



Guaranteeing Responsible Access to Our Nation's Trails

Yamaha Contributes More Than \$700,000 to OHV Access in 2008

OHV Access Initiative Takes Lead in Promoting Safe, Responsible Riding and Sustainable, Open Access

CYPRESS, Calif. – January 7, 2009 – Yamaha Motor Corp., U.S.A., via the company's new OHV Access Initiative, injected more than \$700,000 in cash and equipment in 2008 directly into projects across the country supporting safe, responsible riding and sustainable, open riding areas.

In the program's first year, Yamaha took a leadership role in the ongoing issue of OHV access by providing GRANTS (Guaranteeing Responsible Access to our Nation's Trails) to more than 65 local, regional and national organizations representing the greater OHV community. Awardees from the OHV Access Initiative's fourth quarter funding cycle include:

- The California Trail Users Coalition
- Cheaha Trailriders, Alabama
- Aitkin County, Minnesota
- Arrowhead ATV Club, Minnesota
- Dixie National Forest, Cedar City Ranger District, Utah
- Florida Trail Riders
- Lewis County Department of Forestry, Parks & Recreation, New York
- Paul Bunyan Forest Riders, Minnesota
- Rose City – Lupton Area Chamber of Commerce, Michigan
- Embarrass River ATV Park and Campground, Wisconsin
- Town of Rome, Dyracuse Recreational Park, Wisconsin

“By directly funding public and private land management and enthusiast-initiated projects, the Yamaha OHV Access Initiative is leading the grassroots effort in creating and sustaining safe and responsible riding opportunities,” said Mike Martinez, Yamaha’s general manager of ATV and Side-by-Side (SxS) Operations. “These GRANTS have become an important asset to the OHV community and we are pleased to continue this support into 2009.”

(more)

The primary purpose of the OHV Access Initiative is to provide funding of OHV access-related projects that include, but are not limited to:

- Trail development, restoration and maintenance
- Trail signage and map production
- Staging area construction, renovation and maintenance
- Land stewardship and education
- Responsible OHV riding education and outreach
- Legislative lobbying efforts

“This year, the OHV Access Initiative has demonstrated the ability to make a significant impact where it counts the most – on the ground,” said Steve Nessler, Yamaha’s ATV/SxS marketing manager. “Riders, land managers and OHV groups are working together to submit quality applications in support of long-term access goals. Yamaha plans to expand this program and build on its success in supporting the OHV community well into 2009 and beyond.”

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 first quarter of 2009 will be accepted through February 28, 2009.

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.

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.

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