

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION/PHOTOS

Contact: Charlotte Mielke/bonspeedMedia 714/666-1999

E-Mail: bfanshaw@bonspeedMedia.com

Suzuki Named Official Motorcycle and ATV of the ABA

Suzuki is Named the Official Motorcycle and ATV of 2007 ABA BMX Race Series

Gilbert, Arizona – January 15, 2007 – The American Bicycle Association (ABA) has named American Suzuki Motor Corporation the official Motorcycle and ATV of the 2007 ABA BMX (Bicycle Motocross) racing series. The 2007 ABA BMX Race Series consists of 27 National events and 15 Pro Series events throughout North America.

Suzuki Motorcycles and ATVs are a major sponsor of the 2007 ABA event schedule and will be fully integrated into the BMX events nationwide. The Suzuki partnership includes motorcycles and ATV's being awarded to Professional Racers, Top Amateurs and will be used exclusively by the ABA for track building and maintenance.

"Suzuki is an exciting new sponsor for the ABA and our National Event Series in 2007, we are very proud that Suzuki has chosen to promote its products with ABA and the sport of BMX.", said Shannon Gillette, Marketing Director for the ABA. The sport of BMX is growing and building a great deal of interest from corporations as it prepares for a worldwide coming-out party of sorts with inclusion at the 2008 Summer Olympics.

"BMX is an energized action sport; however, unlike other action sports, BMX attracts the youth and their parents. Suzuki recognized that the ABA offers access to this influential market and the decision-making parents." says Clayton John, ABA President.

Suzuki will have a large and notable presence at every ABA National event and has scheduled display advertising as part of its sponsorship in ABA's *American BMXer* publication. The ABA will use Suzuki ATV's exclusively when constructing and grooming the individual race facilities. Suzuki will award motorcycles and ATV's to the 2007 National Champions and various Pro racers ensuring that Suzuki has a dominant position in the growing sport of BMX.

ABA (American Bicycle Association), formed in 1977 and headquartered in Chandler, Arizona, is "The Sanctioning Body of BMX"©. The ABA organizes BMX racing for boys, girls and adults, nationwide and Canada. With 60,000 active members, 274 racing facilities and a 27 event-national race schedule; ABA is the largest promoter of action sports. For additional press information about ABA, the sport of BMX, ABA events or

Professional racers, call bonspeedMedia; (714) 666-1999. To find races in your area or view the national event schedule, visit www.ababmx.com.

bonspeed 3544 E. Enterprise Drive, Anaheim CA 92807 • www.bonspeed.com • 714 666 1999 • bonspeed@aol.com



#