

MAXXIS®

**THE MAXXIS QUARTERLY
SUMMER 2010**



**The AT-771: Tackle Trails
with Confidence**
pg. 2



**Brian Deegan Moves to
Four Wheels on Bighorns**
pg. 5



**Chris Bach Is Riding High
in GNCC on Maxxcross SI**
pg. 13





AT-771 :

The AT-771 lets your customers tackle their favorite trail or everyday work route with confidence.

The unique tread pattern and sidewall lug design offer excellent all-terrain traction while reducing pattern noise with multi-pitch noise reduction technology. Enhancing the AT-771's off-road prowess, stiff but conformable construction with several key reinforcements improves stability and handling, while offering a refined ride on smoother surfaces.

- Tread pattern and sidewall lug design offer excellent all-terrain traction
- Stiff but conformable construction improves off-road stability and handling
- Compound and pattern design improve tread wear, wet traction and hydroplaning resistance

Order the AT-771 today!



AUTO RACING RESULTS:

Maxxis drivers are all over the podium in off-road contests. A few highlights below:

- Marty Hart and Brian Deegan took successive Pro Lite Unlimited victories at LOORRS Rounds 5 and 6. Hart won Round 5 and took second place the next day at Round 6, when Deegan took the victory. Jeremy "Twitch" Stenberg also rode Maxxis to victory in Sunday's race, taking first place in the Super Lite class. The races were held May 22-23 in Las Vegas, Nevada.
- Maxxis drivers also did well at LOORRS Rounds 3 and 4, taking the top two spots in the Pro Light and Pro Buggy classes and winning both UTV categories. Brian Deegan continued his successful transition from two to four wheels with a Pro Light win, with off-road veteran Marty Hart in second place. Rounds 3 and 4 were held April 17-18 in Surprise, Arizona. Chuck Cheek won the Pro Buggy class, while Bobby Pecoy grabbed second place. Chad George claimed the top spot in Unlimited UTV. In addition to posting the fastest lap times and fastest speeds for her class in both rounds, an elated Corry Weller brought home the overall victory in SR1 UTV.
- Drivers sponsored by Maxxis powered over every obstacle in their path to take wins at the 2010 W.E.ROCK opener, held March 27-28 in Oroville, California. Troy Bailey won the Pro Modified class, while Dan Patterson took the victory in the Stock Modified class.
- Kenny Blume took first place at W.E.ROCK's East Coast opener, with Mike Thompson in second place. The contest was held May 23 in Rausch Creek, Pennsylvania.
- Brian Shirley took third place on the first day of the XORRA US Pro series' first event of 2010, held May 1-2 in Gray Rock, Alabama. Shirley's son Levi took third place the following day.
- Doug Bigelow took third place at the KOH Qualifier, held May 7-9 in Rausch Creek, Pennsylvania.



BRIAN DEEGAN'S BIGHORNS TAKE HIM FROM TWO TO FOUR WHEELS IN WINNING STYLE

Going from freestyle motocross to four-wheel off-road racing could be a tough test for any driver, but if you're Metal Mulisha General Brian Deegan, you're up to the challenge — especially when you're riding Bighorns.

Deegan is relying on the Maxxis products as he competes in the LOORRS series. In his first full year as an off-road racer (he competed for half the season in 2009), he's third in the series' overall standings and has racked up a victory.

A freestyle motocross superstar in his previous incarnation, Deegan was attracted to his current pursuit in large part by the difference in safety between the two sports. As a moto rider, his injuries included broken bones, the loss of a kidney and damage to his spleen. A four-wheeled vehicle equipped with a roll cage is definitely the safer option, he believes. His Metal Mulisha team is broadening its focus to include off-road motorsports as well: The recently formed Rockstar/Metal Mulisha/Lucas Oil team had made two podiums by press time.

But whatever the discipline, Deegan's competitive instincts are as strong as ever. "The only person I have to beat is myself," he says. "As a kid, I was always competitive and wanted to be the best. A lot of things I've tried don't work, but if you try enough things, you figure out what you're good at."

"I chose the Pro Lite class because it's real competitive. It's my first full season, and I wanted to take my time and learn how to drive. I feel like it's a good training ground," he continued. He's also glad that his Bighorns are there to give him an edge: "In the Pro Lite class, you look for an advantage any way you can in those trucks, and I think the tires are a good advantage."

Despite his move to four-wheeled pursuits, Deegan hasn't completely let go of motocross. A ten-time medalist, he's planning to compete in the X Games in August, riding dirt bikes and rally cars.

ATV RACING RESULTS:

As the 2010 season progresses, Maxxis' ATV riders continue their usual dominance over the competition. A few highlights below:

- Matlock Racing won Class 25 of the 42nd annual SCORE Baja 500. The punishing desert race was held June 5 in Ensenada, Baja, Mexico. Defending champions from 2009 and currently first in the 2010 points standings, Matlock Racing also won the first SCORE race of the year, the San Felipe 250.
- At press time, Chris Borich had won six of eight GNCC races, finishing on the podium in every round, and he led the overall standings by 35 points. Fellow Maxxis rider Taylor Kiser was second overall at press time, and Donald Ockerman was fifth.
- At WORCS' Round 6, Maxxis/MCR riders Beau Baron, Josh Row and Mike Cafro took three spots in the top five. Baron, who was second in points standings at press time, made the podium in second place, with Row in fourth and Cafro in fifth. Teammate Davi Haagsma also did well, winning the Pro Am class, while Julie Russell took her fifth straight victory in Women A. The race was held June 5-6 in Anza, California.
- In the ATV Motocross Nationals, Josh Creamer led the race for the championship at press time, with four wins in six races. Creamer's Rockstar/Makita/Suzuki teammate Dustin Wimmer was a close second in the overall standings, with just 15 points separating the two riders.
- At Round 7 of the GNCC series, riders on Razrs took every spot on the ATV XC2 class podium, with a victory for Walker Fowler, second place for Gabe Phillips and third place for Mark Notman. A rider on Razrs also won the 90 Modified (12-15) Youth race, with a sixth win for Levi Coen. The race was held May 22-23 in Somerset, Pennsylvania.
- Beau Baron took his second win of the year at WORCS Round 5, topping the podium in the Pro class. Baron's Maxxis/MCR teammates also did well at Round 5, with a fourth place finish for Josh Row, fifth place for Levi Marana and seventh for the team's owner and manager, Mike Cafro. Julie Russell won the Women A race. Davi Haagsma claimed the holeshot and held the lead throughout the Pro-Am race, rounding 13 laps in 2:07:25 hours. The race was held May 21-23 in Milford, California.



RAZR MX SYHP

Serious racers deserve a tire with serious performance – and the Razr MX SYHP is designed to deliver.

The Razr MX SYHP rear tire is a lightweight version of the Razr MX, featuring a super soft race compound designed to hook up in any intermediate to blue groove motocross conditions. The front Razr MX SYHP is a 4pr, medium compound version of the Razr MX with a slightly modified tread pattern for rapid braking and more precise steering.

Contact your distributors to order the Razr MX SYHP today!



ROCKSTAR/MAKITA/SUZUKI DUO IS HEADED FOR ATV MX CHAMPIONSHIP

His two riders lead the overall standings in a major series, with four victories out of five races by press time. At 60 points behind, the next rider isn't even within striking distance of the ATV Motocross National championship.

Kory Ellis isn't surprised.

The manager of the Team Rockstar/Makita/Suzuki duo of Josh Creamer and Dustin Wimmer

says his crew's outstanding season is going as he expected. "We feel we have the best riders, ATVs, sponsors and team, so there is no reason both riders cannot be on the podium every weekend," Ellis told Maxxis.

The two racers have justified Ellis' confidence by delivering results week after week. Wimmer began the team's season with a victory in Round 1, while Creamer has

taken wins in Rounds 2, 4, 5 and 6. In Round 4, the one race where another rider grabbed first place, the two were still on the podium in second and third place. At press time, both riders had been on the podium in every race.

Throughout the season, Creamer and Wimmer have been riding the SYHP Razr MX rear and the Razr Cross front. The winning tire combo has a lot to do with

continued on page 14

BICYCLE RACING RESULTS:

Maxxis' riders and teams have been all over the podium in national and international races this season. A few highlights:

- Team Maxxis-Rocky Mountain's Sabrina Jonnier held the lead at press time for the downhill World Cup. Jonnier took the lead with a victory at Fort William, held June 6. Teammate Cameron Cole, who was third in the race for the men's World Cup at press time, took second place in men's downhill at Fort William. At the first World Cup downhill event of the year, held May 16 in Maribor, Slovenia, Jonnier captured second place.
- Team UnitedHealthcare Presented by Maxxis took all three top spots at the U.S. Air Force Cycling Classic, with a victory for Jake Keough and second and third places for Hilton Clarke and Karl Menzies. The race was held June 13 in Arlington, Virginia. The sweep gave Clarke his second trip to the podium of the weekend; just one day earlier, he won the USAF Cycling Classic Clarendon Cup. The weekend's back-to-back victories followed Marc de Maar's overall win at Mount Hood in Philadelphia earlier in June.
- Riders from the Maxxis-sponsored Trek World Racing team won the men's and women's US Open downhill, held May 30 in Vernon, New Jersey. Andrew Neethling and Tracy Moseley both topped the podium. Transition Racing's Jill Kintner, also sponsored by Maxxis, took second place in the women's race.
- The Luna Pro Team's Georgia Gould won the US Pro XCT #3, held May 29 in Austin, Texas, with teammate Katerina Nash joining her on the podium in third place.
- Geoff Kabush of Team Maxxis-Rocky Mountain took second place at the third round of the US Pro XCT, held May 29 in Austin, Texas.
- Maxxis' sponsored riders did well at the X Games Asia Mini Mega Ramp, with a podium spot for Austin Coleman and fifth and sixth places for Morgan Wade and Anthony Napolitan. The event was held May 30 in Shanghai, China.
- With the second fastest time in the history of the event, Tim O'Donnell won the men's category at the Rohto Florida Ironman 70.3, held May 16 at Disney World. O'Donnell rode his Maxxis Courchevel tires to a 2:08:41-hour finish in the bicycle portion of the contest. At 3:51:18 hours, his final time was 50 seconds shy of the event record.
- In a close finish, Karl Menzies of UnitedHealthcare Presented by Maxxis won the fourth and final stage of the Joe Martin Stage Race, while teammate Matthew Crane took second place by a fraction of a second. Stage 4 was held May 9 in Fayetteville, Arkansas.
- Team Maxxis-Rocky Mountain's Geoff Kabush took second place at the Belgian Grand Prix mountain bike race, held May 8-9 in Antwerp, Belgium.

PUSH THE LIMITS IN CROSS COUNTRY WITH THE ASPEN

Maxxis has done it again with its latest XC race tire, the Aspen. Lightweight and designed for minimal rolling resistance, the Aspen features a high-volume casing to smooth out the roughest roots and rocks, while the dual compound gives optimal traction in the corners. For customers who want to be first over the finish line, the Aspen delivers.

- Race-inspired low profile design
- Aggressive side knobs
- Lightweight XC race tire
- Dual Compound
- The Aspen Today!



A professional cyclist is shown in a dynamic, forward-leaning riding posture. He is wearing a white cycling jersey with black and red accents, featuring the 'MAXXIS' logo prominently on the chest and sleeves. The jersey also has 'UnitedHealthcare' and 'MUSCLE MILK' branding. He is wearing a white and black helmet, sunglasses, and black cycling gloves. The background is a blurred outdoor setting, suggesting a race or training session.

UNITEDHEALTHCARE PRESENTED BY MAXXIS TEARS UP THE US RACING CIRCUIT

With the pro riding season well under way, the UnitedHealthcare Presented by Maxxis juggernaut is going at full speed.

The team has racked up win after win, including Marc de Maar's overall at Mount Hood in June, a sweep of the podium at the U.S. Air Force Cycling Classic, and the U.S. Air Force Clarendon Cup for new team member Hilton Clarke. Other victories and strong performances include stage wins at Joe Martin and La Vuelta de Bisbee, the overall at the Topsport Stage Race, several Speed Week victories and a podium at the Tour of the Gila.

Team Director Mike Tamayo is elated: "This season is shaping up to be one of the best. In criterium racing alone, we have done 12 crits since April and won 6 of them — all on Maxxis tires! Several of them were in some horrible wet weather, and the advantage goes our way in the wet with the Cormet tires. Fans keep asking us what tires we ride in the rain. Our response is always 'the same ones we ride in the dry': Cormets."

The Cormet is well-suited to take UHC-Maxxis through almost any conditions. With high tpi ONE70 technology, the Cormet is lightweight, with low rolling resistance and a positive feel of the road. With a 2-ply nylon breaker, the Cormet is also highly resistant to punctures.

Karl Menzies certainly appreciated having the Cormet in his corner during Speed Week, when he won the Athens Twilight Criterium. "I have 100% faith in these tires, no matter what the conditions. Even in torrential rain like at Athens this year, I had confidence and trust that they could handle the wet roads. They were critical to my win there," he said.

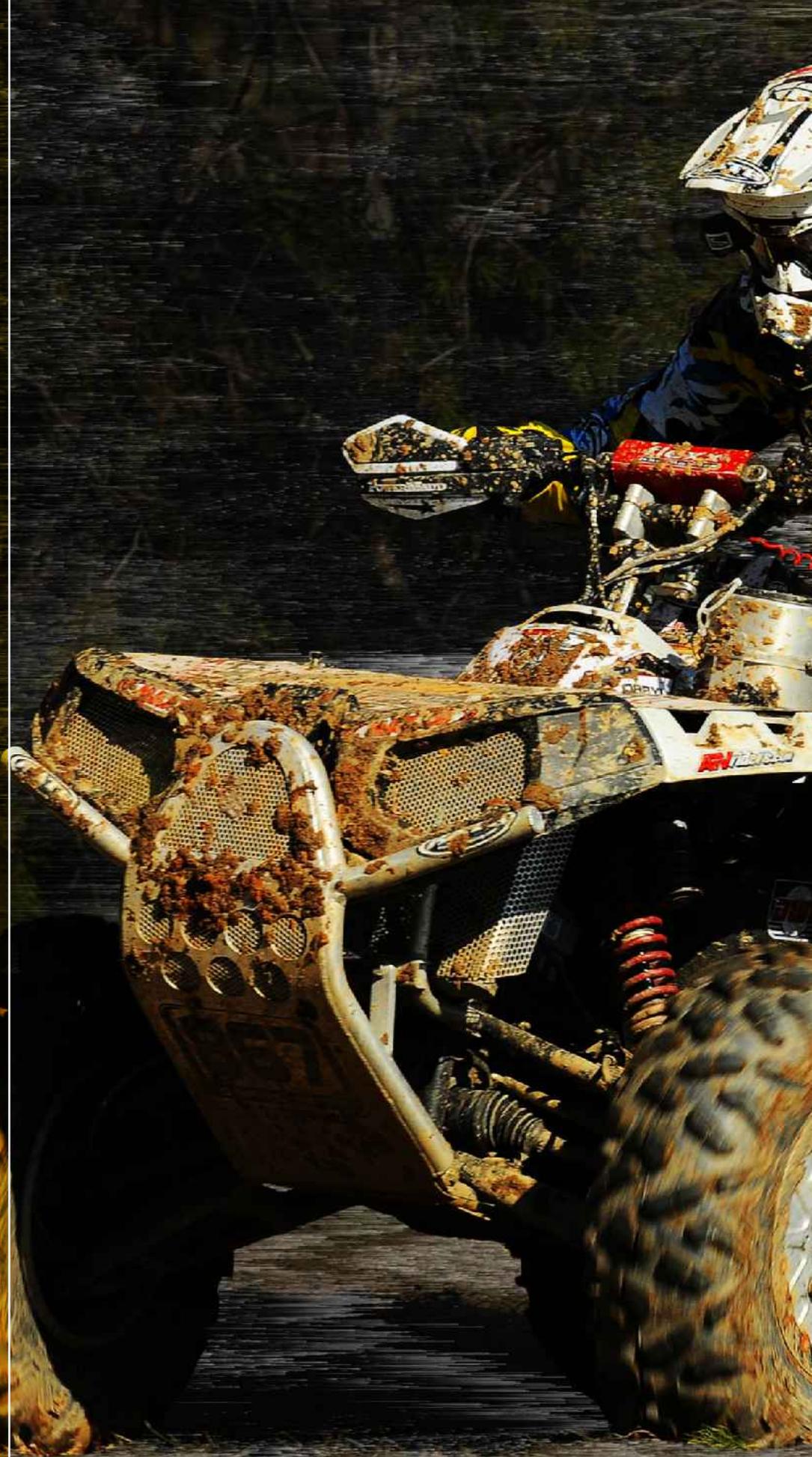
Topping podiums in a highly competitive field is enough of an achievement for any team, but the UHC-Maxxis crew has ambitions in other areas as well. With two new initiatives, the team is reaching out to help others. Riders Brad White and Matt Crane rode in the seven-day Ride2Recovery Memorial Challenge in early June. With the goal of improving the health and wellness of injured veterans through cycling, the ride traced a route from Washington D.C to Arlington, Virginia.

The team is also helping to promote healthful lifestyles through a contest which ran in late May. The winner of the online competition got a personalized health plan from UHC-Maxxis riders and staff, including training advice, a workout plan and bike and set-up maintenance information.

First in NRC standings for the past several years, the UHC-Maxxis squad is sure to deliver additional victories for their fans across the US. Be sure to check Maxxis.com for the latest news on this winning team.

Q & A WITH DARYL RATH

Daryl Rath is a utility ATV veteran with nearly two decades of racing experience under his belt. A regular presence on this season's GNCC podium, he also makes time to run Rath Racing, an ATV components company. From his home in Hutchinson, Minnesota, Rath recently took time to speak with Maxxis about his career, the past and current state of ATV racing, and much more.





MQ: You've made the GNCC podium in five of seven rounds. Did you expect to do so well this season?

DR: We were hoping to have a good season this year. This is the second year on the machine that we're racing. We learned a lot last year, and that's making it a lot easier this year.

MQ: How are your tires performing for you?

DR: I use the Bighorn 2.0 and Razr 4-Speeds. The Bighorn 2.0s have been awesome in the mud, and for the drier tracks, we've been running the Razr 4-Speed, and we're very happy with those.

MQ: When did you first realize that you wanted to compete professionally?

DR: I started racing I believe in 1991. I come from a motorsport family; my dad competed in motorsports.

MQ: How has ATV racing changed during the course of your career?

DR: There really has been a lot of change. Back in the mid-90s when the manufacturers pulled out, ATV racing was kept alive by the aftermarket companies. With the economy [today], it's hurt everybody. When we raced the WPSA series, we had really good TV coverage. I've lived in the same town all my life, and people who didn't know I raced knew I did because they saw me on ESPN2. It put it in front of people who didn't know anything about it, and it helped it grow. Without the coverage, we'll go backward a little bit.

MQ: What led you to start Rath Racing?

DR: I'm a machinist toolmaker by trade, and I built some parts that I couldn't buy. Other people would see them and ask if I could build [the same thing] for them.

MQ: Can you tell our readers a little about your family?

DR: My wife, Jennifer, works with me. We have four sons, ages 17, 15, 13 and 8, and they all race. Jennifer races with me in the side-by-side with Maxxis tires.

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

DR: The best thing is honestly that the people at the track are our friends. We travel so much that we have friends at the track. I've been in this sport so long that friends of mine that I've actually raced with have taken parallel paths in our careers.

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

DR: In my leisure time, I get to spend time with the kids. We do some local races, whether it's MX cross country or dirt track. It's all a way to spend time with the kids.

MQ: Anything else you'd like to touch on today?

DR: I'd like to thank Maxxis. I've raced with you guys in years past, and I'm happy to be back.

Maxxis is glad he's back, too.



MOTORCYCLE RACING RESULTS:

Maxxis riders are turning in their usual fine performances in major motorcycle series. A few highlights are below.

- At the GNCC John Penton motorcycle race, held June 6 in Millfield, Ohio, Jesse Robinson won the XC2 Pro Lites class and Chris Bach took fifth place in XC1 Pro. Bach also holds fifth place in the points standings. Maria Forsberg of RPM Racing won the Women's race, with fellow Maxxis rider Mandi Mastin in third. Forsberg leads the Women's class in points, followed by Mastin in second place.
- At the GNCC Mountain Ridge, Jason Thomas took his second XC2 motorcycle win of the season, with Jesse Robinson joining him on the podium in third place. Thomas won by more than two minutes, after gaining the lead early in the race.
- Adam Jones rode Maxxcross tires to the top of the podium at the second round of the Red Bull X-Fighters World Tour, held May 14 in Cairo, Egypt. Jones bested 11 of the sport's top riders in a new trick-for-trick format to win the daunting contest, held at the Great Sphinx of Giza.
- Chris Bach took fourth at the GNCC Loretta Lynn's race, held April 24 in Hurricane Mills, Tennessee. Other riders on Maxxis also did well at Loretta Lynn's. Jesse Robinson took third place in XC2 Pro Lites, with Jason Thomas in fifth place. The two are second and third respectively in XC2 Pro Lites points. Maria Forsberg won her fourth victory of the season in the Women's class, while Mandi Mastin took second place.

FOR TOP PERFORMANCE, CHRIS BACH TRUSTS THE MAXXCROSS SI

GNCC XC1 Pro Chris Bach's tire of choice is the right choice for your customers. "For general racing and riding purposes, I choose the Maxxcross SI combo to keep me tracking." Bach said. "Not only do they provide great traction and feel for racing, but they also keep tracking after hours and hours of abuse between tire changes on my practice bikes."

Developed and tested at GNCC races, the SI's race-proven tire compound delivers excellent traction in soft/intermediate conditions. Its anti-flex knob bridges on side lugs offer solid straight-line stability. It also features enhanced shoulder grip to allow for aggressive cornering.

- Race-proven rubber compound delivers excellent traction in soft/intermediate conditions
- Anti-flex knob bridges on side lugs offer solid straight-line stability and enhance grip for aggressive cornering
- Developed in the Grand National Cross Country series

Order the Maxxcross SI today!





CHRIS BACH IS RIDING HIGH IN THE GNCC ON MAXXCROSS SI

In his rookie year in the XC1 Pro class, Chris Bach is riding his Maxxcross SIs to the GNCC motorcycle top five — and he couldn't be more pleased with the performance of his Maxxis products.

“My Maxxcross SIs perform flawlessly,” Bach told Maxxis. “In GNCC racing, I have to traverse a variety of different terrain and surfaces and textures of dirt. My tire choice is always the Maxxcross SI for GNCC races. I always have confidence knowing that my Maxxcross SIs are going to hook up and take me to the front of the pack.”

Four top-five performances at GNCC races this year, including two spots on the podium, is not enough for Bach. He is also squeezing in local races when he can, competing alongside friends he normally sees little of during the regular season.

Although this is his first season in the GNCC's major league, Bach is no stranger to the sport. He began racing around age seven and has competed in WORCS, the OMA Nationals, a National Enduro and motocross events. “It was always just for fun,” he says of his early racing years. “I progressed over the years to the A classes and did pretty well. Everyone thought a chance to race the Pro class would be cool, but I really didn't see it as an option for an actual career until the 2009 season, when I started winning a lot of national events.”

Even the off-season offers no real downtime for Bach, who says he'll take three weeks off after the last GNCC race this fall. Then it's time to get ready for 2011. Bach has no complaints about his demanding schedule: “I wake up every day and I get to do what I love. I don't have a boss, I don't have to clock in or clock out. I just ride my dirt bike. It's like living a dream for sure.”

ROCKSTAR/MAKITA/SUZUKI DUO IS HEADED FOR ATV MX CHAMPIONSHIP

•continued from page 7



the team's success, according to Ellis: "The tires have performed extremely well so far. When the riders go to the line, they know the tires are one thing they don't have to worry about, and they know that they are on the best tire at the track. The performance the riders get out of the tires allows the riders to do things the other riders on the track are unable to do. The tires allow the riders to pick and choose where they want the ATV to go, so they can make passes where others cannot."

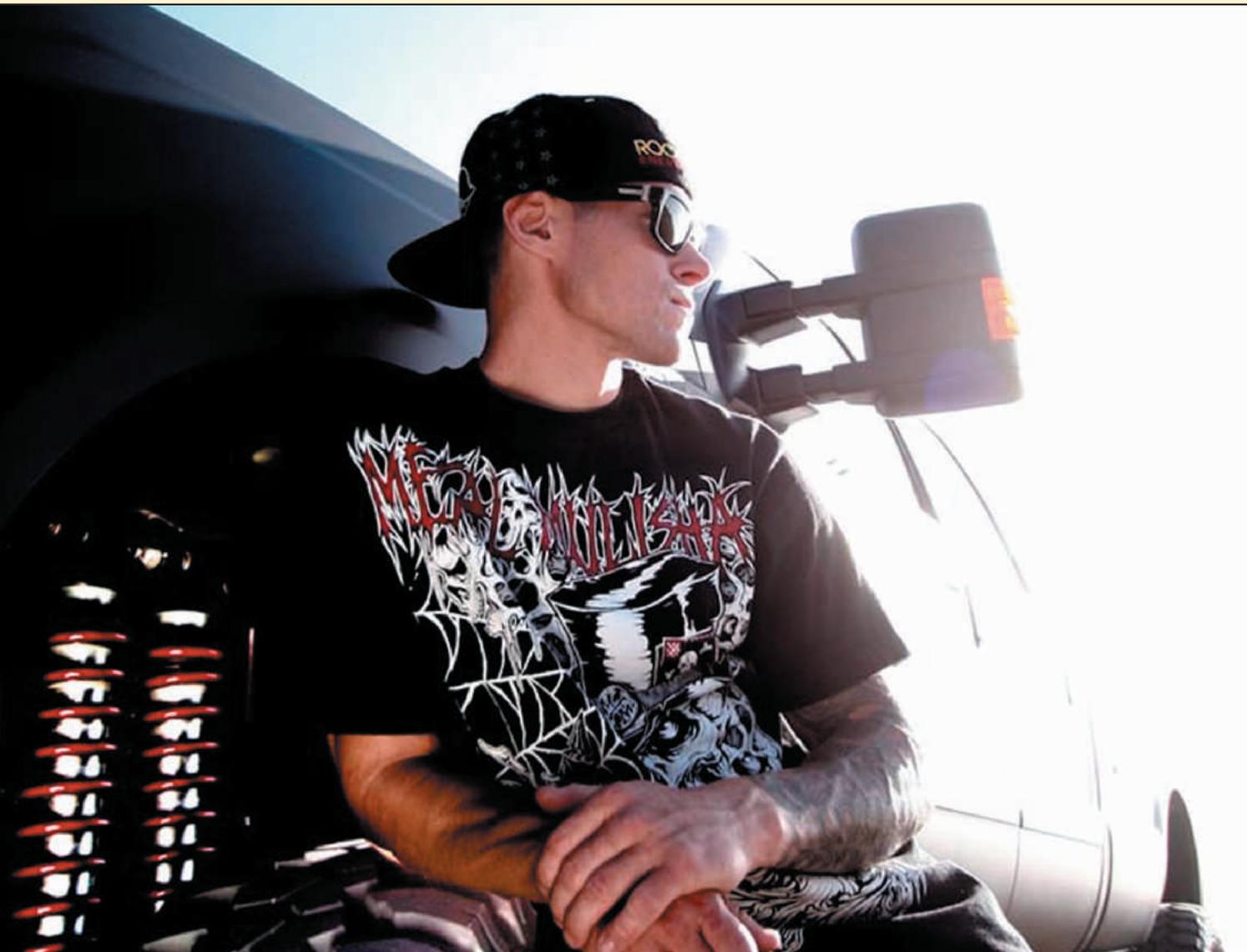
As a former racer who still competes occasionally, Ellis says his racing background provides a distinct advantage in managing his team. "It helps dealing with the riders, because I know what they need and what they're looking for on and off the track," he said. "Also, when I was racing, I had to find my sponsors, get contracts signed, and order parts, so as a team manager all of that transfers over — just on a larger scale." Although he's been scaling back his own racing in the past

few years, Ellis says you never know when he might pop up at a local contest.

With a total of 11 rounds in the 2010 season, fans have a lot of action to look forward to from Team Rockstar / Makita / Suzuki. Be sure to check Maxxis.com for news of this team's latest victories.

BRIAN DEEGAN'S BIGHORNS TAKE HIM FROM TWO TO FOUR WHEELS IN WINNING STYLE

•continued from page 5



A native of Nebraska, Deegan today makes his home in Temecula, California.

When competition isn't keeping him busy, he sets aside time for family. "I spend time with my kids, taking them to their games," he says. He and wife Marissa have three children: an eight-year-old daughter, a four-year-old son and a baby boy. With competition in their genes, the children seem to have been bitten by the racing bug: daughter Hallie raced the

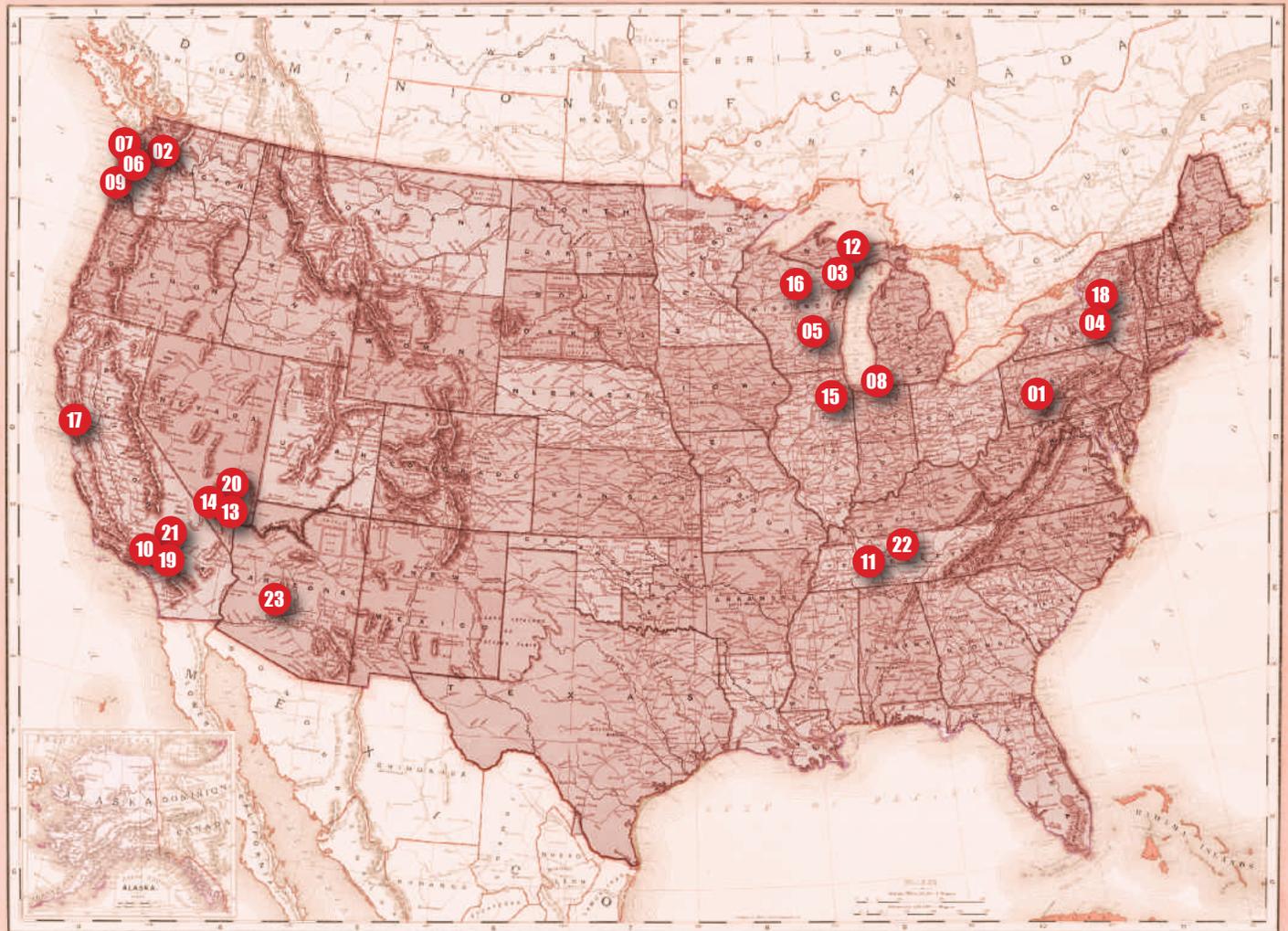
Junior 1 kart class at a recent LOORRS event.

When Deegan signed his sponsorship deal earlier this year, Brad Williams of Maxxis was delighted to have him aboard. "In his relatively short tenure in off-road racing, Deegan has brought many new promotional opportunities to the series and already proven he is a leader in the sport," said Williams. "We are thrilled he has decided to join our team, adding to the long list of

Maxxis champions."

For more information on Brian Deegan, please visit Maxxis.com or BrianDeegan.com. Fans can also follow Deegan's Twitter feed at [Twitter.com/mmGeneral](https://twitter.com/mmGeneral).





01/ July 3-4
 Armagh, Pennsylvania
 ATV MX Round 8

02/ July 9-10
 Monroe, Washington
 Formula Drift Round 4

03/ July 10-11
 Bark River, Michigan
 TORC Rounds 3 & 4

04/ July 17-18
 New Berlin, New York
 ATV MX Round 9

05/ July 23-24
 Oshkosh, Wisconsin
 TORC Rounds 5 & 6

06/ July 23-25
 Olympia, Washington
 WORCS ATV Round 7

07/ July 30 - August 1
 Olympia, Washington
 WORCS Motorcycle Round 7

08/ July 31 - August 1
 Buchanan, Michigan
 ATV MX Round 10

09/ August 6-8
 Olympia, Washington
 WORCS Motorcycle Round 8

10/ August 7-8
 San Bernardino, California
 LOORRS races

11/ August 14-15
 Hurricane Mills, Tennessee
 ATV MX Round 11

12/ August 14-15
 Bark River, Michigan
 TORC Rounds 7 & 8

13/ August 19-21
 Nevada
 Best in the Desert Vegas
 to Reno

14/ August 20-21
 Las Vegas, Nevada
 Formula Drift Round 5

15/ August 25-26
 Chicagoland, Illinois
 TORC Rounds 9 & 10

16/ September 4-5
 Crandon, Wisconsin
 TORC Rounds 11 & 12

17/ September 10-11
 Sonoma, California
 Formula Drift Round 6

18/ September 11-12
 New Berlin, New York
 GNCC Unadilla

19/ September 17-18
 Devore, California
 WORCS Motorcycle Round 9

20/ September 22-24
 Las Vegas, Nevada
 Interbike
 Maxxis hosts a booth at the
 Interbike International Trade
 Expo.

21/ September 24-26
 Devore, California
 WORCS ATV Round 8

22/ September 25-26
 Lafayette, Tennessee
 GNCC Titan

23/ September 25-26
 Surprise, Arizona
 LOORRS races