



FOR IMMEDIATE RELEASE

Yamaha Sponsors 2010 APBA Hot Products Mark Hahn Memorial Endurance Race

Fountain Valley, CA – December 4, 2009 – Mark Hahn Memorial Executive Promotional Producer Mike Follmer announced today that **Yamaha** has signed on as a Sponsor of the 2010 APBA Hot Products Mark Hahn Memorial Havasu 300 Endurance Race to be held February 27, 2010 at Crazy Horse Campground in Lake Havasu City, AZ.

“The Hahn memorial race has evolved over the years into one of the preeminent PWC race events of the year for both new and experienced racers,” said Andrew Cullen, Marketing Communications Manager at **Yamaha** WaterCraft Group. “There is no other event in the industry that pits such a diverse group of racers in a 300 mile race where almost anyone can win, and we look forward to helping make this a fun and exciting event for spectators, racers and their families.”

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. 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 sixth 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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