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SPRING 2010



Coming Soon! Get the
Maxxcross Dual SX!

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Wayne Matlock, Road to
Another Title Through Baja

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Brandon Semenuk Is
Headed for the Top

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- Designed specifically for blue-groove and hardpack terrains
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PHOTOS: COLLEEN DOOLEY



MAXXIS SPONSORS NEW SHORT COURSE POWERHOUSE



STRONGHOLD RACING



They're being called the "Four Horsemen" in short course racing circles, and the 2010 Stronghold Racing line-up is ready to take on the competition in major series.

Boasting former CORR Driver of the Year and last year's third-place Lucas Oil Off Road Racing Series (LOORRS) driver Rob Naughton; 2008 CORR Pro Lite Unlimited champ Marty Hart; 2009 LOORRS Super Buggy champion Chuck Cheek; and Brandon Bailey, who's pulling double-duty as team manager, Stronghold has been put together with an eye toward winning — and toward embracing family values.

"My partners, Beverly Bailey and Chuck Gossage, set out to create the top team of racers prepared to compete in all short course off-road racing, not just one or two classes," said Scott Bailey, team co-owner and Brandon's dad. "Rob, Marty and Chuck are at the top of their game and, together with our rookie, Brandon, we have a team of passionate competitors ready to grab the checkered flag and climb the podium. Of equal importance, our drivers reflect the strong foundation on which we built Stronghold Motorsports — family and fun. Off-road racing is a family sport. Of course, we want to win, but we want to do it the right way and share the experience with our racing family, friends, fans and sponsors."

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ATV RACING RESULTS:

Maxxis riders started the 2010 season with their usual dominance of the ATV racing scene.

- Defending champion Chris Borich won the GNCC kick-off at River Ranch. Fellow Maxxis rider Taylor Kiser took the second spot on the podium, while the legendary Bill Ballance claimed fifth place. Joining them in the top ten was Donald Ockerman in ninth place.
- At the GNCC Maxxis General one week later, the company's riders swept the podium, with a win for Kiser, second place for Ballance and Borich in third. In the XC2 Pro Am class, Maxxis rider Walker Fowler put together a great race to finish first. Other notable finishes included Donald Ockerman's tenth place finish in XC1, Traci Cecco's third place in the Women's class, and longtime Maxxis rider Mike Penland's second in the Utility Senior (45+) class. At press time, Kiser and Borich were tied for the series' overall lead.
- In the WORCS series, Beau Baron won the opening round, while teammate Mike Cafro took third. Baron took second place a week later at Round 2, with teammate Josh Row in third.

For news of Maxxis' latest ATV victories, check Maxxis.com throughout the season.

NEW! THE RAZR VANTAGE

- Ideal for intermediate-to-hard cross country racing conditions with radial-smoothing performance
- Aggressive, angled knobs provide more biting edges for hard terrain
- Maxxis' high-quality construction and materials mean lasting performance

Order the Razr Vantage today!





FOR WAYNE MATLOCK, THE ROAD TO ANOTHER TITLE RUNS STRAIGHT THROUGH RUGGED BAJA MEXICO

As he goes all-out for his third straight SCORE championship, Wayne Matlock started the season the right way: with a victory in the Baja 250, held in early March.

While just finishing races in Baja is a huge accomplishment, dealing with brutal desert terrain is par for the course for Matlock, who thrives on challenges. "I seem to like difficult conditions," the veteran

rider told Maxxis. "If someone thinks that I can't do it, that just makes me push harder to prove them wrong. It's the same thing out on the course. If it gets tougher, it just makes me push harder."

Having raced quads and dirt bikes at the pro level for 12 years, Matlock knows what it takes to win, focusing foremost on putting together the right team and a top-

notch crew. "That is one of the biggest parts of winning in Baja," he said. "I look for guys that can bring something to the team, and they not only have to ride fast, but they also have to ride safe and make smart choices during the race. I truly believe that right now with Wes Miller, Josh Caster and Harold Goodman, we have the best team that has ever raced down in Baja. We all get along

• *continued on page 14*

MINION DHF 26X2.5 SINGLE-PLY WITH NEW EXO SIDEWALL PROTECTION!

The Minion DHF was designed for the often loose and muddy conditions of aggressive all-mountain terrain. The DHF incorporates ramped knobs for low rolling resistance and channel-cut knobs to increase gripping edges, giving straight-line control and precise cornering.

- Directional, ramped knob design
- Lightweight, single-ply casing



BRANDON SEMENUK IS HEADED FOR THE TOP IN FREERIDE MOUNTAIN BIKING

For rising freeride mountain biking star Brandon Semenuk, the choice is obvious: Maxxis.

The company is sponsoring the 18-year-old rider in what is sure to be another phenomenal year. Semenuk racked up some impressive performances in 2009: Winning Crankworx Colorado and the Red Bull Rampage in 2009, he also had strong placements at Crankworx Whistler and the Bearclaw Invitational. Semenuk appreciated the highlights of the past season. "Both contests and filming went well in 2009," he said. "I enjoyed riding the Crankworx slopestyles and Claymore slopestyle a lot, and had some cool opportunities filming with New World Disorder and Anthill. For example, the Red Bull Hell Barge shoot in San Francisco was a stand-out moment."

Semenuk says that whatever the venue, his Maxxis tires do it all: "Minions and Larsens are my tires of choice. In a slopestyle, tires play a huge part. You need lightweight tires that roll fast for jumping, but there's lots of rocks, berms and steep terrain where you really need to be able to hook up, too. Maxxis covers both of these requirements."

While he lives and breathes freeriding today, that wasn't always the case. When he first started riding, "My brother and his friends would always be going on trail rides and doing wheelies down the street. I knew I wanted to be a part of that. I raced for about six years, and I started finding myself riding my beat-up dirt jump bike way more than my race bike. I figured racing wasn't for me, so I continued jumping and exploring what I can do on a bike."

He's still exploring, pushing the limits of what his bike will do. The Canadian native, whose favorite tricks are 360s and barspins, says that he's always trying to master new feats. Unless stopped by snow, he typically puts in 35-40 hours of practice every week.

Company officials are thrilled that this up-and-coming rider has chosen the brand of champions. "We are very proud to be a sponsor of Brandon. He has posted outstanding results in major events this past year. With his great attitude and competitive nature, we feel he is a perfect fit for the Maxxis family," said Maxxis Marketing Specialist Rob Perkins.

Be sure to check Maxxis.com for news of Brandon Semenuk's latest victories.

Q & A WITH CAMERON COLE

Cameron Cole of Team Maxxis-Rocky Mountain has wasted no time racking up wins this season, including a major victory at the Oceania Championships. Cole recently took some time from his busy schedule to speak with Maxxis about his goals, his Maxxis tires and much more.



MQ: Congratulations on the Oceania Championships win! Did you expect to have such a great run?

CC: Thanks. I always kind of expect to ride like I did at that race every time I go out, but that makes it hard, too. I guess for now that's just a result of the mental training I have been doing, along with the physical and skill practice I do every day. I love the track in Dunedin, and I had an awesome weekend with my friends too, and that always helps.

MQ: What do you think were the key factors in your performance?

CC: Like I said, I think it's a result of all the preparation that goes into it. I think you get out what you put in. I had the right mindset for me, and it all clicked that day. I hope I can do the same for more races this season.

MQ: How did your Minion DHFs and High Rollers perform?

CC: Awesome! It was fairly dry in some places, dusty, some wet and hardpack, too, but the grip was good. There were some big square rocks in the course, but I could run my tires at a low pressure for gripping, and I wasn't worried about getting a flat tire.

MQ: How did you first become interested in mountain biking?

CC: I raced BMX from a young age. It was getting a little old, and I had won a few national titles here in New Zealand, so I wanted some new challenges, and it was fun.

MQ: When did you first decide that you wanted to compete?

CC: I couldn't wait to get to high school so I could go and race the national schools champs. I got second in my category, and it stemmed from there. I did my first proper national series race in 2004 — on Maxxis tires, too.

MQ: Have you ever wanted to compete in any other discipline?

CC: No, I love downhill. I have thought about BMX again, but I still have a few goals in downhill to tick off first. I would love to race cross country for the money side of things. Being an Olympic sport helps, but I think I'm a bit big for that right now.

MQ: What are your goals for this season?

CC: I want to be top ten at as many World Cup races as I can. I proved that's where I should be last year with a sixth at the first round in South Africa and my awesome qualifying at World Champs. I am always improving every year, so I want to keep that trend going also.

MQ: What are your long-term goals as a rider?

CC: I would like to stand on a World Cup podium. That would be a dream come true for sure. I just want to reach my potential, which I think a podium is, and fulfill my goals.

MQ: What's the best thing about a career as a pro mountain biker?

CC: Oh, so many things. Seeing the world is awesome. Sampling coffee on our team journeys with Gary is great. Getting new bikes at the start of the year is awesome. Helping out with product development is cool, too. To be able to do something you love most days of the year is the best.

MQ: I know you're a former Junior Downhill World Champion, and you keep racking up new triumphs. Can you talk a little about some of the highlights of your racing career to date?

CC: Being World Champion in 2006 would have to take the cake, but there's a few others too. I won the Junior Oceania title on the World's course that same year. Twelfth in four cross at Worlds in 2005 as a first year junior was a massive surprise for me. My most recent 2010 Oceania downhill champion is good, because it is my first elite men's title.

MQ: What do you like to do in your leisure time?

CC: I'm pretty into motocross. I ride with a few mates for training, and it's good for winding down at the end of the mountain bike season. I try to get some snow boarding in when I get back in September after World Cups, too. The beach has been awesome this summer when it's been super hot.

MQ: Is there anything that our readers wouldn't know about you that you'd like to mention?

CC: Not really. If you are at any races this year, go nuts and support Team Maxxis — and feel free to come and visit the trailer!

Be sure to check Maxxis.com throughout 2010 for all the news of Cameron Cole's latest victories.

MOTORCYCLE RACING RESULTS:

Maxxis riders are winning races and taking podiums in major motorcycle racing series. A few highlights:

- At press time, Team Babbitt's dominated the AMA Arenacross series, with five podium sweeps and a lock on the top three spots overall. Tyler Bowers held the top spot, while Josh Demuth held second place and Chad Johnson third. Babbitt's riders had won all but 1 of the first 14 races.
- Maxxis riders are also doing well in the GNCC motorcycle series. Chris Bach took podiums in the first two races, with second place at the River Ranch Opener and third at the Maxxis General. At River Ranch, Maxxis' sponsored riders took the top two spots in the XC2 Pro Lite class, with Jason Thomas of Fred Andrews Racing in first place and Jesse Robinson second. Maria Forsberg took first place for Maxxis in the Women's class, while Mandi Mastin took second. Maxxis riders also turned in outstanding performances at the Maxxis General: Thomas and Robinson took second and third place in XC2 Pro Lite, and the company's riders swept the top three spots in the Women's class, with a victory for Mastin, second place for Ashley Crouch and third for Forsberg. Phil Smith won the Vet (A) class.

Be sure to check Maxxis.com throughout the season for news of Maxxis' latest victories.

COMING SOON... RIDERS TACKLE THE TOUGHEST OFF-ROAD TERRAIN WITH THE MAXXCROSS EN!

Wherever your customers go, the Maxxcross EN is ready. This tough Maxxis tire is a match for any off-road conditions.

- Strong carcass and long-wearing compound mean lasting performance
- Tread pattern features widely spaced, large knobs that bite hard, shed mud and steer quickly
- Aggressive shoulder knobs instill rider confidence in corners
- Knob sipes enhance grip on hard terrain and rocks
- Maxxcross' proven performance and quality available for big bore bikes and those seeking a larger footprint

Your customers deserve the Maxxcross EN. Contact your distributor today!



FMX STAR ADAM JONES SOARS ON MAXXIS



After dazzling fans on the Nuclear Cowboyz tour this spring, freestyle motocross star Adam Jones is ready to top podiums in 2010.

The X Games gold winner was raring to go when he spoke to Maxxis. "This year, I just want to be on top again. When I show up at an event, I want the other riders to count themselves back a spot because they know they can't beat me. As long as I can stay competitive, I will be happy," he said.

In his seventh year as an FMX rider, Jones is definitely competitive – and busy. In addition to the just-concluded Nuclear Cowboyz tour, his schedule includes a swing through Australia for the Crusty Demons Thirst 4 Destruction Tour, the Red Bull X Fighters series and the X Games. Through all his performances and competitions, he'll trust Maxxis tires. After all, as he says, "You can't be a champion without quality products, right?"

Jones, who makes his home in Minden, Nevada, has amassed a champion's record, including X Games gold and silver; second place overall in the 2007 Dew Tour; and the 2007 TransWorld Motocross Rider of the Year award. While he long ago mastered barhop backflips, double grabs and dead bodies, he's still working to perfect the seat grab flip – "the one trick I feel like I'm never going to get!"

FMX is the only discipline holding his interest at the moment. "It would be cool to do speed and style, but I haven't really kept up on my track skills since I've been riding FMX, so I'd rather not take the chance of looking like a squid," he said. "I'd have to really do some supercross practice if I wanted to [compete in another discipline]."

Working as a full-time pro, Jones is living his dream: "It's what I would be doing even if I didn't get paid, so getting paid to do it is a dream come true."

FOR WAYNE MATLOCK, THE ROAD TO ANOTHER TITLE RUNS STRAIGHT THROUGH RUGGED BAJA MEXICO

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great and have a lot of fun racing together. The team has to work together if you're going to win. And without a good crew, you don't have a shot of winning. They are just as important as the riders. They do all the hard work on race day; all we do is race."

Matlock grew up around racing, with a father who competed during his childhood. Today, racing is still a family affair for the Matlock clan. Matlock and wife Kristen take their infant son, Wyatt, to every contest, along with Matlock's parents, in-laws – and even the family dog.

Young Wyatt seems destined for a career in competition, inheriting racing genes from both parents: Kristen has won a Best in the Desert race in the Expert class, teamed with Matlock's 60-year-old father. "They made a lot of guys unhappy that day," Matlock noted. The family's San Diego home is the perfect setting for a racing life, with Baja Mexico located just 40 minutes from their door.

As he contends for another title, Matlock says that racing and winning in Baja carries rewards that run deeper than a

championship: "Racing in Baja is like nothing else in the world. It is so wild and different, so rugged, yet so beautiful. It's one of those things that is so hard to explain; there are so many feelings and emotions that go along with it. But if I had to pick the most rewarding thing it would be pulling it off, after all of the hard work that everyone has put into it."

For news of Wayne Matlock's latest SCORE victories, be sure to check Maxxis.com throughout the year.

MAXXIS SPONSORS NEW SHORT COURSE POWERHOUSE STRONGHOLD RACING

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In keeping with that theme, all of the drivers' families are involved with racing, with wives and children attending every event. The team's schedule should keep everyone busy: Naughton, Cheek and the younger Bailey will compete in LOORRS, while Hart will race in both LOORRS and TORC. For all of their events, the team will trust Maxxis. Naughton plans to race on the new Razr SCR Project Race Tire, while Hart will ride Bighorns.

For Hart, the decision to join Stronghold was easy. "I was a good fit with the team and what they needed, and with all of us on Maxxis, it was even better," he said.

Naughton is optimistic about the coming season. "It's going to be an exciting year," he said. "It will be my first full season in Unlimited 2, and I look forward to the challenge. It's also exciting because our team has three past

or current champions. Our other driver, Brandon Bailey, was third in Super Lite last season and will be a championship contender as well."

With this powerhouse crew in action, the 2010 short-course season should be a treat for fans. Be sure to check Maxxis.com throughout the year for news of their latest victories.



01/ April 9-10

Long Beach, California
Formula Drift Round 1

02/ April 10-11

Union, South Carolina
GNCC Big Buck

03/ April 16-18

Adelanto, California
WORCS Motorcycle Round 4

04/ April 17-18

Surprise, Arizona
LOORRS Round 2

05/ April 23-25

Las Vegas, Nevada
Best in the Desert Silver
State 300

06/ April 23-25

Adelanto, California
WORCS ATV Round 4

07/ April 24-25

Hurricane Mills, Tennessee
GNCC Loretta Lynn's

08/ May 1-2

Tucson, Arizona
TORC Rounds 1 & 2

09/ May 7-8

Braselton, Georgia
Formula Drift Round 2

10/ May 8-9

Yadkinville, North Carolina
GNCC Yadkin Valley Stomp

11/ May 14-16

Parker, Arizona
Best in the Desert Bluewater
Gran Prix

12/ May 14-16

Milford, California
WORCS Motorcycle Round 5

13/ May 21-23

Milford, California
WORCS ATV Round 5

14/ May 22-23

Somerset, Pennsylvania
GNCC Mountain Ridge

15/ May 22-23

Las Vegas, Nevada
LOORRS Round 3

16/ June 4-5

Wall, New Jersey
Formula Drift Round 3

17/ June 4-6

Anza, California
WORCS ATV Round 6

18/ June 5-6

Millfield, Ohio
GNCC John Penton

19/ June 11-13

Anza, California
WORCS Motorcycle Round 6

20/ June 19-20

Crandon, Wisconsin
TORC Rounds 3 & 4

21/ June 26-27

Snowshoe Resort, West
Virginia
GNCC Snowshoe

22/ June 26-27

Tooele, Utah
LOORRS Round 4