



YAMAHA MOTOR CANADA LTD. | YAMAHA MOTEUR DU CANADA LTÉE

480 Gordon Baker Road, Toronto, Ontario M2H 3B4 | Telephone (416) 498-1911 | Facsimile (416) 491-3122

Date: January 27, 2022

To: All Ontario Dealers

Subject: Special Co-op – Nature and Outdoor Tourism Ontario (NOTO) Membership

A proud Nature and Outdoor Tourism Ontario (NOTO) member for over 40 years, Yamaha Motor Canada wants to demonstrate our solidarity with and support for this industry association with a special CO-OP program offer.

NOTO is dedicated to proactive planning, development and promotion of a strong nature and outdoor tourism industry in Ontario. NOTO generates revenues to fund initiatives through its membership (industry stakeholders and preferred suppliers) and, occasionally, through government funding when available.

Yamaha has facilitated a special opportunity for dealers to support this valuable industry association through membership. Not only will this reinforce our commitment to the industry at a time of great need, but also will provide dealers with positive public relations exposure and marketing opportunities.

SPECIAL CO-OP PROGRAM

Pre-approval at Regular 50/50. Claim must be submitted by March 31, 2022.

- Any 2022 NOTO Preferred Supplier Membership – Basic, Bronze or Silver Level
- More details about NOTO Preferred Supplier membership: https://noto.ca/allied_membership
- Membership Form included with this memo or [download here](#)

Yamaha's Ontario dealer network is as strong as ever. Let's extend our support to Ontario's outdoor tourism industry, and by extension signal to camps, businesses and recreational customers across the province that we're here and ready to continue to provide an exceptional experience.

Thank you

Sales & Marketing
YAMAHA MOTOR CANADA