridge Runners ATV Club
Hazard/Perry County Tourism
Indian Creek Valley ATV Club
Mining City Trail Riders (MCTR)

Moto-Trax
Northwood Riders OHV Club
Oswego County ATV Club
Roxbury Riders
San Bernardino National Forest Association
Tillamook County Sheriff's Office
Triangle Volunteer Fire Dept
Thedford Volunteer Rescue Squad

"Interest in the Yamaha OHV Access Initiative continues to grow as more organizations learn about this relatively new program," said Mike Martinez, Yamaha's general manager of ATV and Side-by-Side (SxS) Operations.

"Yamaha dealers are embracing the program and actively assisting their local public land agencies, OHV clubs and associations in a combined effort to supply and support a safe and responsible off-road environment."

As part of its own efforts, Yamaha recently entered into a partnership with the San Bernardino National Forest Association (SBNFA), which is headquartered less than 100 miles from Yamaha's corporate offices in Southern California. On May 20, 2008 Yamaha staff, including Martinez and more than 10 others, worked the first annual "Trail Clean Up Day" alongside members of SBNFA's OHV Volunteer Program in support of Yamaha's locally adopted trails. Trail assessment, trash pick up, signage renovation, brush clearing and vertical mulching were among some of the duties performed.

"As leaders in the OHV industry, it's natural for Yamaha to be on the front line of the access issue," said Steve Nessler, Yamaha's ATV/SxS marketing manager. "Participating with SBNFA and the Trail Clean Up Day is one way of getting our hands dirty to make a difference for our local trails. The SBNFA has a model OHV Program and this is a great example of the type of efforts we'd like to see nationwide."

Updated guidelines, an application form and information on the OHV Access Initiative are available at: www.yamaha-motor.com/ohvaccess. For questions regarding the OHV Access Initiative, groups can call Yamaha's dedicated OHV Access Initiative Hotline at 1-877-OHV-TRAIL (877-648-8724), email OHVAccess@yamaha-motor.com or write to: Yamaha OHV Access Initiative Review Committee, 6555 Katella Avenue, Cypress, CA 90630-5101.

Each quarter, Yamaha will accept applications from organizations such as non-profit or tax-exempt OHV riding clubs, national forests and associations, and national, state and local government agencies. A committee then reviews each application and awards financial GRANTS to deserving projects. Applications for the third quarter will be accepted through August 31, 2008.

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

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 more than 4,000 dealers in the United States.

Headquartered in Cypress, Calif., since its incorporation in 1977, YMUS 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.