

FOR IMMEDIATE RELEASE

## Yamaha Sponsors 2012 APBA Hot Products Mark Hahn Memorial Endurance Race

**Fountain Valley, CA** – Fresh off its domination on the closed course at the IJSBA World Finals, Yamaha WaterCraft is returning to Lake Havasu City, AZ in February to sponsor the 2012 APBA Hot Products Mark Hahn Memorial Havasu 300 Endurance Race.

The Mark Hahn race, to be held Feb. 25 at Crazy Horse Campground, is recognized as the “longest continuous personal watercraft race” in the world. 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.

“The Hahn memorial race is unique in that durability, reliability, and stamina are the key attributes for success,” said Andrew Cullen, Marketing Communications Manager at **Yamaha** WaterCraft Group. “The Yamaha brand is celebrated worldwide for delivering industry-leading performance without compromising reliability and durability. This event is a natural fit for us and we are excited to have the opportunity to participate.”

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.

In October, athletes racing the Yamaha FZR and VXR WaveRunners won six pro and expert World titles at the IJSBA World Finals held annually on Lake Havasu.

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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