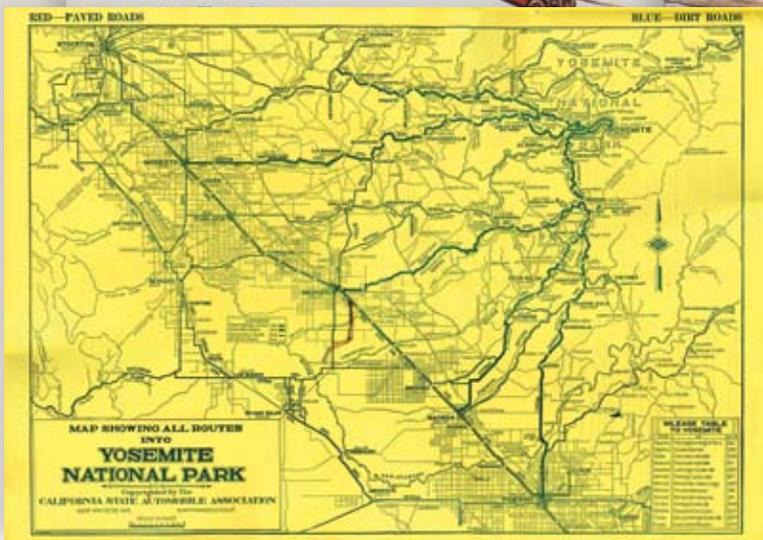
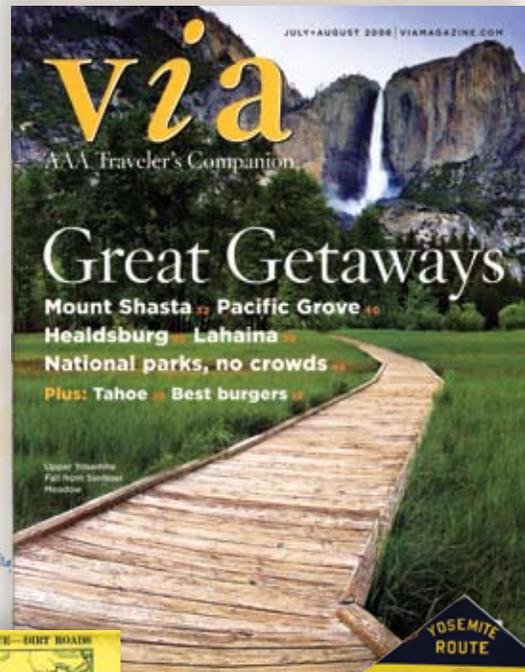
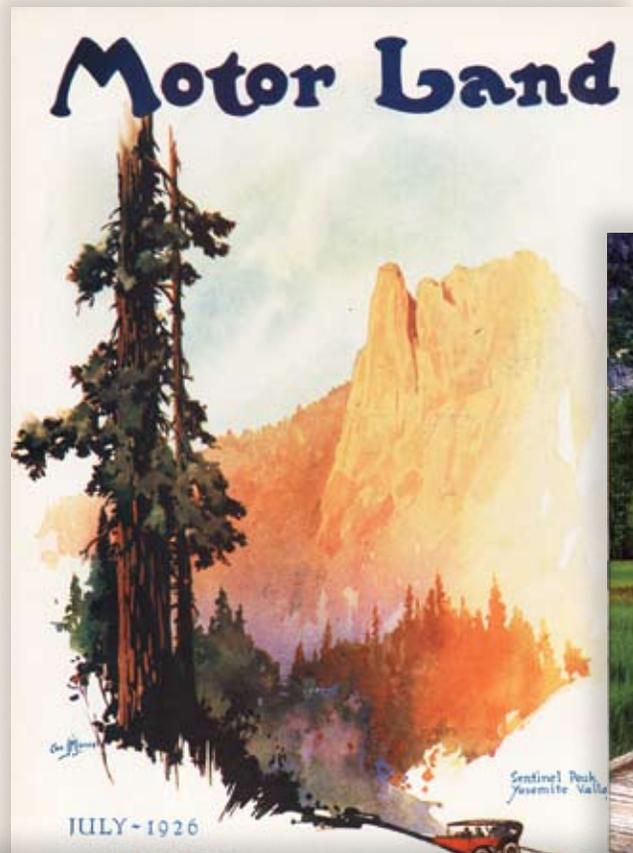




Welcoming Wonder: AAA and Yosemite



Top left: AAA featured Sentinel Peak on the cover of its Member magazine, *Motor Land*, in July 1926.

Bottom left: In 1919, AAA produced a map showing routes into Yosemite.

Top right: *VIA* magazine (formerly *Motor Land*) featured Yosemite on its July–August 2006 cover.

Bottom right: AAA installed many of the road signs directing travelers to Yosemite.



For nearly one hundred years AAA has been helping people discover the beauty of Yosemite. We're delighted to continue this heritage by sponsoring "*Yosemite: Art of an American Icon.*" Today, balancing the public's desire for access to the Park with concerns about its preservation remains an important topic. Here's a look at the history we share.

- 1855** California publisher James Hutchings organizes the first tourist party to visit Yosemite. Thomas Ayres, an artist with the group, draws the first known sketches of Yosemite.
- 1877** The Yosemite Stage and Turnpike Company establishes the first organized stage line in Yosemite.
- 1886** A branch railroad off the Southern Pacific Line near Fresno cuts the 90-mile ride to Yosemite down to 61.
- 1890** The Federal Government establishes Yosemite National Park.
- 1907** The Yosemite Valley Railroad begins operation from Merced to El Portal.
- 1913** Recognizing the opportunity to open Yosemite's wonders to a broader public, AAA President P. J. Walker leads a movement to allow motorists into Yosemite. AAA also drafts the park's first set of rules.
- 1914** Buses replace horse drawn stages traveling into the park from El Portal.
- 1915** Upon learning that \$15,000 was needed to purchase the right of way through Lee Vining Canyon, AAA Directors pool their own money and the money of a few friends, and the Tioga Pass Road is born.
- 1918** AAA opens a branch office in Yosemite Valley to provide Members with touring information.
- 1919** AAA begins installing many of the road signs directing travelers to Yosemite.
- 1922** AAA launches a tow service near Yosemite to rescue stranded motorists—the forerunner of AAA's famed Emergency Road Service.
- 1970** The Park Service initiates a free shuttle bus system in Yosemite Valley.
- 1994** AAA supports and introduces the Yosemite license plate to raise funds for the park.
- 2007** AAA partners with the Oakland Museum of California to sponsor "*Yosemite: Art of An American Icon.*"
- Ongoing** AAA employees volunteer at Yosemite, maintaining trails and campgrounds and restoring native habitat.

For more information visit AAA.com or call (800) 922-8228.