

MAXXIS®

THE MAXXIS QUARTERLY
WINTER 2010



**Aspen XC: The Ultimate
Racing Gain**
pg. 2



**Joe Haavisto Is Maxxis'
New England ATV MX Champ**
pg. 7



**Jesse Robinson Hangs in
When the Going Gets Tough**
pg. 13



GET THE ULTIMATE RACING GAIN WITH THE

Now Available in 29" Size!

- Race-inspired, low-profile design
- Lightweight 120 tpi casing available
- Aggressive side knobs
- High-volume casing smoothes out rough roots and rocks
- Dual compound provides great cornering traction
- 29" size offers a larger contact patch for better grip and a smooth ride
- 26" is a light, fast race tire with excellent cornering traction



ASPEN XC



AUTO RACING RESULTS:

On and off-road, Maxxis drivers took titles and top spots in major series. Some of the highlights from this season:

- Chris Forsberg has ridden Maxxis to the Formula Drift championship, clinching his title at the seventh and final round of the season. Judgment Day was held October 16-17 in Irwindale, California.
- Maxxis' Ryan Tuerck took the victory at the Formula Drift season finale, along with second place in the championship standings.
- Shawn Morris won the TORC Pro Super Buggy championship. Morris racked up 178 points during the series, with performances that included two victories and a total of four trips to the podium. Morris' win in the final race of the season, Round 9, also netted him the prestigious Borg Warner Championship Cup ring.
- Marty Hart took second place overall in the TORC series' Pro Light class, with four victories and a total of eight spots on the podium during the season.
- Rob Naughton won the last race of the season in the Lucas Oil Off Road Racing Series, held November 15 in Primm, Nevada. Naughton took third place overall in the series' Unlimited Lite class, winning 442 points during the year. Naughton will compete in LOORRS' Unlimited 2 class in 2010.
- In the UK and Ireland, Steve Biagioni of Team Japspeed has taken the British Drift Championship, Mark "Buff" Luney has claimed the European Drift Championship (EDC) and Dean Kearney has won the Prodrift Super Series.



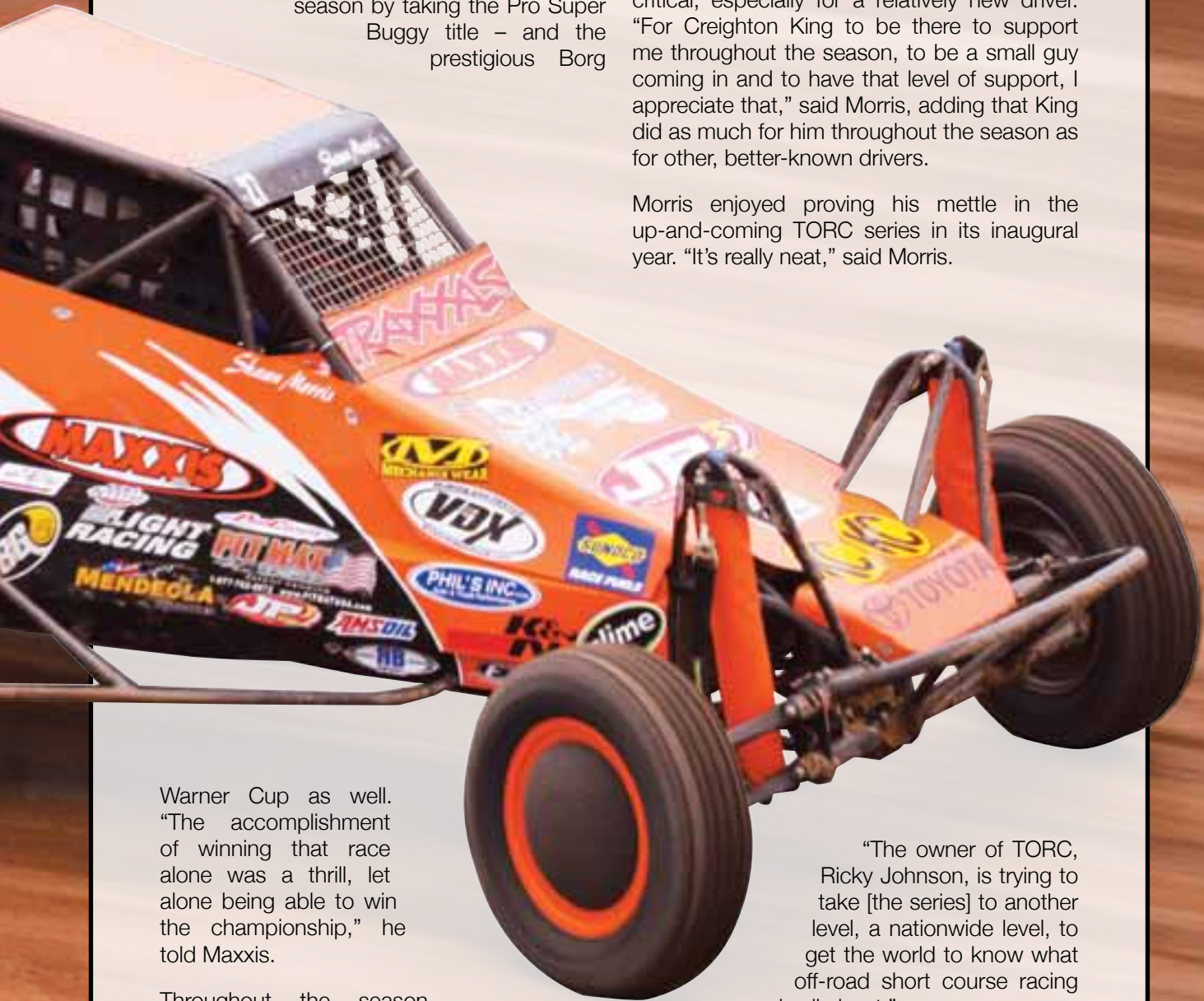
TREPADORS TAKE SHAWN MORRIS TO PRO SUPER BUGGY TORC TITLE

With victories in Rounds 1 and 9 and second place finishes in Rounds 2 and 8, Shawn Morris racked up quite a record in the new TORC series. The rising star wrapped up his season by taking the Pro Super Buggy title – and the prestigious Borg

pleased with the performance of his Toyota-powered car with its Fat Performance engine.

Morris says that backing from Maxxis was critical, especially for a relatively new driver. “For Creighton King to be there to support me throughout the season, to be a small guy coming in and to have that level of support, I appreciate that,” said Morris, adding that King did as much for him throughout the season as for other, better-known drivers.

Morris enjoyed proving his mettle in the up-and-coming TORC series in its inaugural year. “It’s really neat,” said Morris.



Warner Cup as well. “The accomplishment of winning that race alone was a thrill, let alone being able to win the championship,” he told Maxxis.

Throughout the season, Morris relied on Trepadors to get to the podium, crediting the tough Maxxis model with his holeshots. “I think one of the big things about the Trepadors is that they’re lighter, with more of an open cut. We didn’t have to do a ton of grooving to them. They’re a softer compound with good hook-up, and they last. We ran two races on one set of tires, and we never had a flat,” said Morris, adding that he has also been

“The owner of TORC, Ricky Johnson, is trying to take [the series] to another level, a nationwide level, to get the world to know what off-road short course racing is all about.”

A pro since 2004, Morris got his start in the CORR series: “I raced a 1600 buggy and Class 10 buggy and did pretty well in those series. I did some shows at the Denver Convention Center, and we decided that we wanted to take it to another level, a professional level.”

A pro career was a natural fit for the Colorado

●continued on page 15

ATV RACING RESULTS:

As major series concluded their seasons, Maxxis' sponsored riders delivered their usual outstanding performances. A few highlights below:

- With a final victory for ATV champion Chris Borich, Maxxis ended the season dominating the GNCC's top ranks. Borich and longtime champion Bill Ballance were first and second at Round 13, the Klotz Ironman, held October 23-24 in Crawfordsville, Indiana. The company's sponsored riders hold six places in the overall top ten. Borich and Taylor Kiser took first and second place in the series' overall standings, with Ballance in fourth, Bryan Cook fifth, Brandon Sommers sixth and Donald Ockerman in seventh place. Maxxis' Traci Cecco took second place overall in the women's class.
- Overcoming a mechanical problem which cost him a lap in the season's final race, Beau Baron of Team MCR took the 2009 WORCS ATV championship. Round 8 of the series was held October 16-18 in Mesquite, Nevada. Baron turned in consistently strong performances throughout the season: His six podiums included victories at Rounds 4 and 5.

THE 15" BIGHORN RADIAL IS TOUGH ENOUGH FOR ANY JOB

For a smooth ride on rough trails, trust the 15" Bighorn. Radial construction offers a comfortable ride, while the Bighorn's tread pattern and wide footprint provide exceptional traction. Extra shoulder lugs protect the sidewalls, and with solid, raised white lettering, the Bighorn's good looks match its performance.

For racing or recreation, on dirt, rock or desert sand, the Bighorn delivers.





MAXXIS VETERAN JOE HAAVISTO IS MAXXIS' NEW ENGLAND ATV MX CHAMP

As a racer with ten years under his belt, Joe Haavisto knows that when you find a good thing, you hang onto it. That's why the New Hampshire native, long sponsored by Maxxis, trusted Razrs to take him to his second straight Maxxis NEATV-MX championship.

"I ride M932 MX Razr rears 18x10x8 and M931 Razr MX fronts," Haavisto told Maxxis. "The tires get a lot of grip off the

starts and throughout the race. They help me to hold the inside lines on the corners to edge out the competition." What Haavisto calls Maxxis' superb quality and excellent support have kept him coming back to the brand of champions for years.

Haavisto says he was delighted to win the 2009 Maxxis NEATV-MX. "I was really happy with the way the year went," he said. "The competition has gotten faster

and faster every year, making the NEATV more difficult to get. If everything goes as planned, I will be competing in the NEATV-MX series again in 2010."

As is the case with so many champions, the ATV bug bit early for Haavisto: "My friend Kenny started racing, and I thought it would be fun. I always had dirt bikes and four wheelers when I was growing up, so it was natural." Today, he works full-

• continued on page 14



HOT NEW SHADES FOR THE DETONATOR!

Your customers want to look good while they train – and now, Maxxis' Detonator training tire is available in four hot new shades.

- Customers can add pink, lime, white and sky blue to their list of color choices for the popular model
- Also still available in blue, gray, orange, red and yellow
- M-shaped grooved dual compound tread pattern
- Silkworm protection
- Soft silica compound for great traction in any road conditions
- Ideal choice for year-round training

Be sure that you've got the hot new colors your customers will demand – order the Detonator today!

2010 BICYCLE SPONSORED TEAMS AND RIDERS

BMX

MTB

ROAD



With a mix of returning champions and rising stars, Maxxis' line-up of sponsored riders should dominate podiums in 2010. Teams and riders for the upcoming season are listed below.

TEAM

INDIVIDUAL

Profile Racing

Javier Columbo
 Dave Mirra
 Robert de Wilde
 Austin Coleman
 Mike Spinner

Morgan Wade
 Matthew Pohlkamp
 Barry Nobles
 Anthony Napolitan
 Chris Gerber

Team Maxxis – Rocky Mountain

Sabrina Jonnier - Downhill
 Cameron Cole - Downhill
 Geoff Kabush - Cross Country
 Marie Helene Premont - Cross Country
 Lea Davison - Cross Country

Kona Clump Team – Freeride

Team Knolly – Freeride

Rocky Mountain XC Team – Cross Country

Team Luna – Women’s Cross Country

Team Clif Bar – Cross Country

Kona XC Team – Cross Country

Cam McCaul
 Aaron Chase
 Jeff Lenosky
 Brandon Semenuk
 Thomas Vanderham
 Bryn Atkinson
 Jill Kintner
 Lars Sternberg
 Joanna Petterson
 Katrina Strand
 Josh Tostado
 Chris Van Dine
 Melanie McQuaid

Team UnitedHealthCare Presented by Maxxis

Team Mountain Khakis fueled by Jittery Joes

Guinness Cycling Team

Liquid Pro Cycling

Webcor Cycling Team – Women’s Road

TJ Tollakson
 Tim O’Donnell

Q & A WITH RPM RACING MANAGER



Mike Hurlbert is a racing veteran, with experience in NASCAR as well as motorcycle racing. The manager of the highly successful RPM Racing Team recently spoke with Maxxis about his career, the upcoming season, and why he trusts Maxxis to take RPM's riders to the podium.

MQ: The team has achieved some great results this year. What were the highlights of this season for you?

MH: As most people know, racing has a lot of lows and a lot of highs. The low was Maria Forsberg hurting her elbow in a poker run. We have been together seven years, won four WORCS Women's Championships and never missed a race. She missed three WORCS events. The high was when she got back. She won the next two in a row and finished second in the last two of the season. Then she went to the Maxxis ISDE Six Days in Portugal and finished a strong second against the best women in the world. Bobby Prochnau, our Canadian off-road champion, also really hit the high mark in the Canadian Enduro Championship series. Then he flew to Denver and qualified for the Maxxis Endurocross main event, finishing sixth. Brenden Ritzman hit the highlight for RPM/KTM Racing Team at the Olympia Washington WORCS round. He finished a strong second ahead of his KTM Factory teammates, Mike Brown and Justin Soule. And the first highlight of the year was Brenden winning Round 1 of the AMA Western National Hare Scrambles. That was sweet.

MQ: Which Maxxis models did the team ride this year?

MH: We use the SI front and rear most of the time. The SM came in handy at the sandy tracks like Lake Havasu and Mesquite, Nevada. We have tested the SX quite a bit and it works good everywhere we test. Last year, we ran the SX at all the Motocross Nationals with Kyle Summers. Kyle finished ninth

at the Colorado round and qualified decent at Washougal, Glen Helen and Hangtown. Bobby Prochnau won the Desert 100 in Washington this year using ITs front and rear. There were 2000 riders at that event, and we beat them all on Maxxis ITs.

MQ: How did they help in competition?

MH: Maxxis tires give us an edge in traction and durability. A lot of tires are good at the start, but Maxxis tires stay good longer into the race. They are very durable and hold up for a long time in heat and cold. In the past five years, we have never had a tire failure with Maxxis. After the races, we put them on our practice bikes and use them a bunch more. Talk about a great value.

MQ: I understand that you have a great line-up ready to go for next year. Can you tell our readers a little about RPM's riders in 2010?

MH: Maria Forsberg has signed to race her eighth year with the RPM Racing Team. She will contest the GNCC Women's class in 2010. We are very close with Brenden Ritzman, our WORCS pro, and expect him to return. Bobby Prochnau, our Canadian champion, has signed for the Maxxis Endurocross series and many Canadian events. Our new addition for 2010 will be this year's WORCS Woman Pro Champion Kacy Martinez. Kacy is a class act, and we are very proud to have her with us.

MQ: What do you look for when considering riders for RPM?

MH: I used to race myself. I always found ways

MIKE HURLBERT



to win championships but was never the fastest. I look for riders that find a way to get it done. I talk to a lot of people. I talk to the team. I watch as they develop at the race track. To sum it up, I watch for speed. If you have the speed, our team works to help you become consistent. I also look for dedication, determination and just staying with it. A good personality helps also.

MQ: How and why did you make the transition from motocross to NASCAR and back to motorcycles again?

MH: In a nutshell, I ruined my knee in 1980 after winning the 125 and 250 Pro MX Championships in Washington State. I was on crutches, and my sister was dating a race car driver that said I could race cars with a bad leg, so I gave it a try. I raced late model stock cars on dirt tracks for 15 years and won five championships in a row in the last five years. I wanted to race NASCAR, so I went to a NASCAR race in Sonoma, California, and met Harry Gant. Harry told me I should talk to NASCAR's President Bill France and tell him how well I have done. I found Bill and his son Brian, gave Bill my card, watched the race and drove home. The next day, I got a call from the president of NASCAR Western operations. He asked if I was ready to come NASCAR racing. I sold all of our dirt track operation and started with NASCAR within two weeks. It was amazing. From there, I just kept at it; I built a NASCAR truck and raced the truck series for the next three years. I was in my mid 30s, and everyone around me was dying in wrecks. One of the funerals I went to, the driver's father was so sad and I tried to tell him it is okay and that I have told my father it's okay if it happens to me. The father looked at me and said "It's not okay. That was my son, and it is not okay." That look and those words killed my spirit. I knew I had cut it close several times, and in NASCAR at 150 to 200 mph, you pretty much have to be

willing to risk your life every lap. I never could drive the same again. I could not chance it for my dad or my wife. I did not want them to ever experience that. I moved back to Washington and told my wife I'm done racing, going to get a job and be normal. I got a job with a land clearing company that I help manage to this day. One of our employees took me dirt bike riding. The bug bit me. I forgot how much I loved motorcycle racing. I won the AMA District 27 Over-40 MX Championship and then decided to start a team and use what I learned from NASCAR to become a team owner. It seems to be working pretty good so far.

MQ: What's been the best thing about a career involved in racing?

MH: Mostly it is the rewards of chasing your goals and dreams. The goals and dreams are much easier when you have a passion for and love what you are doing. I love the sport. I love racing. I love competition. I love winning championships. I love Maxxis for helping us get it done.

MQ: Does your wife go to events with you?

MH: My wife Sharie and I have been married for 29 years. She supports me always. Sharie has been a scoring and sign-up gal at our local track for 33 years. She likes to take care of all the kids, riders and parents for our local events, so she stays home more often now. All the riders say she is the nicest person in the world. I have to agree with that.

MQ: I'm sure you don't have much leisure time, but what do you like to do when you have the rare opportunity for some downtime?

MH: I go to the gym five days a week. I work out and play racquet ball every day. I love to snowmobile, ride dirt bikes, jet ski, drive cars and travel. If it has an engine, I like it. If it has Maxxis tires, I like it more.



MOTORCYCLE RACING RESULTS:

Maxxis' riders took victories and podiums throughout the last months of 2009. A few highlights:

- Jason Thomas ended the GNCC season with a spot on the podium at the Klotz Ironman. Thomas, who is third in overall XC2 Pro Lite motorcycle standings, also took third place at the season's final race. The Klotz Ironman was held October 23-24 in Crawfordsville, Indiana. The race gave Thomas, who took two victories during the season, his ninth XC2 podium of the year. Thomas' teammate David Snyder capped a solid season with a sixth place finish. After missing four rounds due to injury, Snyder finished ninth in XC2 Pro Lite point standings. New team member Morgan Moss finished ninth for the day.
- At the GNCC Power Line Park, held October 3 in St. Clairsville, Ohio, Jason Thomas won the XC2 class, while Jesse Robinson made the XC1 top ten despite riding with a serious injury. Thomas' XC2 win was his second of the year. The Monster Energy/FAR Yamaha rider is third in XC2 standings and is ranked seventh overall. Teammates Dave Snyder and Morgan Moss also did well at Power Line Park, taking fifth and sixth places in XC2.
- Rising star Jamie Lanza rode Maxxcross tires to sixth place at the third round of the AMA Endurocross, held September 12 in Florence, South Carolina.

MAXXIS' HEAVY DUTY AND XTRA HEAVY DUTY TUBES WILL LAST THROUGH YOUR TOUGHEST RIDES

Whether you're riding for fun or competition, you need tubes that can take a pounding. More durable than standard products, Maxxis Heavy Duty Tubes will last over even the roughest course.

For off-road or desert riding, choose Maxxis Xtra Heavy Duty Tubes. With almost twice the durability of standard heavy duty tubes, Maxxis Xtra Heavy Duty Tubes can handle whatever the trail dishes out.

For maximum durability, trust Maxxis.



JESSE ROBINSON HANGS IN WHEN THE GOING GETS TOUGH



For Jesse Robinson, 2009 was a lesson in the value of perseverance. Robinson, who began the season as a GNCC privateer riding Kawasaki, ended it backed by Husaberg – and recovering from a broken hand.

Robinson's challenges started early, as he struggled to gather equipment and support at the beginning of the season. "It was tough," Robinson told Maxxis. "In 2008, I rode for Kawasaki, and I had 2008 model bikes, but just trying to put all my other sponsors together was tough. Everything I made on contingency was going toward parts. I was to the point this summer of wondering whether or not to go on when Husaberg came to me."

Then, after doing well in early races and training hard through the summer break, Robinson suffered a fracture just a week before the season resumed. His eighth place overall finish in XC1 Pro, while an outstanding result, still didn't meet his lofty expectations.

Through all of 2009's ups and downs, Robinson trusted Maxxcross SIs, which he says he rides "90% of the time. They do well. The rear does good in pretty much every condition. I also run the Maxxcross SM when it gets muddy, and it does well, too."

The 24-year-old rider, who hails from Connelly Springs, North Carolina, started riding nine years ago. "I quit playing high school football and got a motorcycle. In 2000, I ran my first race, and I ran the last two races of the season. The next year, I won my class in a local series Mid-East." In the ensuing years, Robinson steadily racked up titles: He's a four-time Mid East Hare Scramble overall champion, the 2006 250A GNCC Champion and National Hare Champion and the 2002 GNCC 200 C Class Champion.

He plans to continue his pattern of success in 2010, despite the difficulties of the past season. "I've actually already got my 2010 Husaberg, and I'm already getting it sorted out for next year," said Robinson. "I usually run the Mid-East local series, but next year, I might do a couple of national enduros and jump around more than I have in the past nine years."

Wherever he goes, Maxxis will be proud to support this tough and talented rider. Watch for news of Jesse Robinson's latest victories in the months to come.

MAXXIS VETERAN JOE HAAVISTO IS MAXXIS' NEW ENGLAND ATV MX CHAMP

•continued from page 7



time as an assistant project manager in the construction industry, spending his spare time with wife Jessica and three-year-old son Ezra. The family is due to expand soon with the birth of a daughter expected in March.

Maxxis is proud to sponsor Joe Haavisto, and he says the high regard is mutual: "Thanks to Maxxis for a great season and all of their support over the years. It has helped tremendously."

TREPADORS TAKE SHAWN MORRIS TO PRO SUPER BUGGY TORC TITLE

•continued from page 5



native, who grew up riding. “I’ve been in buggies my entire life,” said Morris. “I did some amateur motocross stuff when I was younger. I have a lot of experience. I was practically born in a sand car. In Colorado, we have a lot of sand dunes, and my family was into the sand dune stuff. There’s a lot of off-road enthusiasm in Colorado. I’ve [always] been around off-road racing, and my uncle raced in the Mickey Thompson circuit back in the ‘80s. Watching him race, we always wanted to race off-road.”

Morris, who owns and operates an auto repair shop in Loveland, Colorado in addition to his racing career, has been married for two years. He’s grateful to wife Amy for her constant encouragement. “She goes to all the races and supports me and is really proud to be 100% behind me now,” he says.

Maxxis is also proud to be 100% behind this up-and-coming rider. Be sure to check Maxxis.com for all the latest news on this new champion.



01/ January 8-9

Parker, Arizona
Best in the Desert Parker 250

02/ January 22-24

Phoenix, Arizona
WORCS ATV Round 1

03/ January 29-31

Phoenix, Arizona
WORCS Motorcycle Round 1

04/ February 5-7

Parker, Arizona
Best in the Desert Parker 425

05/ February 12-15

Indianapolis, Indiana
Dealer Expo 2010
Maxxis hosts a booth at the top powersports trade show in the industry.

06/ February 27-28

Primm, Nevada
WORCS ATV Round 2

07/ February 27-28

Primm, Nevada
WORCS Motorcycle Round 2

08/ February 27 – March 2

River Ranch, Florida
GNCC Round 1 – River Ranch

09/ March 5-7

Laughlin, Nevada
Best in the Desert US Hare Scrambles

10/ March 6-7

Washington, Georgia
GNCC Round 2 – Maxxis General

11/ March 6-7

Lake Elsinore, California
Lucas Oil Off Road Series races

12/ March 19-21

Caliente, Nevada
Best in the Desert 200 Trail Ride

13/ March 19-21

Lake Havasu, Arizona
WORCS ATV Round 3

14/ March 20-21

Morganton, North Carolina
GNCC Round 3 – Steele Creek

15/ March 26-28

Lake Havasu, Arizona
WORCS Motorcycle Round 3

16/ March 27

Las Vegas, Nevada
TORC series opening round