



U.S. CONSUMER PRODUCT SAFETY COMMISSION
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Lawrence Mella
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March 7, 2016

Via Certified Mail

Mark A. Rowe, Chief Compliance Officer
Baja Motorsports
1428 Pearman Dairy Road
Anderson, SC 29625

Re: ATV Action Plan of Baja, Inc. d/b/a Baja Motorsports

Dear Mr. Rowe:

On February 5, 2016, the U.S. Consumer Product Safety Commission ("CPSC") received the ATV action plan termination request of Baja, Inc. ("Baja"). The request stated that Baja exited the power sports category as of January 1, 2016 and will no longer be manufacturing, importing, or distributing ATVs. This letter constitutes formal notice that the CPSC terminates the ATV action plan of Baja, March 7, 2016. Consequently, Baja, Inc. may no longer import or distribute ATVs in U.S. commerce under provisions of the Consumer Product Safety Act ("CPSA"). Our website will reflect that your ATV action plan was terminated on March 7, 2016.

Under section 42 of the CPSA, at 15 U.S.C. § 2089, it is unlawful for any manufacturer or distributor to import into or distribute in commerce in the United States any new assembled or unassembled all-terrain vehicle which is not subject to an approved ATV action plan currently on file with CPSC.

Under section 19(a)(1) of the CPSA, 15 U.S.C. § 2068(a)(1), it is a prohibited act to sell, offer for sale, manufacture for sale, distribute in commerce, or import into the United States any consumer product, or other product or substance that is regulated under the CPSA or any other Act enforced by the Commission, that is not in conformity with an applicable consumer product safety rule under the CPSA, or any similar rule, regulation, standard, or ban under any other Act enforced by the Commission.

Pursuant to Section 20 of the CPSA, 15 U.S.C. § 2069, such violations could subject you and your firm to civil penalties of up to \$100,000 per violation up to a maximum of \$15.15 million for any related series of violations. In addition, pursuant to Section 21 of the CPSA,

15 U.S.C. § 2070, such violations could subject you and your firm to criminal penalties including imprisonment for not more than five years, a fine, and forfeiture of assets associated with the violation(s).

Any importation or distribution of ATVs in U.S. commerce by Baja, Inc. after February 5, 2016, which are not subject to an approved ATV action plan currently on file with CPSC is a prohibited act and could subject Baja, Inc. to civil or criminal penalties.

Sincerely,



Lawrence Mella
Compliance Officer
Regulatory Enforcement Division