



The Lucas Oil Off Road Racing Series (LOORRS) is the evolution of the long standing support of short course racing by Forrest Lucas and Lucas Oil. Steeped in the Midwest tradition of short course off road racing infused with a West Coast influence, LOORRS brings intense four wheel door to door action to challenging, fan friendly tracks.

**LUCAS OIL OFF ROAD RACING SERIES:
THIS IS SHORT COURSE.**

LOCATIONS



The 2009 Lucas Oil Off Road Racing Series season consists of twelve rounds of racing held on six event weekends. An additional event, the Lucas Oil Challenge Cup is a non-points purse race held in December. These races are held at specially built, fan friendly facilities in California, Nevada and Phoenix, Arizona.

IN 2010, THE LUCAS OIL OFF ROAD RACING SERIES SCHEDULE WILL EXPAND TO FIFTEEN ROUNDS OF RACING WHILE EXPANDING TO TWO NEW LOCATIONS IN ADDITION TO THE LUCAS OIL CHALLENGE CUP FOR A TOTAL OF EIGHT EVENT WEEKENDS.

2009 SEASON SCHEDULE

April 4 - 5 Primm Valley Motorsports Complex, Primm, NV

May 2 - 3 Speedworld Off Road Park, Surprise, AZ*

June 27 - 28 Lake Elsinore Motorsports Complex, Lake Elsinore, CA*

July 25 - 26 Lake Elsinore Motorsports Complex, Lake Elsinore, CA*

October 17 - 18 Speedworld Off Road Park, Surprise, AZ

November 14 - 15 Primm Valley Motorsports Complex, Primm, NV

November 16 Championship Banquet, Primm, NV

December 11-12 The Lucas Oil Challenge Cup, Lake Elsinore, CA

***Avg attendance/event (approx) 15,000**



TELEVISION



2 HOURS



The season finale at Primm Valley Motorsports Complex will be televised November 29th with a full one hour show on the NBC network. On January 2nd the Lucas Oil Challenge Cup will also be broadcast at 2pm ET. as an NBC Sports Special.



30 HOURS

The 2009 Lucas Oil Off Road Racing Season features 30 original one hour episodes of original programming on SPEED. Initial airings, including original programming (air date 5/30) have produced attractive ratings within the coveted Male 18-49 (1.0) and Male 25-54 (0.9) demographic.

*guaranteed re-air of all shows



6 HOURS

A minimum of 6 one hour episodes will be presented in high definition on the Lucas Oil Motorsports Hour on Versus. The Lucas Oil Motorsports Hour is entering its third season on Versus and is quickly becoming the home of great racing on Versus.

*guaranteed re-air of all shows





7 HOURS

Our Outdoor Channel coverage will focus in on the Bully Dog Super Lite class, Unlimited Lites, Unlimited Buggies, Limited Buggies, and pro highlights.



KWHY-TV CANAL-22

40 HOURS

The Lucas Oil Off Road Racing Series will be broadcasting in Spanish on KWHY Channel 22 in the greater Los Angeles area. KWHY-TV is available on both broadcast and cable television. The coverage will feature all classes featured in the series.



10 HOURS

The Lucas Oil Off Road Racing Series will be broadcast in select U.S. markets as well as internationally on MavTV. The sport of short course off-road racing will be seen throughout Europe as well Australia and New Zealand!

Additional significant race day coverage provided by local area networks such as Fox TV Los Angeles.



PRINT



Lucas Oil Off Road Racing is extensively covered within the endemic and non-endemic print media. As a cornerstone of the off road racing market place the Lucas Oil Off Road Racing series receives major featured coverage from the following publications:

- Dirt Sports Magazine - 660,000 Annual Circulation
- San Diego Off Road Magazine - 144,000 Annual Circulation
- Off Road Advertiser - 300,000 Annual Circulation
- Dusty Times - 120,000
- Team Lucas Magazine - 185,000
- SideXSide Action Magazine

Lucas Oil Off Road Racing has also been featured in a variety of daily publications including the North County Times and the Californian Newspaper.

VIRAL AND ONLINE MEDIA

The Lucas Oil Road Racing Series is also a key fixture in a variety of online off road, racing and endemic news sites and fan forums. Receiving significant awareness in the off road arena, the Lucas Oil Off Road Racing Series receives a consistent degree of exposure through Lucas Oil, its web presence as well as the presence of the internet exposure the series itself presents.

- Lucasoiloffroad.com - 30,000 visits/month
- Lucasoil.com - 53,000 visits/month
- Race-dezert.com - 147,000 visitors/month

Additional extensive online and viral media coverage provided by off-road.com, dirtnewz.com, pirate4x4.com, Throttlejunky.com, UTVUnderground, Transworld Online and RacerXonline.com.

Getty Images also has covered the Lucas Oil Off Road Racing Series and provided images for Foxsports.com and other significant online photography websites and clear-houses.



THIS IS SHORT COURSE.

RADIO MARKETING AND EXPOSURE



The Lucas Oil Off Road Racing Series engages in an attractive marketing and promotional campaign promoting the series, participants and sponsors. These campaigns include television and radio commercials and a wide array of print advertising. Each location receives an extensive program that includes live radio broadcast drivers interviews.

XTRA 91 FM - Carrey Hart

KCAL 96.7 FM - Robby Woods

KROQ 106.7 FM - Carrey Hart & Brian Deegan

KCXX 103.9 FM - Brian Deegan

XTRA 91 FM - Carrey Hart & Robby Woods

KROQ 106.7 FM - Brian Deegan

KCXX 103.9 FM - Carl Renezeder & Rodrigo Ampudia

KFRG 95.1 FM - Robby Woods

Speed Scene Live

Speed Freaks Radio

Totally Off Road Radio

Jason Ellis - XM





KWHD-TV CANAL-22



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