

newsworthy trends

The ABCs Of ATVs

(NAPSA)—The image many associate with All Terrain Vehicles (ATVs) is often that of speeding four wheels through forests and over sand dunes. However, this is more the exception than the rule.

ATV sales have been on the rise for more than 12 consecutive years largely due to their increasing popularity as workhorses. No longer just toys, ATVs have become essential tools for many Americans.

Nowadays, 77 percent of ATV buyers are between the ages of 30 and 59, a far cry from the younger demographic usually associated with ATVs. This trend of older customers is not surprising when you look at how ATVs are now being used.

In a survey of owners, 22 percent of the respondents said their ATV was used at least some of the time for farming and ranching, while 71 percent said their ATV was used for landscaping or property management and maintenance. Another 65 percent said they use their ATV to reach hunting areas. So why have ATVs become the hot must-have tool?



New ATVs are built to be more durable and with a host of versatile features that make them invaluable in utility situations.

For the customer looking for a workhorse ATV, essential vehicle characteristics are very different than those of someone looking for a sport ATV. For example, a utility customer is looking for comfort as they may be on their ATV for hours at a time. Carrying and towing capacity is important when you are hauling mowers or seeders. High ground clearance is a must for hunters using their ATVs to get deep into the woods, possibly over fallen trees or through

deep mud. These features are very different from the sport ATV customer who is more concerned with top speed, light weight and strong acceleration.

A good example of a true workhorse utility ATV is the Yamaha Grizzly 660. The top-of-the-line machine has features designed for the utility ATV customer: towing and carrying capacity of more than 1,400 lbs; 11.8 inches of ground clearance and a comfortable ride for long days on the job. The Grizzly is a favorite among hunters, farmers and general utility customers.

Utility ATVs are fast becoming standard equipment in many industries and among recreational riders looking for a machine that can work for them. In addition to being great for business, utility ATVs can also bring people closer to nature, when comfort and ease-of-use are more important than acceleration and top speed. For this new customer, usage and design of ATVs will continue to shape this ever-growing industry.

For more information, visit www.yamaha-motor.com.