



**YAMAHA-MOTOR CORPORATION USA NAMED  
"OFFICIAL UTV" OF BEST IN THE DESERT**

August 30, 2007 Las Vegas, Nevada

Casey Folks, Director of Best in the Desert, announced that Yamaha-Motor Corp USA has been named as the "Official UTV" (Utility Terrain Vehicle) of the Best in the Desert series. Folks made the announcement today, following last weekend's record-breaking TSCO "Vegas to Reno" event, which attracted more than 320 cars, trucks, motorcycles, and UTVs.

Folks said, "I am excited to announce this new Sponsorship with Yamaha and their industry-leading line of Rhino UTVs. The Best in the Desert Series is an ideal venue for Yamaha to showcase the Rhino; and take advantage of the stature this series has reached. Best in the Desert was the first to recognize this growing category of off-road utility vehicles."

Steve Nessler, Marketing Manager for Yamaha's ATV & UTV Division, commented, "Yamaha is looking forward to the association with Best in the Desert. The series is recognized by media and racers alike as being one of the best. It is well-run, and Folks has a team of proven professionals who will help elevate the exposure of the standard-setting Rhino even further. Since its introduction in 2003, the Rhino has led the way in the UTV category; with the introduction of the 2008 Rhino line-up on September 10, we plan to continue that trend. This sponsorship will enable us to both support the Best in the Desert series and showcase the Rhino's capabilities."

Folks continued, "Yamaha's first opportunity to take advantage of their new sponsorship will be the Las Vegas "300", October 5-7 featuring a full complement of off-road vehicles including UTVs, plus the Golden West Cycle AVI "150" U.S. Championship Quad & UTV race for only those vehicles, November 2, 3, 4, 2007. We welcome Yamaha and Steve on-board to join our other major sponsors, and look forward to the relationship."

For full details on the complete line of Yamaha products, visit:

[www.yamaha-motor.com](http://www.yamaha-motor.com)

**Off-Road Racing's Best-Run Series ... Best In The Desert!**

Further information available from:

[www.bitd.com](http://www.bitd.com)

email: [bitd@lasvegas.net](mailto:bitd@lasvegas.net), phone: (702) 457-5775

MEDIA CONTACT:

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