

MAXXIS®

THE MAXXIS QUARTERLY
FALL 2010



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two POINT ZERO

BIGHORN 2.0: BETTER THAN EVER

Based on the legendary Bighorn, the Bighorn 2.0 is a lightweight version that mimics the tread design of the original, with a slimmer profile. Radial construction provides excellent shock absorption, allowing for a smoother ride.

The non-directional pattern provides predictable cornering and claws up roots and rocks, creating optimum climbing confidence. The Bighorn 2.0 boasts a 6-ply rating, offering the durability that you've grown to expect from Bighorn tires.

Your customers deserve the best. Order the Bighorn 2.0 today.



AUTO RACING RESULTS:

Drivers on Maxxis tires have burned a path to the podium in short course racing. A few highlights are below.

- Ending his season on a high note, Dan Vanden Heuvel rode Maxxis' new Razr SCR tires to a Pro 2WD win at the final round of the TORC series. TORC's Round 12 was held September 5 in Crandon, Wisconsin.
- At press time, Marty Hart had won the last seven races of the TORC and LOORRS series. Hart's latest Pro Lite Unlimited wins came at LOORRS' Rounds 9 and 10, held August 7-8 in Glen Helen, California.
- Metal Mulisha General Brian Deegan joined Marty Hart on LOORRS' Round 9 podium, taking second place.
- Maxxis drivers won both 2010 regional W.E.ROCK championships. Troy Bailey took the West Coast title, while Ken Blume is East Coast champion. Blume had already locked down his championship when he won the final East Coast event, held August 27-28 in Dayton, Tennessee. At press time, the two drivers were scheduled to compete in the series' national championship October 1-2.

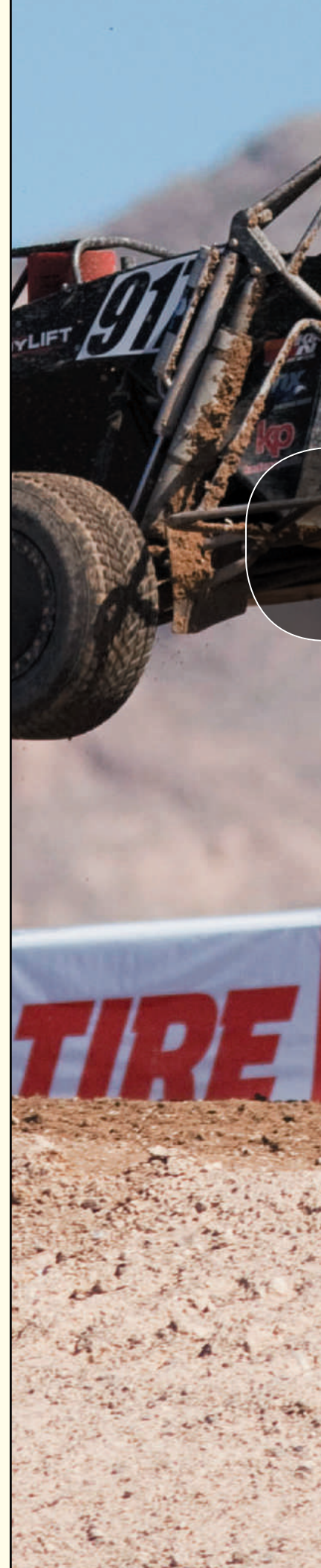


NEW! GET THE RAZR SCR!

On its very first outing, the new Razr SCR took Maxxis' drivers to the podium.

Developed specially for short course racing, the Razr SCR's large tread blocks allow racers to groove a tire for each track's conditions. The reinforced sidewall and soft compound also deliver extra traction.

For rugged off-road conditions, choose the new Razr SCR!





RACING IS A FAMILY AFFAIR FOR BRANDON BAILEY

As far as Brandon Bailey is concerned, he's living a dream.

Bailey's double-duty for Stronghold Racing — he's been both driver and manager this season — would be onerous for many people, but he's thoroughly enjoying himself. "Racing and being the team manager is a lot of work, but with the crew that we have it makes it a lot easier," he told Maxxis. "We are a family. We all love the sport, and we want to win."

The team is a family in a literal sense: The owners, Scott and Beverly Bailey, are Brandon's parents. With veteran drivers Marty Hart, Rob Naughton and Chuck Cheek in the fold as well, Stronghold has chalked up some amazing results this season, with Bailey's among the best. Beginning the season in LOORRS' Super Lite category, where he took a podium by his third race and was third overall in points, he later switched to the Pro Buggy class. "I chose the Pro Buggy class because of the competition. It is so close, and the skill of drivers is great," he said. "You really need to stay clean in that class, and you have a lot going on in the car. I felt that it was the best class for me to learn and understand what it takes to pro race. It has been a big difference between both classes, but I feel that I'm doing it the right way coming up through the ranks. It's only going to make me better when I get into a Pro 2 or Pro 4."

Riding Bighorns for Super Buggy and Marauders and Trepadors for Pro Buggy, Bailey says his Maxxis tires have performed for him throughout the season: "I haven't had a flat all year. The Pro Buggy class is open-wheeled, so there is a lot of wheel-to-wheel contact. The tires have held together even through the toughest tasks."

While riding great tires is a key advantage for a short course driver, Bailey believes that the right mindset is just as important. "The most challenging thing is being able to get in the zone. What I mean by this is you need to drive calm but angry," he told Maxxis. "You need to be able to push yourself, maintain focus and not over-think. I feel that I drive my best when I don't over-think things, and I let it come to me."

At 28, Bailey is looking forward to a long career in motorsports. He feels fortunate to have the support of his parents, wife Rebekah and the couple's three children: "It is such a great thing. My family has a lot of things they are involved in, and I'm grateful that they have put me in the position to oversee what we do at Stronghold Motorsports. We are a family at Stronghold Motorsports, and I look forward to helping our family continue to grow."



ROCK CRAWLERS ROLL WITH MAXXIS

"I put my bet on Maxxis."

W.E.ROCK's West Coast champion has no doubts: Troy Bailey says that Trepadors allow him to overcome the roughest obstacles rock crawling can offer. "They're the most durable tire on the market," he says. "I would definitely put my reputation on the line for that, 100%. We beat the crap out of [the tires]. I've been competing with Maxxis for, I think, seven years, and with all that, I've never popped a Maxxis tire."

"The Trepador bias ply you can rely on. It's one part of the system that you don't have to think about," he continued. "I don't bring a spare tire to a competition. Even with that much at stake, I don't. I know the race support guy gets mad at me. He says that things can always happen, and I say 'Not with Maxxis.' They're that dependable. I've got complete confidence in the tire, and tires are a major part of it."

The series' East Coast champion concurs. Ken Blume knows from experience that Maxxis products will come through for him no matter what: "The tires just perform flawlessly without reliability issues. I finished on the same set of tires I started on, and very few people can say that."

At press time, both drivers were set to meet at W.E.ROCK's

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ATV RACING RESULTS:

Maxxis' riders' multiple victories are paying off as the season enters the downhill stretch. A few recent highlights:

- Josh Creamer and Dustin Wimmer took the top two spots in the 2010 AMA ATV Motocross Championship series, wrapping up their winning season at Round 11, held August 14-15 at Loretta Lynn's Ranch in Hurricane Mills, Tennessee. Wimmer took second place at Loretta Lynn's, and Creamer placed seventh. Rockstar/Makita/Suzuki teammates Creamer and Wimmer won a total of seven rounds, with six for Creamer and one for Wimmer.
- Chris Borich topped GNCC rankings at the start of the summer break, with 256 points and seven victories in the season's first nine races. Taylor Kiser holds second place overall, while Donald Ockerman is fourth.
- Team MCR/Maxxis rider Beau Baron took his third WORCS win of the year at Round 7, crossing the finish line more than a minute ahead of the next rider. The race was held July 23-25 in Olympia, Washington.

CORRY WELLER'S TIRE OF CHOICE: MAXXIS' CEROS

Corry Weller is riding the Maxxis Ceros to LOORRS success. A UTV-specific tire, the Ceros is built to handle the extreme abuse a UTV takes. Radial construction provides better shock absorption than bias ply tires, allowing for a smoother ride. The Ceros also contains a directional, smooth-rolling tread pattern, providing steering precision and straight-line stability at high speeds. The tread pattern also creates predictable braking due to its aggressive traction for hardpack to intermediate conditions.

Give your customers the winning edge. Order the Ceros today!





CORRY WELLER RIDES CEROS TO A PHENOMENAL SEASON

Some riders seem to be born to race, competing before they're old enough for preschool.

And then there are riders like UTV racer Corry Weller. For Weller, the racing bug held off until she was 29 years old and a mother of two – but when it bit, it bit with a vengeance. “Before I bought my quad and started racing it, I had never raced anything before,” says Weller. “I have always had a very competitive nature, however, so I just immediately took to the whole racing thing, and now I can't imagine my life without it.”

Weller is enjoying an outstanding season in the LOORRS series: With three wins under her belt, she holds second place overall for her class. “Last season was full of bad luck for me, so this season I was really hoping that would turn around,” she says. “I told my husband that I had a lot of pent up ‘go fast’ in me from last season, and apparently it was true. I am shooting for the championship, so being in second place is great, but I want that Number One spot. I have been on the podium at least once at every race weekend, except for the last race weekend at Glen Helen. I was in first place when my motor let go on the very last lap – total heartbreaker!”

While she's had a phenomenal year, Weller says that her victory at Speedworld Off Road Park in Surprise, Arizona was especially sweet, because she won in front of a hometown crowd. She led the field throughout the race to take her first win of the season.

Through all her triumphs this

year, she's relied on Maxxis tires. Although she's still a fan of the Bighorns she rode for several years, Weller has ridden Maxxis' Ceros this season, and she couldn't be more pleased: “I saw the Ceros, and I thought ‘Those just look so cool!’ I liked the looks of the aggressive tread, and the squared-off design. They looked a lot like my MX quad tires, so I gave them a shot. Well, it turns out they are amazing, and that just happened to be the tire I was running when I got my first win this year. So now, every race since then, I keep seeing more and more UTV racers running the Ceros tires – they are definitely very popular with my fellow racers. The Ceros surprised me with how well they find traction in the mud. I expected them to do well on the drier, harder packed tracks, but their mud performance is also excellent. I get a lot of forward bite and momentum from them, and when you have the rear-wheel spin of 180 horsepower, that is really important. They are a very sure-footed tire. They are also tough, like the Bighorns. We take a lot of hits to our wheels and tires on the track, and they have been holding up very well to that kind of abuse.”

Weller, who raced motocross for seven years before turning to her current discipline, knows a great tire when she sees one. She's also well-versed in the differences between the two sports. While she was always aware of the disparity in physical strength between herself and her competitors in motocross, short course is a great equalizer: “I can push a gas pedal to the floor just as easily, and shift and steer just as well as any of the guys I

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BICYCLE RACING RESULTS:

Maxxis' sponsored riders were all over the podium this summer. A few highlights below:

- Sabrina Jonnier locked down the 2010 Downhill World Cup title with a top ten performance at Windham, New York. The race was held August 30. Jonnier wasn't the only triumphant Maxxis-sponsored rider at Windham; Trek World Racing's Tracy Moseley turned in an outstanding performance, taking second place.
- With a victory at Windham, the Luna Pro Team's Catharine Pendrel took the 2010 overall Cross Country Women's World Cup. Pendrel was joined on the podium by Maxxis-Rocky Mountain's Marie-Helene Premont in second place and Luna's Georgia Gould in third. The race was held August 28 in Windham, New York.
- Josh Tostado took third place overall at the six-stage Breck Epic, held August 22-27 in Breckenridge, Colorado. Tostado took two podiums during the event, grabbing third place in Stages 3 and 4, and finishing in the top five in each stage.
- UnitedHealthcare Presented by Maxxis' Hilton Clarke took third place at the Chris Thater Memorial race, held August 28-29 in Binghamton, New York.
- Roman Kilun of UHC-Maxxis won two California state track championships at separate races held during the weekend of August 21-22. Kilun earned the Individual Pursuit title at the Hellyer Velodrome in San Jose, and then won the Madison title along with another rider.
- Timothy O'Donnell overcame a dropped bike chain to take second place in the ITU Long Course World Championships, held July 31 – August 1 in Immenstadt, Germany.
- UHC-Maxxis' Jake Keough took second place at the Presbyterian Hospital Invitational. The race was held August 7 in Charlotte, North Carolina.
- UnitedHealthcare Presented by Maxxis' Tim Johnson crossed the finish line first in a race he helped to found, the Gran Prix of Beverly. The race was held August 4 in Beverly, Massachusetts.
- Transition Racing's Jill Kintner took the US National Downhill Championship and less than two weeks later won the dual slalom at Crankworx Colorado. The US Mountain Bike Championships were held July 18 in Granby, Colorado, and Crankworx Colorado was held July 29 at Winter Park Resort.
- UHC-Maxxis' Karl Menzies rode his Cormets to the podium at Elk Grove, taking third place overall. The Tour of Elk Grove was held July 30 – August 1 in Illinois.
- Josh Tostado won his sixth consecutive Breckenridge 100 victory. The race was held July 17 in Breckenridge, Colorado.
- Geoff Kabush, Sabrina Jonnier and Catharine Pendrel won national championships on two continents. Team Maxxis-Rocky Mountain's Kabush took his eighth straight Canadian National XC men's title, while the Luna Pro Team's Catharine Pendrel won the women's championship. On the other side of the Atlantic, Kabush's teammate Jonnier grabbed the French National DH championship. The races were held in Canmore, Alberta, Canada and Val d'Isere, France.
- Tim O'Donnell took his second straight Boulder Peak Triathlon Championship. The race was held July 11 in Boulder, Colorado.
- Maxxis-Rocky Mountain's Geoff Kabush and the Luna Pro Team's Catharine Pendrel teamed up to win overall mixed pairs at the BC Bike Race. The two won the seven-stage race, held June 26 – July 3 in British Columbia, Canada.

THE IKON: 3C TRIPLE COMPOUND TECHNOLOGY

Maxxis' new lightweight XC racing tire is already taking sponsored riders to the podium. With...

- Triple Compound Technology specifically optimized for single-ply mountain tires
- A harder base layer for low rolling resistance
- Support for each individual knob to reduce squirm
- eXCeption race specification

The Ikon is made for true racers. Available in select single-ply mountain models.

Order the Ikon today!



CAMERON COLE HAS BREAKTHROUGH YEAR IN 2010

A serious injury to his wrist may have cut his season short, but Cameron Cole made a strong impression on the World Cup downhill circuit.

His results this past season certainly give Cole reason for confidence. He took second place in downhill at Fort William in June, and considers that podium the highlight of his year. "I was so close to the win, but I didn't realize until later that night after the race. It's still unreal to think about that day," he told Maxxis. His Fort William performance was bookended by fifth place spots at the iXS European Downhill World Cup and Leogang, Austria.

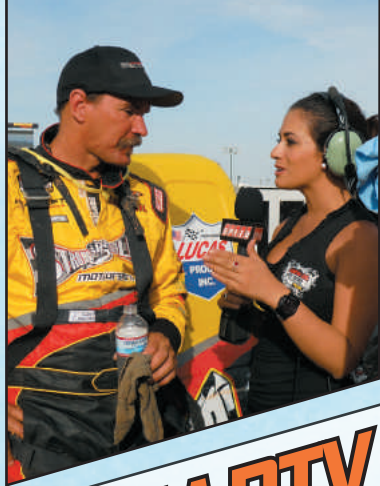
Cole relied on several Maxxis models during the year, including the Minion DHF, High Roller 2-ply 2.5, Wet Scream 2.5 and Larsen TT. At the Mega Avalanche, he rode the EXO-protection 2.5 Minion DHF. He said that their performance was uniformly "awesome. There's always a tire in the Maxxis arsenal that suits all the types of riding I do. The downhill tires have always been amazing. Since I started racing downhill in 2002, I have never ridden anything else and never will."

While he may have started downhill racing eight years ago, Cole has been competing a lot longer than that. He raced BMX at age three, when his parents joined family friends at the local BMX club. Young Cole had training wheels on his 16-inch bike for his first run. "The next day, the training wheels were off, and I was racing around the track," he said.

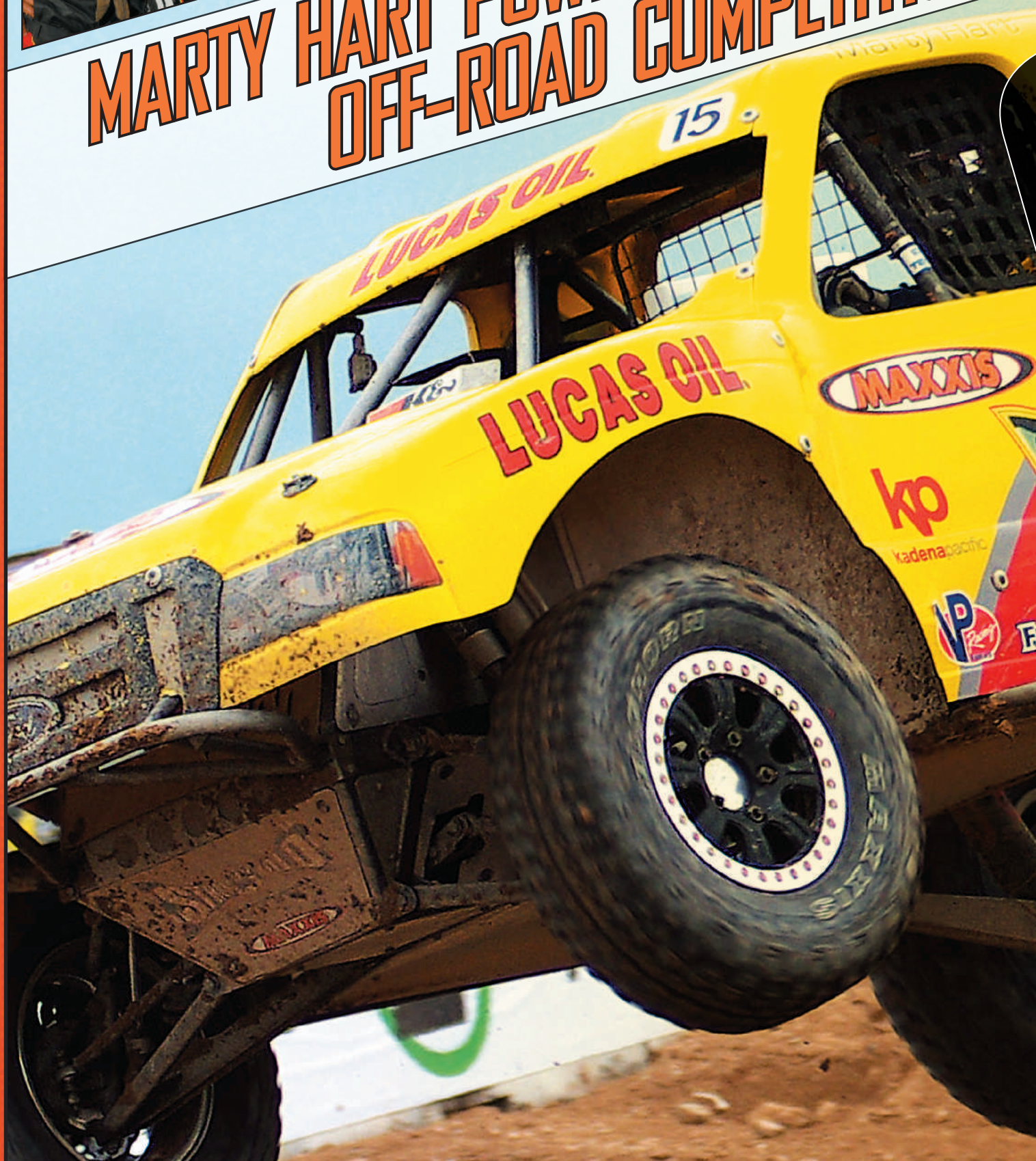
He still lives in his native New Zealand, but his career requires that Cole travel extensively several times a year. He said that mundane hassles, such as carrying the excess baggage of a bike and accessories, can be challenging, but the opportunities of world travel far outweigh the drawbacks. "Coming from New Zealand, it's a long way away from the rest of the world. It's 18 hours of flying to get to the USA and 30-40 to get to Europe, so I feel pretty lucky to be able to see the things I do while traveling to races. I have also learnt a lot about life, too. I think you grow up pretty quickly doing what I do," he said.

When he isn't traveling or training, Cole likes to hang out at a local coffee shop and works occasionally in a bike shop. He also works on a house that he and his partner, Amy, own. Long-term, his goals are clear: "I want to be a consistent top-five rider on the World Cup and just to keep enjoying it. If I can go to every race and ride to the best of my ability, I will be happy."





MARTY HART POWERS OVER THE OFF-ROAD COMPETITION



Even for a seasoned champion like Marty Hart, 2010 has been quite a year. Hart, who is competing in both the TORC and LOORRS series, had by press time, met the record for all-time off-road wins in a row. The longtime Maxxis driver spoke to Maxxis from his home in Columbia, Louisiana, where he lives with his wife of 20 years, Sharon, and children Megan and Kyle.

MQ: You've met the record for all-time wins in a row, and the season isn't over yet. Did you expect such an incredible year?

MH: Yes, kind of because when Chad Hord and Jeff Kincaid moved out of the class, it kind of made us the leader. I have a new truck, but it's an established race set-up. We felt like we could be running strong in both series all season.

MQ: How have your Maxxis Bighorns helped you win this year?

MH: That's part of the asset of the sponsors you align yourself with. You have to have good products the way we abuse them – those side loads we put them under for the extreme whoops – it's actually amazing how well they perform, because we definitely abuse those tires. For a DOT tire to do that is amazing.

MQ: How has being a part of the Stronghold Racing crew been helpful?

MH: Their resources, knowledge from a team perspective and to have someone who's committed as a team effort. Every guy on the team is pulling the wagon. They help me prep my truck, leaving me more time for training, going to my office and relaxing.

MQ: How are your teammates doing?

MH: Rob's having a decent season so far. He's doing well for his first year. He's got several top fives. To have these top five finishes is good. It's a tough class to get into.

MQ: How important is safety to you as you race, both for yourself and for spectators?

MH: It's huge. It's something that's always on everyone's mind, and it should be. It takes everyone who shows up to the track who takes responsibility. I think as racers, promoters and spectators, we all have to have common sense. It takes everyone. I think it's a collective effort.

MQ: You've raced ATVs, you've competed as a rock crawler and now you race off-road. How do the various disciplines compare, in your opinion?

MH: ATV racing is something you want to do as a kid because you can hit the ground and keep going, but as you get older, you want a cage. Off-road racing is my passion now. My son is 13 years old and my daughter is 19. We get to race as a family. I tell them and teach them that you don't get too high when you win or too down when you lose. My daughter entered her first year in college this year, at McNeese State in South Louisiana, so she's not traveling with us now.

MQ: How did you first become interested in racing?

MH: We used to ride three-wheelers all around in Louisiana. My buddies used to ride all the time, and it was a passion of mine right from the beginning. As soon as I could drive, I got to the racetrack. I just really loved racing; it didn't matter what I was on. I moved to California when I was 19 and started racing motocross and ATVs. Eventually, I went just to ATVs only when I got with American Honda. I don't care if it's motorcycles, ATVs or cars. I just like competing and racing.

MQ: What's the best thing about making your living racing off-road?

MH: The intensity of the competition. I'm enjoying seeing the sport expand the way it has over the past two or three years. Having two series has really elevated racing into the mainstream.

MQ: If you weren't a driver, what do you think you'd have done?

MH: I'm in the glass business. I own three stores in Louisiana. I guess I'd just be doing glass work and being bored sick. I enjoy glass work, but it's not a passion like you have for racing. My dad opened the stores in 1978, and his passion was for glass work. Mine is for racing. Every division of racing that you get in, you want to be the best. It's just a desire to be the best in whatever.

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

MH: Hunting and fishing, wakeboarding – just basically spending time with my family.



MOTORCYCLE RACING RESULTS:

Maxxis riders turned in their usual outstanding performances before the summer break in several major series. A few highlights are below.

- At the Snowshoe GNCC, Maxxis rider Jesse Robinson won the XC2 class and took second place overall for the day. The race was held June 27 in Snowshoe, West Virginia. RPM Racing Team's Chris Bach was also on the podium at Snowshoe, earning second place in XC1 Pro and third overall in the race. Jason Thomas of Fred Andrews Racing was second in XC2 and fourth overall for the day. All three are doing well in the overall standings for the season, with Bach fifth in XC1 Pro and Thomas and Robinson second and third in XC2 rankings. Maria Forsberg took her eighth win of the year in the Women's class, with Mandi Mastin joining her on the podium in third place. Between them, Forsberg and Mastin have won every Women's race of the season.
- With 210 points, Maxxis' sponsored rider Adam Jones holds fifth place overall in the Red Bull X Fighters series. Jones' standings were boosted by his May victory at an X Fighters event in Egypt.

FOR KART RIDERS, NOTHING BEATS THE HT3-W! (PINKS)



The HT3-W is the fastest kart tire on dirt. Sharing the same material make-up as the championship-winning HG3, but with reduced tread depth and wider contact patch, the HT3-W provides maximum performance.

Designed for hard, fast tracks. Developed to provide a consistent footprint for increased cornering speed.

Order the HT3-W today!





JOSH DEMUTH AND MAXXCROSS TIRES ARE A TITLE-WINNING COMBINATION

Josh Demuth won a championship in 2006, and again in 2010, when he took the top prize in the Arenacross series. Both times, he spent the season riding Maxxis tires.

That's one key reason that Demuth trusts Maxxis. "They're terrific," he says of the company's products.

The past season certainly justifies Demuth's confidence in his Maxxcross tires. As part of Team Babbitt's, Demuth and fellow riders Chad Johnson and Tyler Bowers swept the podium six times and took a total of 42 podiums during the season, winning every race but one. Demuth won six of those races, and the team held the series' top three spots overall throughout the season.

He's already looking forward to contesting Arenacross again next year. At 31, Demuth is a seasoned veteran of his sport, a fact he keeps in mind when contemplating the coming year: "I'm not a young person in the sport any more. I just want to stay healthy and race to the best of my ability and give all these up-and-coming kids a run for their money. And everyone wants to retain their championship, and obviously, I do too."

Demuth has been racing since he was a child, and has competed in cross country, motocross, supercross, endurocross and the X Games. His love of competition is rooted in his childhood. "When I was growing up, my father and some of his friends used to do hare scrambles and cross country races, and I was intrigued by it," he tells Maxxis. "My dad bought me my first motorcycle when I was four. I just loved it. I was just blessed to be able to love what I do and make a living at it."

Demuth is passing his love of the sport along to his own children, eight-year-old daughter Sutton and four-year-old son Brody. Sutton, who has been present when Demuth won races on his birthday for the past two years, got her first bike this summer and wants to race.

Even the off-season is packed for Demuth, but when he does have leisure, he likes to spend time with his kids and with his girlfriend, whom he says is very supportive of his racing. "We're on the road so much in racing that any time we get to be at home is kind of a special time," he says.

Maxxis is proud to sponsor Josh Demuth and looks forward to cheering him on to Arenacross victories in 2011.

ROCK CRAWLERS ROLL WITH MAXXIS

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national competition in October. For Bailey, having a winning season and a shot at the national title is a rewarding finish to an unexpectedly challenging year. "We've actually had a string of breakdowns. We've broken more this year, and so we're definitely not letting our guard down," he says. "We want the national title really bad. There for a while at the last event, I was not positive that I was going to get [the West Coast title], and we ended up triumphing in the end. I expected one of my

easiest years, and it ended up being one of my most difficult."

For Blume, the time between sealing his hold on the regional title and the national contest is a chance to savor his triumph. "It's awesome [to have the title locked down], especially seeing as there's one race left, and we can just have fun," he told Maxxis. "You always want to win and do good, but it's nice knowing that you don't have to." He's looking forward to the season's final event: "I think its

going to be great. It's manmade, and the car works really well on a manmade course. We ought to be top five easy."

Maxxis is proud to sponsor both of these fine drivers, and wishes them the best at W.E.ROCK's national competition.



CORRY WELLER RIDES CEROS TO A PHENOMENAL SEASON

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race with. They have no physical advantage, and I have no physical disadvantage. We are all equal when we hit that starting line. It's all about your mental game and your need to win." Short course racing also offers the adrenaline rush of motocross, according to Weller, with the added safety factor of a roll cage.

Weller is supported in her racing career by her family. She met her husband, James, at her first quad race, and the two used to race against each other.

The couple has a 16-year-old daughter and a 13-year-old son. "They have been great to put up with such an unconventional mom, and they are my biggest fans," she says. In addition to her family responsibilities, Weller also balances her racing career with a full-time job as a warranty administrator for MINI of Tempe, and she's a contributing editor for several ATV magazines as well.

With all the demands on her time, Weller is still thrilled to be working as a pro racer, and she's grateful to

Maxxis for its support: "I also want to say a big thank you to Maxxis for being such a great sponsor to me for this season. They have helped me so much by providing me with the best tires out there, and by always being available at the races in case I need help with anything. I can only hope to be able to return as much." Maxxis is proud to sponsor Corry Weller. For information on her latest victories, please visit Maxxis.com.





01/ October 1-2

Tooele, Utah
W.E.ROCK Grand National Championships

02/ October 8-9

Irwindale, California
Formula Drift Round 7

03/ October 9-10

St. Clairsville, Ohio
GNCC Power Line Park

04/ October 15-17

Parker, Arizona
Best in the Desert Bluewater Desert Challenge

05/ October 15-17

Mesquite, Nevada
WORCS ATV Round 9

06/ October 16-17

Morrison, Illinois
OMA Nationals Moose Run

07/ October 22-24

Mesquite, Nevada
WORCS Motorcycle Round 10

08/ October 23-24

Crawfordsville, Indiana
GNCC Ironman

09/ November 2-5

Las Vegas, Nevada
SEMA Show
Maxxis hosts a booth at the premier automotive specialty products trade event in the world.

10/ November 6-7

Las Vegas, Nevada
LOORRS Rounds 13 & 14

11/ November 17-20

SCORE Baja 1000
Ensenada to La Paz, Mexico

12/ December 3-5

Henderson, Nevada
Best in the Desert TransWest Ford
Henderson 250

13/ December 11

Phoenix, Arizona
LOORRS Round 15