



FOR IMMEDIATE RELEASE

Yamaha Sponsors 2011 APBA® Mark Hahn Memorial Endurance Race

Fountain Valley, CA – November 17, 2010 – Mark Hahn Memorial Executive Promotional Producer Mike Follmer announced today that **Yamaha** has signed on as the Presenting Sponsor of the 2011 APBA Hot Products Mark Hahn Memorial Havasu 300 Endurance Race to be held February 26, 2011 at Crazy Horse Campground in Lake Havasu City, AZ.

The 2010 Mark Hahn race is well known as being the “longest continuous personal watercraft race” and is unique on the race circuit because it accommodates experienced and novice racers alike.

“From its creation, this race has set the trend in endurance PWC racing and its broad appeal to both professional and amateur racers makes it a stand out race in the industry and one that we are once again looking forward to helping support,” said Andrew Cullen, Marketing Communications Manager at **Yamaha** WaterCraft Group.

The race is designed to be a lifestyle event that allows first time racers as well as veteran racers to compete at their own level where everyone walks away a winner having just competed in and completed the grueling 300 mile journey. There are so many variables in the event - from fuel stops, rider changes, rough water conditions and attrition - that it is very possible that a stock boat with an inexperienced racer could walk away the overall winner.

“As the race enters its seventh year of honoring the memory of my dear friend Mark Hahn, it is remarkable to see the impact this style of event has had not only on the PWC racing community, but for individual PWC owners who have always dreamed of



competing in an organized race,” said Mike Follmer Executive Promotional Producer “In a very short time, the Mark Hahn Memorial Race has become a benchmark for PWC endurance racing events worldwide, and we are happy to have the support of key manufacturers such as **Yamaha** to help make this a memorable and special race for everyone involved.”

The annual race was created in the memory of endurance racer Mark Hahn who was instrumental in promoting endurance PWC racing across the country before his untimely death in 2004. The “Team” format features two riders for runabout (sit down) boat teams and up to three riders for a stand-up craft. Solo riders are also welcome to “Ironman” the race on either style of boat, a real test of endurance and stamina ‘

Entry forms, race information, updates and results will be posted on the Mark Hahn web site: <http://www.pwcfun.com/markhahn300.asp>

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