



*Guaranteeing Responsible Access to Our Nation's Trails*

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## **Yamaha Continues Strong Support for OHV Access Yamaha Q3 GRANTs Total More Than \$200,000 for OHV Clubs and Land Managers**

CYPRESS, Calif. – October 15, 2008 – In its largest quarter of funding to date, Yamaha Motor Corp., U.S.A., through its popular OHV Access Initiative, donated more than \$200,000 in cash and equipment to projects supporting safe, responsible riding and sustainable, open riding areas across the country. Sixteen organizations from 11 states received GRANT (Guaranteeing Responsible Access to our Nation's Trails) funds for projects including:

- Trail mapping equipment and staffing
- Legislative lobbying efforts
- Responsible OHV rider education and outreach campaigns
- Signage and building materials for trail heads
- Campground supplies
- Construction equipment for trail development

Yamaha continues to support the greater OHV community including public land managers, private landowners, riding clubs and associations in their efforts to produce and maintain areas for off-highway vehicle use. So far this year Yamaha has awarded nearly \$600,000 in GRANTs.

“The growing response to, and need for, the Yamaha OHV Access Initiative is indicative of the desire for enthusiasts and advocates to enjoy OHVs in a safe and sustainable manner,” said Mike Martinez, Yamaha’s general manager of ATV and Side-by-Side (SxS) Operations. “In light of changing national policy on OHV access, the community will have a continuing need for our GRANTs to directly fund projects that help maintain access to existing trails and responsibly create new opportunities for OHV use.”

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The Yamaha OHV Access Initiative review committee will award GRANTS to the following organizations:

Bell County Fiscal Court – Bell County, Kentucky  
Black River Valley Riders ATV Club – Jefferson County, New York  
Breathitt County Fiscal Court – Jackson, Kentucky  
Gem State ATV – Idaho  
Missouri Dirt Riders – Defiance, Missouri  
Nebraska OHV Association – Nebraska  
North Country ATV – Saratoga County, New York  
Off Road Business Association – California  
Pilgrim Sands Trail Riders – Hanson, Massachusetts  
Richfield Township – St. Helen, Michigan  
Ride Safe Virginia – Dinwiddie County, Virginia  
Ride With Respect – Moab, Utah  
San Juan Trail Riders – Durango, Colorado  
Tread Lightly – Utah  
Tug Hill Wheelers – Carthage, New York  
Western Slope ATV – Grand Junction, Colorado

“We are just starting to get the progress reports from the first applicants receiving GRANTS at the beginning of the year and it is very encouraging to see what the awardees have been able to accomplish,” said Steve Nessler, Yamaha’s ATV/SxS marketing manager. “From these early results it is clear that the OHV Access Initiative is performing its mission.”

### **About the Yamaha OHV Access Initiative**

Each quarter, Yamaha accepts 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 reviews each application and awards financial GRANTS to deserving projects. Applications for the fourth quarter will be accepted through November 30, 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

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Updated guidelines, an application form and information on the OHV Access Initiative are available at: [www.yamaha-motor.com/ohvaccess](http://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](mailto:OHVAccess@yamaha-motor.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 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](http://www.yamaha-motor.com).

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