

# MAXXIS®

THE MAXXIS QUARTERLY  
WINTER 2011



The DTH: Now Available in  
26" Sizes!

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Derek Guetter Braves the  
World of Freestyle on  
Four Wheels

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There's No Stopping Lance  
Coury on Maxxcross

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# MAXXIS

*Now Available in 26" Sizes!*



## AUTO RACING RESULTS:

Maxxis' drivers finished the 2010 season in fine form. A few highlights:

- Stronghold Racing's Marty Hart took the 2010 LOORRS Pro Lite Unlimited championship, racking up 620 points by press time, while Metal Mulisha General Brian Deegan was named Driver of the Year. Deegan took third place overall in Pro Lite. In his rookie year in the class, Hart's teammate Rob Naughton was named Rookie of the Year in Pro 2 Unlimited, finishing fifth overall for the class.
- Earlier in the fall, Deegan showed he's still got what it takes in motocross with a victory in the GoPro Crossover Challenge, held September 10 in Pala, California. Deegan, who has been competing in short course racing for the past year, won both motos at the tenth annual event, proving "that he is indeed the fastest FMX rider in the world," according to ESPN.
- 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. Vanden Heuvel finished the season in sixth place in the series' overall Pro 2WD standings.



# HAILIE DEEGAN FOLLOWS IN DAD BRIAN'S FOOTSTEPS

Ask many young girls what they're most enthusiastic about, and they'll probably mention Justin Bieber or Hannah Montana.

Nine-year-old Hailie Deegan is a different story. Having watched her dad, Metal Mulisha General Brian Deegan, as he's conquered the worlds of freestyle motocross and four-wheeled off-road racing, the third grader has embarked on a racing career of her own. "When my dad started racing off-road trucks, I would go to every race," Hailie told Maxxis. "When I saw the kids out there competing, I knew I had to be out there racing."

She's achieved some amazing results racing karts this past season — her first full year in the Lucas Oil Off Road Series (LOORRS). "I just moved up into the Junior 2 class three races ago," she said. "I've held top five each race out of 20-25 kids. So I'm really looking forward to next season — I can't wait. I also start racing Bandoleros in January on the road course."

As she competes, Hailie has the solid backing of both her dad and her mom, Marissa Deegan. "My dad is my coach and helps me with my lines," said Hailie. "He built me my own track at home for practice. My mom and dad support me 100 percent with all my racing." Like her dad, Hailie trusts Maxxis products for all her racing needs.

Like most kids her age, Hailie has plenty of other demands on her time as well. She's big sister to two brothers, four-year-old Haiden and baby Hudson, and she also enjoys spending time with the family's cat and three dogs, a Bullmastiff, an Italian mastiff and a Blue Blood Bulldog. Her favorite subject in school is math.

As for the years to come, Hailie is determined to carry on with the family's racing tradition: "For sure, I plan on making a future of racing and following in my daddy's footsteps." Maxxis is proud to sponsor both Deegans and looks forward to cheering them on in 2011.



Photos: Shane Ruiz

## ATV RACING RESULTS:

Having dominated major series throughout the year, Maxxis' riders claimed championships, top-ten spots and podiums during the fall. Some highlights:

- The championship had been his for weeks, but Chris Borich put the icing on the cake with a victory in the final round of the GNCC season. Borich took the win at Round 13, the Ironman, held October 23 in Crawfordsville, Indiana. He finished the season with 376 points in XC1 Pro and a 67-point lead. Fellow Razr rider Taylor Kiser took second place for the season in XC1 Pro and fourth place for the day, while Donnie Ockerman grabbed fifth place for the year with his eighth place at the Ironman. And in a welcome surprise to his many fans, Bill Ballance returned to GNCC racing with sixth place for the day. Ballance had been sidelined by injury for much of the season. Maxxis rider Walker Fowler ended the season with a win and finished second in XC2 Pro Am points. Team Rath took second place overall in UTV.
- Team Maxxis/MCR racers Beau Baron and Josh Row took second and third place overall in the 2010 WORCS ATV series. The ninth and final race of 2010 was held October 17 in Mesquite, Nevada. Two other Maxxis/MCR racers had wrapped up class titles in the weeks preceding Sunday's race: Davi Haagsma's five wins gave him the Pro Am title by the end of Round 7, while Julie Russell's seven victories easily landed her the Women A championship. Baron, Row, Haagsma and Russell each received trophies at the series' annual banquet, at which Maxxis also received a Sponsor Appreciation Award.

## NUCLEAR COWBOY DEREK GUETTER TRUSTS THE RAZR CROSS

Your customers may not perform gravity-defying backflips like Maxxis' Derek Guetter, but they'll get exactly what they need for ATV motocross with the Razr Cross. The Razr Cross' knob design allows the rider to "cut" a specific tread pattern to match racing conditions. Great for intermediate to hard terrain.

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## DEREK GUETTER BRAVES THE WORLD OF FREESTYLE ON FOUR WHEELS

Doing backflips on two wheels is an impressive feat, one that very few people can master. But performing a backflip on four wheels, as Derek Guetter does during the Nuclear Cowboyz Tour – that’s truly something special.

“The only way I got on this tour was if I backflipped, and I first backflipped two weeks before the tour started,” Guetter told Maxxis. “I was terrified of doing the backflips every week; it was nerve-wracking. The backflip is a very mentally tough trick to perform every weekend. The tour is basically composed of the best dirt bike riders in the world, so being the only four-wheeler was really a privilege. They treated us like we were Justin Bieber on that tour; the whole tour was probably the biggest thing I’ve done in my life.”

Unfortunately, Guetter’s time with the tour was interrupted in March, when he under-rotated a backflip and broke his ankle. The resulting five-month break was a challenge – but it also offered him the chance to ponder what he had achieved, and to psyche himself up for a return to the tour. “For the most part, it was just recuperating. It wasn’t a bad thing, because I got to reflect on what I had accomplished for the past four months, just to kind of soak in what I had done,” he said. “There’s only five people in the world doing it right now, and me and my older brother are two of them. The consequences are really serious when you do it. When you crash, you can’t really get away from that ATV; it’s going to find you one way or another. It was terrifying to go back to that feeling of going into the ramp. It’s overwhelming. Once you land, you’re like ‘What just happened?’ You’ve got to put yourself back into [the mindset]. Doing three backflips a day, it’s a constant up and down with your emotions.”

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# BICYCLE RACING RESULTS:

Maxxis' riders dominated bicycle podiums around the world this fall. A few of the highlights:

- Repeated attacks took Team Maxxis – Rocky Mountain's Geoff Kabush to victory at the US Gran Prix of Cyclocross #5. The Luna Pro Team's Katerina Nash wound up on top of the podium the next day, taking second place. The race was held November 13 in Fort Collins, Colorado.
- Tim O'Donnell nailed a championship and ended the 2010 season with a victory at the final round of the Ironman 70.3 series. The Asia-Pacific 70.3 was held December 5 in Phuket, Thailand. Three weeks earlier, O'Donnell claimed the third spot on the podium at the Ironman 70.3 World Championships, held November 13 in Clearwater, Florida. O'Donnell also took third place at the USA Triathlon National Championships, held September 25 in Tuscaloosa, Alabama.
- Members of the Luna Pro Team rode Maxxis to the top of multiple podiums during the weekend of October 23-24. Shonny Vanlandingham won the prestigious XTERRA World Championship in Maui, Hawaii to claim the series' top prize. Georgia Gould won both events at the Maxxis-sponsored USGP Cyclocross Derby City Cup in Louisville, Kentucky. Teammate Katerina Nash also scored a podium spot over the weekend, with third place in the UCI Cyclocross World Cup #2, held in Plzen, Czech Republic.
- With victories in both the individual and team categories, Team Mountain Khakis Powered by Jittery Joe's won the USA Crits National Series. The team locked down victory at the final event of the nine-race series, the TX Tough Grand Prix, held September 16 in Dallas, Texas. Maxxis was the Official Tire of the 2010 USA Crits National Series. Four of the top six overall spots in the series belonged to the team's riders, with Isaac Howe capturing first place. David Guttenplan, Neil Bezdek and Mark Hekman took fourth, fifth and sixth place overall. Mountain Khakis-Jittery Joe's scored a decisive win in the team category, with an overwhelming 1684-point margin of victory.
- Conditions were so rough that fewer than half the riders who started the race actually finished, but UnitedHealthcare Presented by Maxxis' Karl Menzies toughed out the Univest Doylestown Criterium to take second place. The race was held September 12 in Doylestown, Pennsylvania.
- The 2010 MTB World Championships at Mont-Saint-Anne, Canada were the scene of triumph for Maxxis, as the company's sponsored riders took three gold medals, two silver and one bronze. The World Championships were held September 1-5. Merida-Maxxis rider Jose Antonio Hermida Ramos of Spain dominated Saturday's XC race to win gold with a blazing time of 1:52.26. Maxxis' riders dominated the women's downhill race: Tracey Moseley of Great Britain crossed the line first in 5:05.98 minutes, with Maxxis-RMB's Sabrina Jonnier of France a close second by just 1.31 seconds. Greg Minnaar fought his way down the men's downhill course to capture a bronze medal. In the junior men's field, Maxxis rider Neko Mulally of the United States finished just second 00.06 seconds behind the leader, taking silver. In 4X, Australia's Caroline Buchanan took the gold.





# MIKE SPINNER RIDES MAXXIS TO NEW HEIGHTS IN BMX

Often, great athletes achieve much more than championships and victories in competition — as when they inspire others to follow in their footsteps.

Such is the case with Mike Spinner and his longtime idol and mentor, Dave Mirra.

Longtime fan of the legendary Maxxis rider, Spinner credits Mirra for his BMX career. “Dave has been one of my biggest influences since I was a little kid. If it wasn’t riding with him, with his level of riding, I don’t think I would be where I am today,” he told Maxxis. As the two have competed alongside each other over the past several years, Spinner and the X Games record holder have formed a lasting friendship.

Spinner has racked up some impressive accomplishments of his own, including first place in Park at this year’s AST Dew Tour in Chicago. At just 22, he can point to other career highlights as well: “The highlights for me would be in my first pro competition, I qualified first. In 2007, I pulled the first 1080 in New Zealand, and then I got to pull the first 1080 in the Portland Dew tour and won my first pro comp. Then in 2008, I got to pull off the first quad whip. In 2010, I got to win the first Dew tour by doing a new trick for me, a 1080 turndown, which is a variation in the 1080 and pulling the quad whip.”

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# CLA KNIGHT IS A KART PHENOM ON MAXXIS

Just three years after he began his kart racing career, Cla Knight has racked up an impressive list of victories, including:

- The 2010 Junior Maxx Daddy Championship in the Gold Plate class
- The 2010 Maxxis National Championship in two Gold Plate classes
- The 2010 Ultimate Junior Championship
- The 2010 Tri-State Series Championship for the Junior Gold Heavy class
- The 2010 WKA South Carolina Dirt Series Gold Lite and Gold Heavy
- The 2009 Maxxis National Championship in Junior Gold Lite

The 15-year-old Knight, who lives in North Augusta, South Carolina with his family, recently took time to talk with Maxxis about his past achievements and future plans.

**MQ:** How did you first become interested in kart racing?

**CK:** My whole family has raced for [a long time]. I'm the third generation to race in my family, and it's just something that's been passed down.

**MQ:** How does it feel to have achieved so much in only three seasons?

**CK:** It feels pretty good to know that we've accomplished more in just three seasons than most people accomplish in a career of racing go-karts.

**MQ:** What has been the highlight of the past year for you?

**CK:** I have two of them: winning the Junior Maxx Daddy gold and winning both Maxxis nationals this year.

**MQ:** How do your Maxxis tires help you in competition?

**CK:** I think that they're just good and last longer during a race and hold up better than most do.

**MQ:** What's the best thing about competing as a kart racer?

**CK:** Just the competition and the rivalries with the other racers.

**MQ:** How does your family support your kart racing?

**CK:** It's a big family thing. We all go together and we race together. Our motto is "The family that races together stays together."

**MQ:** Why the move to car racing next year?

**CK:** I have a goal of making it to NASCAR someday. [My dad] just wants to keep me moving through unless I decide I want to stop someday.

**MQ:** What do you anticipate as your biggest challenge in making the switch?

**CK:** Just learning the new car control and learning everything new, basically going from a go-kart to a full-size car.

**MQ:** What series will you be racing?

**CK:** Fast-track late model.

**MQ:** Do you have any brothers and sisters? Are they interested in racing?

**CK:** Yes, I have four older sisters, and two of them are very interested in racing.

**MQ:** What is it like to have to balance racing with school?

**CK:** Sometimes it gets tough, but I find ways to get through it. Just staying up late and having a schedule to keep me on track helps.

**MQ:** What are your biggest challenges as a racer?

**CK:** Just to be competitive week to week. When you're traveling around, you're not as good in some places as you are in other places.

**MQ:** What are your goals after high school?

**CK:** If not NASCAR, then college, and I'll try to keep working on racing.

**MQ:** Any ideas about your major?

**CK:** Engineering, probably.

**MQ:** Between racing and school, you must be very busy, but when you have leisure time, what do you like to do?

**CK:** To go to [University of] South Carolina football games and my high school's football games, and play games like racing video games.





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# MOTORCYCLE RACING RESULTS:

Riders on Maxxcross tires were all over the podium at major series this fall. A few highlights:

- Maxxis' sponsored rider Chris Bach overcame a dusty course to take third place at the last round of the GNCC motorcycle series, the GNCC Ironman, held October 24 in Crawfordsville, Indiana. Bach finished fifth in XC1 Pro for the season. Maxxis' riders took the top two spots for the day in XC2, with Jason Thomas taking the victory and Jesse Robinson grabbing second place. Thomas and Robinson earned second and third place in GNCC XC2 for the season.
- Adam Jones earned second place in the last round of the Red Bull X Fighters World Tour, capping his season with a performance that had fans in suspense until the very last minute. The event was held October 2 at the Stadio Flaminio in Rome, Italy. With 290 points, he tied another rider for fourth place in the overall standings.

## THE MAXXCROSS EN IS READY FOR ANY CONDITIONS

Your customers want a tire that can handle any off-road challenge – and the Maxxcross EN is up to the task.

- 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 by increasing biting edges
- Maxxcross' proven performance and quality available for big bore bikes and those seeking a larger footprint

Your customers deserve great off-road tires. Order the Maxxcross EN today.



# THERE'S NO STOPPING LANCE COURY ON MAXXCROSS



Maxxcross tires have taken riders to some incredible places – but few can equal Lance Coury's stop in Egypt for the Red Bull X Fighters World Tour, when he flipped his bike mere feet from the Pyramids.

The Cairo event was Coury's debut on the 2010 tour, which he said had benefits beyond racking up points in competition. "The Red Bull X Fighters World Tour is unbelievable. We are able to ride our dirt bikes in places that you can only imagine," Coury told Maxxis. "The whole crew of the event makes sure we get to visit the history of the locations as well as ride a fun, competitive event." With stops including Moscow, Rome, London and Madrid, the tour encompassed some of the world's most glamorous and popular destinations.

The past year was a dream come true for Coury in other ways as well, as he competed in the X Games and the Dew Tour in addition to X Fighters. Through it all, he counted on his Maxxis products: "I love my Maxxis tires. They have a great compound to ride the dirt courses with metal ramps, and a solid bead. You know the tire will always be there for you."

His tires have been there for him as he mastered the backflip, the trick of which he's proudest. "Only a handful of people in the world can say they backflip a dirt bike over 100-foot gaps. Plus, it took a lot of crashes to finally master it," he said. "I would like to master a 360. That would be awesome!"

Freestyle comes naturally to Coury, who has been riding since he was a toddler in Woodland Hills, California. "I don't even remember [when I started]; maybe I was one or two years old. My cousins rode. I received one of their PW50s at four years old, and I've been hooked ever since," he said. As he grew, so did his love of riding: "I enjoyed going to tracks with big jumps. Then I always wanted to be the guy doing the coolest trick — no-handers, heel clickers - so I decided to go after freestyle. I had a couple of cousins who raced and family who were into motorcycles. That got me started. Now, my parents and family are behind me completely, knowing that I have a passion for what I am doing."

Coury has big expectations for 2011. "I would like to be on the box for every event I ride: the X Games, the Red Bull X Fighters Tour and the Dew Tour," he told Maxxis. "I want to keep progressing and have fun. I've also started a company, Moto-Gate, and I want to keep that growing with my career in freestyle motocross."

If Coury's record to date is any indication, he can expect to soar past any obstacles to a great season.

# DEREK GUETTER BRAVES THE WORLD OF FREESTYLE ON FOUR WHEELS

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Fortunately, Guetter can count on a lot of family support for any competitive challenge. Along with brothers Jon and Dan, he grew up riding dirt bikes on the family farm. The three graduated to ATVs, and eventually moved from their Minnesota home base to California to start their own company. "We're starting to get a lot more well-known," he said. "Friends and family are a lot of support. It's a risky sport, and it was hard for our parents to watch, but we had a passion for

it. They know that we know what we're doing, and we're safe and professional. I can't thank them enough for just being there when we needed them."

Now back in Minnesota, Guetter has reason to celebrate in addition to his professional achievements. He recently became engaged, and he and fiancé Larissa will marry on November 11, 2011 – 11-11-11 – in Australia.

Just as he did this year, Guetter will ride Maxxis through those

heart-stopping runs next season. He uses the Razr and the Razr Cross, and has praise for both. "Everything's been great. They just hooked up perfect for us. We've never had a problem with Maxxis; they've always taken good care of us," he said.

Maxxis is proud to sponsor Derek Guetter and looks forward to cheering him on in 2011.



# MIKE SPINNER RIDES MAXXIS TO NEW HEIGHTS IN BMX

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Scaling new heights in BMX holds particular attraction for Spinner, who is always eager to up his game: "My biggest thing I love doing in BMX is doing things nobody has ever done, and when people do the trick I was doing, I either try and push it to the next level or move on to the next. I feel very comfortable with doing spins and whips, but anything involving going upside down is a feat."

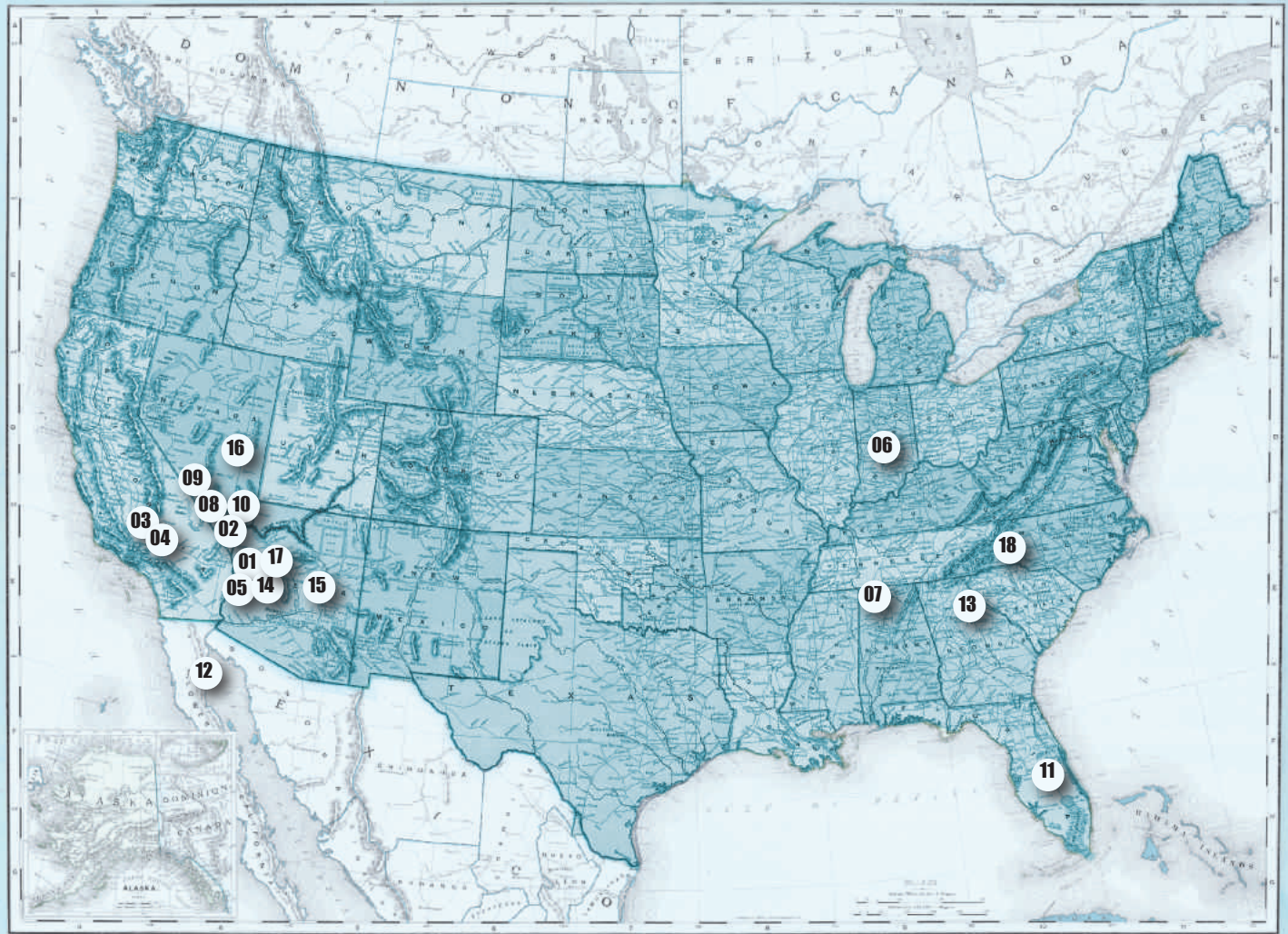
Both for tricks he's mastered and those he's working to learn,

Spinner trusts Maxxis. "I ride park and street, and the Maxxis Gritter tire is perfect for that terrain," he said. "The Grifters are the best for the way I ride. They are fast, smooth and easy to take on and off if you get a flat tire. And nowadays, having a lightweight bike is a factor, and not only are Maxxis tires durable, they are the lightest out there."

When he's not touring, Spinner relaxes at home in Miami by going to movies and occasionally

playing chess. He also fits regular visits to the gym into his schedule. But leisure activities aside, he's ready to compete again in 2011, hoping to go upside down, which he says he has yet to do in competition. Whatever the next year holds, Spinner is grateful to make a living as a pro BMXer: "Making a living off of something I love doing: that's a dream right there!"





**01/ January 7-8**

Parker, Arizona  
Best in the Desert Parker 250

**02/ January 14-16**

Laughlin, Nevada  
17th SCORE Laughlin Desert Challenge

**03/ January 21-23**

Taft, California  
WORCS ATV Round 1

**04/ January 28-30**

Taft, California  
WORCS Motorcycle Round 1

**05/ February 4-6**

Parker, Arizona  
Best in the Desert Parker 425

**06/ February 18-20**

Indianapolis, Indiana  
Dealer Expo 2011  
Maxxis hosts a booth at the biggest powersports trade show in the industry.

**07/ February 19-20**

Tuscumbia, Alabama  
OMA Nationals Round 1

**08/ February 26-27**

Primm, Nevada  
WORCS ATV Round 2

**09/ February 26-27**

Primm, Nevada  
WORCS Motorcycle Round 2

**10/ March 4-6**

Laughlin, Nevada  
Best in the Desert Laughlin US Hare Scrambles

**11/ March 6-8**

River Ranch, Florida  
GNCC Round 1 – River Ranch

**12/ March 11-13**

San Felipe, Baja, Mexico  
25th Tecate SCORE San Felipe 250

**13/ March 12-13**

Washington, Georgia  
GNCC Round 2 – Anonia Pass

**14/ March 18-21**

Lake Havasu City, Arizona  
WORCS ATV Round 3

**15/ March 19-20**

Phoenix, Arizona  
LOORRS Round 1

**16/ March 25-27**

Caliente, Nevada  
Best in the Desert Nevada 200 Trail Ride

**17/ March 25-27**

Lake Havasu City, Arizona  
WORCS Motorcycle Round 3

**18/ March 26-27**

Morganton, North Carolina  
GNCC Round 3 – Steele Creek