

OPPORTUNITY KNOCKS IN OFFROAD RACING

“WHAT IF” you could direct over 28 million people to see your company LOGO or corporate message on National TV in 2010?

What if they were your TARGET MARKET!

Could you sell them something?



TEAM GREEN ARMY RACING

The **LUCAS OIL OFFROAD CHAMPIONSHIP** is being watched and followed on national television in front of 28M viewers as well as over 250K trackside race fans in 2009. 16 YEAR OLD Green Army driver Justin Davis currently commands a top 10 position in the Marquis PRO2 division.

The hugely popular “X” GAMES now feature motorsports as their fastest growing viewer audience. Shortcourse offroad racing features CHAMPIONS and Superstars from these games.

Offroad racing is the original EXTREME ACTION SPORT directly associated with the global trend setting playgrounds of Southern California. 90% of all extreme action sports and GEN X/Y trends are born in Southern California.

Champion MOTOCROSS and SUPERCROSS stars have moved over to OFFROAD Racing including Ricky Johnson, Jeremy McGrath, Jeff Ward and FMX Champions Brian Deegan and Cary Hart. Their national fan base is HUGE and all watching!

Top NASCAR STARS like Jimmy Johnson, Greg Biffle and Robby Gordon got their NASCAR starts in Off Road and have been showcased numerous times.

Televised Shortcourse Racing action racing dovetails perfectly into "live" NASCAR racing coverage. The devoted NASCAR audience is the fastest growing offroad viewer profile and they all are watching the Championship!

***FACT: Fans of OFFROAD RACING are extremely loyal to driver endorsed products! Over 8M unique visitors to Off Road websites per month**

