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Yamaha Racing Selects Axio as Official Luggage and Baggage Supplier

Axio to Design Full Line of co-branded Performance Luggage Solutions for Yamaha's 2009 Supermoto, Motocross and Superbike Racing Teams

Cardiff-by-the-Sea, CA February 11, 2009 – Axio and Yamaha Racing have entered into an agreement that positions Axio as the official performance luggage supplier for Yamaha's 2009 Supermoto, Motocross and Superbike racing teams. From Axio's signature hardpacks to helmet bags, rolling duffels, tank and tail bags to executive briefcases and beyond, Axio will design Yamaha-branded Axio performance luggage used by the entire Yamaha racing team and staff.

Long-considered the pioneer of hardpack travel cases relied upon by motorcycle riders, creative professionals and action sport enthusiasts alike; Axio's full line of performance luggage is designed with functional storage compartments for the digital lifestyle with a sleek, fashion-forward aesthetic that is as cutting edge as it is practical. For Yamaha Racing, Axio performance luggage will be used by team riders, racing staff and corporate executives to transport racing gear, clothing, helmets, laptops and all necessary items a full-service, mobile race team needs while traversing the country during the hectic racing season. The Axio performance luggage solution will not only provide a cohesive, branded team appearance while the Yamaha Racing team travels, but will also give all members well-thought-out, compartmentalized transport solutions that will help the team stay focused on the job at hand.

"The first job is to make gear that is suited to the function of the team. Nearly everyone travels with a laptop and the accoutrements of a mobile lifestyle. Our patented Axio hardshell travel cases were designed to stand-up to the rigors of constant travel and motion, all the while maintaining their good looks and extreme functionality. Laptops are kept safe and secure with dedicated, designed on-board compartments. Pockets are built-in for mobile phones, office supplies, and all of the cords, accessories, batteries, etc. that keep us all working successfully while on-the-go. We look at the relationship as a partnership in helping the '09 Yamaha Racing team perform to their highest potential by providing the gear that makes getting their jobs done easier," said Bob Haro, Axio founder.

Axio will design hardpacks, helmet packs, rolling duffel bags, executive brief cases and messenger bags for the Yamaha Racing team.

Axio is a performance luggage manufacturer based in Cardiff-by-the-Sea, California. To obtain more information about the entire line of Axio performance hardpacks and travel cases, please visit www.axiobags.com or call 760 557 0123.

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