



PRESS RELEASE

YAMAHA To Be Presenting Sponsor Of 2009 APBA Mark Hahn Memorial Endurance Race



YAMAHA

FOUNTAIN VALLEY, CA – September 24, 2008 – Mark Hahn Memorial executive producer, Mike Follmer announced today from his Fountain Valley, California office that **YAMAHA** Motor Corporation U.S.A., Inc. has signed on to be the Presenting Sponsor of the February 28, 2009 endurance race. This announcement is seen by people involved in PWC racing as a positive endorsement for endurance life style events where there are classes for every type of boat and level of rider expertise.

“The Mark Hahn race sets itself apart from anything else in the industry because it offers a chance for everyone – from experienced racers to new PWC owners alike – to compete in a thrilling race that can be won by anyone,” said Andrew Cullen, **YAMAHA** Watercraft Marketing Communications Manager. “By offering the opportunity for all PWC owners to participate, this event becomes another exciting way for PWC owners to use their watercraft and enjoy new experiences that many people may have thought was out of their reach. Mike Follmer has worked tirelessly to bring this event to the forefront of the PWC community and each year it attracts more racers, more spectators and more media interest. So we expect this year’s event to raise the bar even higher, and **YAMAHA** is proud to be playing a role in making that happen.”

The “Longest Continuous PWC Race” is very appealing to today’s PWC manufacturers for a variety of reasons, the most prominent being that this lifestyle event allows families as well as veteran racers to compete at their own level where everyone walks away a winner having just competed and completed this grueling 300 mile event. There are so many variables in this 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 be the only one running at the end, and walk away with the Overall Trophy.

“Having started this event to honor the memory of my dear friend Mark Hahn, I am truly gratified to see that it has progressed to this point and that it has become a benchmark for PWC endurance racing events world wide,” said Follmer, adding, “and I am elated to finally be riding A **YAMAHA** four stroke, supercharged boat that we also expect to set the standard for PWC endurance racing in the future.”

The promoter, DSM Events is again expecting a record number of entries for the Fifth Annual Mark Hahn Memorial Endurance Race, and has assured everyone that the ten mile course around Lake Havasu will provide a true test of endurance for all who enter. The support from **YAMAHA** as the presenting sponsor guarantees that this year’s event will top all previous years with great trophy’s and awards while garnering even more recognition from the multitude of media outlets that cover the event.