

MAXXIS®

THE MAXXIS QUARTERLY
SPRING 2011



Why Does Chris Bach Trust the Maxxcross EN?

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Legendary Driver Johnny Greaves Joins Maxxis

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Why Does Chris Bach Trust the Maxxcross EN?

Designed to handle any off-road conditions, the Maxxcross EN has a strong carcass and a durable compound for lasting performance.

- An ideal choice for all off-road conditions on both the East and West coasts
- Rear tread pattern features widely spaced, siped knobs for aggressive traction in loose to intermediate conditions
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- GNCC and WORCS pro-proven performance available in 140/80-18 and 90/90-21 sizes

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MAXXIS[®]

JOHNNY GREAVES JOINS MAXXIS



When a legendary driver switches tire sponsors, it's big news. And the news that Johnny Greaves will ride Maxxis for the next two seasons is one of the biggest stories to hit the off-road world this year.

With more than 80 career wins to his credit — more than any other short course off-road driver — Greaves certainly qualifies as a legend. He's the only driver ever to win titles in all four pro classes, and has earned nine pro, five Pro-4, four Pro Light and eight Sportsman Buggy championships. After racking up numerous titles in the now-defunct CORR series, Greaves joins Maxxis on the heels of his latest championship, the 2010 TORC Pro 4x4 title.

This pattern of achievement started when Greaves began racing motocross at age 12. A few years later, he switched to four wheels, and accomplished feats including a world-record setting 301-foot four wheel jump.

Greaves' decision to join Maxxis, along with his Monster Toyota teammates Marty Hart and Greaves' son C.J., has rocked the off-road world. "The Monster Toyota team is excited and proud to be a part of Maxxis. I'm just really excited about it," he said. "Maxxis is fairly new to the whole off-road racing market, and with the development of the project tire, it just opened up a whole new opportunity. I've always been friends with some of the people there, and I couldn't wait to be a part of the Maxxis family. I was impressed with the way they operate. They researched everything real well and came out of the box ready to win. It's the way my team operates. We prepare, and we come out prepared to win."

Both Greaves and Hart will run Maxxis' new Razr SCR off-road tire this season. "We have tested with the Razr SCR a little bit, and I'm really impressed with it," said Greaves. "They've left a lot of room to make adjustments for track conditions, and it's working really well."

Of course, Greaves' Monster Toyota teammate, long a Maxxis driver, also qualifies for legendary status. Hart, who has been racing since the 1980s, has experience as an ATV racer, rock crawler and an off-roader.

His string of victories has included the Baja 1000 and seven national championships. Like Greaves, he's a past CORR champion, and won a series title last season in LOORRS' Pro Lite Unlimited class.

C.J. Greaves, who took the TORC Super Buggy championship last season, will be competing in the series again this year. His outstanding first season gained him favorable notice within the industry, and he was named Rookie of the Year by *Dirt Sports* magazine.

Maxxis is thrilled that Greaves and his team will be riding with them for the next couple of years. "With Johnny and his team on board, we have taken a huge stride in becoming one of the elite tire programs in off-road racing," said Brad Williams of Maxxis. "Along with capturing podiums, Johnny's knowledge and talent will help us tremendously in the continuous development of our race products. There aren't too many drivers that have earned the right to be called an off-road legend. Johnny is certainly one of them. We are extremely fortunate he has decided to join the Maxxis team and look forward to a great future with him."

Eager fans can check Maxxis.com for updates on Greaves', Hart's and C.J.'s podium-topping performances throughout this year. To learn more about Greaves and Monster Toyota, please visit JohnnyGreaves.com.



ATV RACING RESULTS:

As the 2011 season began, Maxxis' riders wasted no time in claiming wins and podiums. A few highlights below.

- Chris Borich took a decisive win at the opening round of the GNCC ATV series. Round 1 was held March 6 in River Ranch, Florida. Ballance Racing Yamaha's Taylor Kiser finished second in XC1 Pro, and Maxxis rider Sloan Jackson grabbed the XC1 Pro holeshot before finishing a respectable 13th. Kiser's teammate Walker Fowler won the XC2 Pro Am class, with Maxxis' Gabe Phillips in second place. In the 4x4 Open class, Michael Swift topped the podium, with Daryl Rath in third place. Clifton Beasley won the U2 class, while ATV legend and longtime Maxxis rider Mike Penland took second place in the 4x4 Super Senior class.
- Bobby Garrison won both Pro motos at WORCS Round 2. The races were held February 26-27 in Taft, California. Other riders on Maxxis also did well at Round 2. RPM Racing Team's Travis Coy took second place for the weekend in the Pro 2 class. Coy is third in Pro 2 points for the season. Steve Gibson and Tatum Sik both took class overall wins. Gibson won both Pro 2 Light motos and is second in points for the class, while Sik won Round 2 in the Women's Pro class.
- Team Maxxis/MCR rider Beau Baron won two hotly contested races at the Soboba Grand Prix, held January 16 in San Jacinto, California. He took first place in the morning's Pro ATV race, and came back a few hours later to win the UTV contest.

WIN WITH THE RAZR TT

Kirby Cooke will be taking the Razr TT to the podium in 2011 just as he did in 2010. Based on the legendary Razr, the Razr TT offers lightweight construction for maximum acceleration and responsive steering.

- Race-ready tread pattern minimizes need to groove and sipe at the track
- Offered in an ultra-high performance soft compound or longer-lasting medium compound

Order the Razr TT today!



RAZR TTs POWER KIRBY COOKE TO THE PODIUM

With a schedule that includes the ATVA Extreme Dirt Track Nationals, the Southern ATVA Extreme Dirt Track Nationals, the High Octane Oval Racing series and Pikes Peak International Hill Climb, Kirby Cooke has a challenging season ahead.

That's one reason he's glad to be riding Maxxis' Razer TTs. "The Razer TT is an awesome tire," he said. "It holds up better and doesn't lose traction towards the end of races like other tires that I have run in the past. With multiple compounds and sizes, it is easy to find what works on different tracks with the Razer TT."

Third among national pros in 2010, Cooke has reason to be confident in his abilities as well as his tires. Last year was his most successful season to date, with podiums in the Pro and Pro Am class at the first national and another Pro podium at year's end in Ohio. "I won the Pro Oval race and finished third in the Pro TT race at the Lucas Oil on the Edge series race in Missouri, which was filmed by Speed Channel," he said. Cooke took his first Pro Am win in 2009, at Round 3 of the EDT Nationals in Ashtabula, Ohio, where he shared the podium with Shane Hitt, a childhood idol. That race was also his first on the Razer TT. "From then on, I've run nothing but them," he told Maxxis.

This season, he's hoping for another top three overall in the Pro class, the Pro Am Championship and a victory in the 450 class at Pikes Peak. Because he also loves racing motocross, he'll also work a few MX and cross country events into his schedule.

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BICYCLE RACING RESULTS:

The 2011 season began with strong showings for the Maxxis-sponsored Team UnitedHealthcare.

Robert Forster took the first stage win of the season with a victory at Stage 8 of the Tour of Langkawi, held January 23 – February 1 in Malaysia. And with an eighth place finish, Boy Van Poppel turned in a strong performance at Stage 4 of the Volta ao Algarve. The race was held February 19 in Volta ao Algarve, Portugal.

Look for more outstanding race results from Maxxis' sponsored riders in the next issue of the Maxxis Quarterly.

THE PADRONE

Designed with dual compound technology for enhanced wear life and improved cornering control, the Padrone also uses our proprietary Silkworm material for puncture protection, along with a high-strength carbon fiber bead. Maxxis' tubeless technology allows the Padrone to easily conform to the road surface, resulting in the highest ride quality.

- Tubeless Road Tire
- Silkworm Puncture Protection
- High-strength carbon fiber bead
- Dual Compound Tubeless Technology

Your customers deserve the best in performance and durability. Order the Padrone today.





BARRY NOBLES IS AIMING HIGH IN THE WORLD OF BMX

Barry Nobles knew the world of racing was for him as soon as he could pedal: He started competing at age three and continued riding even when the track was shut down. At age 11, the racing bug bit again, and Nobles never looked back.

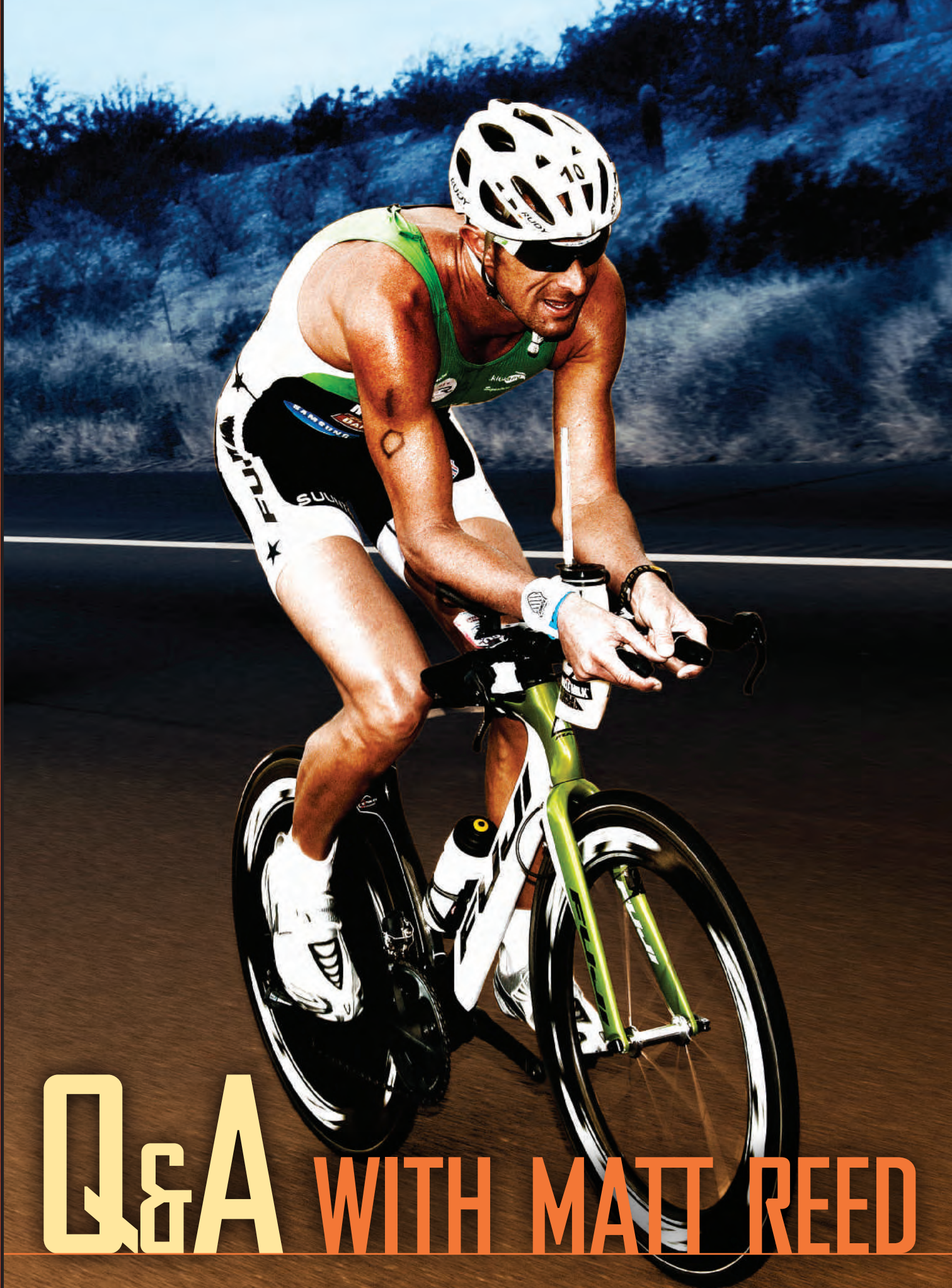
He's racked up quite a few accomplishments in the years since, with 59 podiums and 10 victories to his credit. Nobles won the ABA Pro Cruiser championship in 2010, which he says is the highlight of his career to date.

Today, he has his sights set on the 2012 Olympics. "It's the biggest dream," he says. "I missed out on a lot of the races in 2008 due to coming back from a blown knee. I'm healthy now, so it's time to give it another shot. I just train, train, train, one race at a time. Get result after result, and it will happen."

In the run-up to 2012, he's ready to defend his ABA Pro Cruiser title and earn a spot in the ABA top five. He's also aiming for outstanding supercross results. In any contest, Nobles knows he can rely on Maxxis. "I ride Maxxis DTH front and rear and the Maxxis Grifter on the jump bike," he said. "Maxxis tires always keep me rubber side down when I'm carving a turn and making moves." Super-light yet tough, the DTH features a dual-compound tread to take corners with ease, while rolling fast enough to land riders like Nobles on the podium. And with EXO technology to provide the best in durability, plus high TPI and a special compound for light weight and incredible traction, the Grifter sticks landings at any angle.

The 24-year-old Nobles makes his home in Wetumpka, Alabama, and says that staying motivated to train by himself is one of his biggest challenges. Even his leisure time is devoted to his sport, when he relaxes by taking his bike on a trail ride.

Maxxis is proud to sponsor Barry Nobles and looks forward to seeing him on the podium throughout the coming season.



Q&A WITH MATT REED

Q&A

As a world-class triathlete and Olympic competitor, Matt Reed keeps a hectic schedule. Along with wife Kelly and the couple's three children, Lachlan, Peyton and newborn Kingston, he's constantly traveling and competing. The two-time national champion and 2008 USA Triathlon Athlete of the Year recently took a break from training in Hawaii to talk about his goals, his family and more.



MQ: How did you first become interested in competing in triathlons?

MR: I was born in New Zealand and had a sporty background where I was swimming and running from the age of five. Once I saw a triathlon, I figured I'd be good at it because of the swimming and running. I borrowed my brother's bike, and I won my first race when I was 15. I actually grew really tall when I was 15, to 6'5", the height I am now, and it made me much stronger than the other riders at that time.

MQ: You've played basketball, rugby and cricket in the past. How do team sports compare to triathlons, in which you compete as an individual?

MR: Definitely an individual sport is much more rewarding. I definitely enjoyed team sports. It was a hard

decision to choose an individual sport. I was lucky to do triathlons where there's three sports. I think that's why I chose triathlons; it's more of a challenge.

MQ: You're in the top tier of your competitive discipline. What motivates you to work so hard?

MR: I think to get the best out of myself. I'm always challenging myself to reach my potential. I know there's a certain fitness level I'd like to meet. It's really hard to get all three sports going really well. If you're going well in the swim, your run's not so good and so on.

MQ: I read that your wife is also a triathlete. How did you meet?

MR: We met at a triathlon, through some friends. I was just passing through town. My friend was actually living at her house, and he invited me to stay at their house for two nights.

MQ: How does having a family enrich your career as an athlete?

MR: It's all I think about now. When I train, I've got my kids to come home to, so it makes me want to get my training done and spend time with my kids. And having three kids makes me aware that I want to give them the best life they can have, so it's definitely a motivation to win races and support my kids.

MQ: What are your goals as an athlete for 2011?

MR: This year, I want to get back to consistently winning races. In 2008, I had a great year where I won eight races. In 2009, I kind of dropped below that level a little bit. Consistency is my goal.

MQ: Which Maxxis models do you ride?

MR: The Courchevel.

MQ: How does it help you in competition?

MR: You don't have to worry so much about getting a puncture because they're a solid tire, and they give you the optimum in handling and grip on the road, and they're lightweight.

MQ: What was it like to compete in the 2008 Olympics?

MR: To represent America was probably the highlight of my triathlon career.

MQ: What are your biggest challenges as an athlete?

MR: My biggest challenge is continually being at a top level, because a year is a long time, and I try to be consistent, and I try to win from when the season starts to when the season ends, and it's not easy.

MQ: What's the best thing about being a pro triathlete?

MR: The best thing is getting to see the world, getting to bring my family with me. My kids get to go to places that a lot of people's kids don't get to go to. For example, we're in Hawaii now, and it's a training camp for me, and my family can come, so it's a vacation for them.

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

MR: Leisure time is kind of coffee shops – love coffee – and eating out. Leisure for me could be playing with my kids.



MOTORCYCLE RACING RESULTS:

Maxxcross tires are taking Maxxis' riders straight to the top in motorcycle racing. Some early-season highlights:

- Just as they did last season, Team Babbitt's presented by Maxxis is dominating the AMA Arenacross series. At press time, Tyler Bowers led the race for the championship with five wins and 277 points. Chad Johnson has taken five podiums and is in third place overall, while Gray Davenport is fourth.
- Chris Bach took third place in XC1 Pro at the opening round of the GNCC motorcycle series. The race was held March 9.

MAXXCROSS IT

Get the best in off-road performance from the Maxxcross IT!

The Maxxcross IT features a knob design that provides superb handling in a variety of soil conditions, plus a proven rubber compound for enhanced stability and added grip.

- Podium-proven motocross and off-road performance
- Tread design offers precise steering in intermediate conditions
- Specially formulated rubber compound keeps knob edges longer, even with concrete pad starts
- Available in a full line of sizes

Your customers can handle the toughest off-road conditions with the Maxxcross IT. Order the Maxxcross IT today!





COLE KIRKPATRICK MAKES COMPETITION LOOK EASY

Competing in international enduros would be enough to keep most people busy. But Cole Kirkpatrick balances a packed racing schedule with journalism studies at the University of North Texas — and he's racing mountain bikes, too. How he keeps it all together.

International enduros such as the ISDE are some of the most grueling races around. But Maxxis' sponsored rider Cole Kirkpatrick is determined not to burn out. "It takes so much dedication and effort to be competitive that it makes it easy to get discouraged," he said. "People often look at what I do, and what guys like Bobbitt and Lafferty do, and talk about how easy it would be and how nice it must be. It is nice, and I love it, but all of the guys in the pro class have busted their butts and given up a lot of things to race. I think the race on Sunday is the easiest part for all of us. It's the work Monday through Friday that makes the difference, and that's the biggest challenge."

The challenges of a pro career are not the culmination of a lifelong dream for the 24-year-old Texas native: Unlike most riders, Kirkpatrick didn't get into racing until his early teens. "I grew up riding a couple of times a month but spent most of my time playing football, baseball, and basketball," he told Maxxis. "In 2002 my dad asked me if I'd like to do a couple of local enduros and possibly the entire series, and I thought it would be fun. So we started racing, and the first enduro almost killed me! I could ride the terrain well. I just had never spent that much time on a bike in one day. That first year, I overalled the C division, and the rest is history."

Kirkpatrick progressed quickly from the C class and went straight to the 200 A class — winning that year. He entered the AA class in 2004, and at 15 was the youngest AA rider that the Texas enduro series had ever had. "I continued to progress as a racer and really grew to like the training that went into racing at that level," said Kirkpatrick. "I did a few national enduros in 2005 and 2006, and we decided to race the series in 2007. It was an eye-opener; the traveling, the competition, everything. The last few years have been amazing. I have raced the International Six Days Enduro in New Zealand, Chile and traveled to almost every state in the U.S. I have made some great friends, and I feel like the pro racers in the national enduro series are like one big family."

Winning two national enduros in 2008, in Texas and later in Reno, mark his biggest achievements to date, he says. His ISDE gold in 2006 remains another of his proudest accomplishments, and he's equally pleased by his Red Bull Last Man Standing results in 2005: "I was really young, and I finished that event. That race did so many things for me as a racer, and as a person. I got to see how far I could push my body, and also my skills. I had to tackle obstacles that I would have never thought to be possible. After that race, I looked at trails differently. I wasn't afraid to climb obstacles I once thought impossible, and I always knew that I could push my body to the edge and it would be fine."

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RAZR TTs POWER KIRBY COOKE TO THE PODIUM

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With a love for high speeds, Cooke knew from an early age that racing was his calling. "As a kid, I always had a passion for motorcycles and anything fast," he said. "I grew up on a large horse and cattle farm where we used ATVs a lot and had tons of trails for riding. Once I got my first sport ATV, all I wanted to do was ride. My best friend's family owned a motorcycle dealership, and they were into racing, so I started going to some races with

them, and by the time I turned 16, I was racing somewhere almost every weekend."

Now 25, Cooke lives in King, North Carolina. In his leisure time, he loves to build hot rods and restore classic cars, and he enjoys the occasional trip to the casino as well. In addition to his demanding racing career, Cooke runs his own business, a motorcycle sales, service and repair shop, with anywhere from

two to six employees depending on the time of year. "In the winter, it gets kind of slow," he said.

With all of Cooke's success so far, he's sure to top podiums throughout the year. Be sure to check Maxxis.com for news of all his latest victories.



COLE KIRKPATRICK MAKES COMPETITION LOOK EASY

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Now a seasoned pro, Kirkpatrick rides the Maxxcross EN front and the SI rear, a combo suggested to him by fellow Maxxis rider Chris Bach. The new EN, he says, “sticks to the ground and gives me a ton of confidence when I’m cornering. I like it better in the softer terrain and will run an SI front if the ground is a bit harder. The SI rear works great for me because it’s versatile. You can run it in the sand and even in hard pack and it works great!”

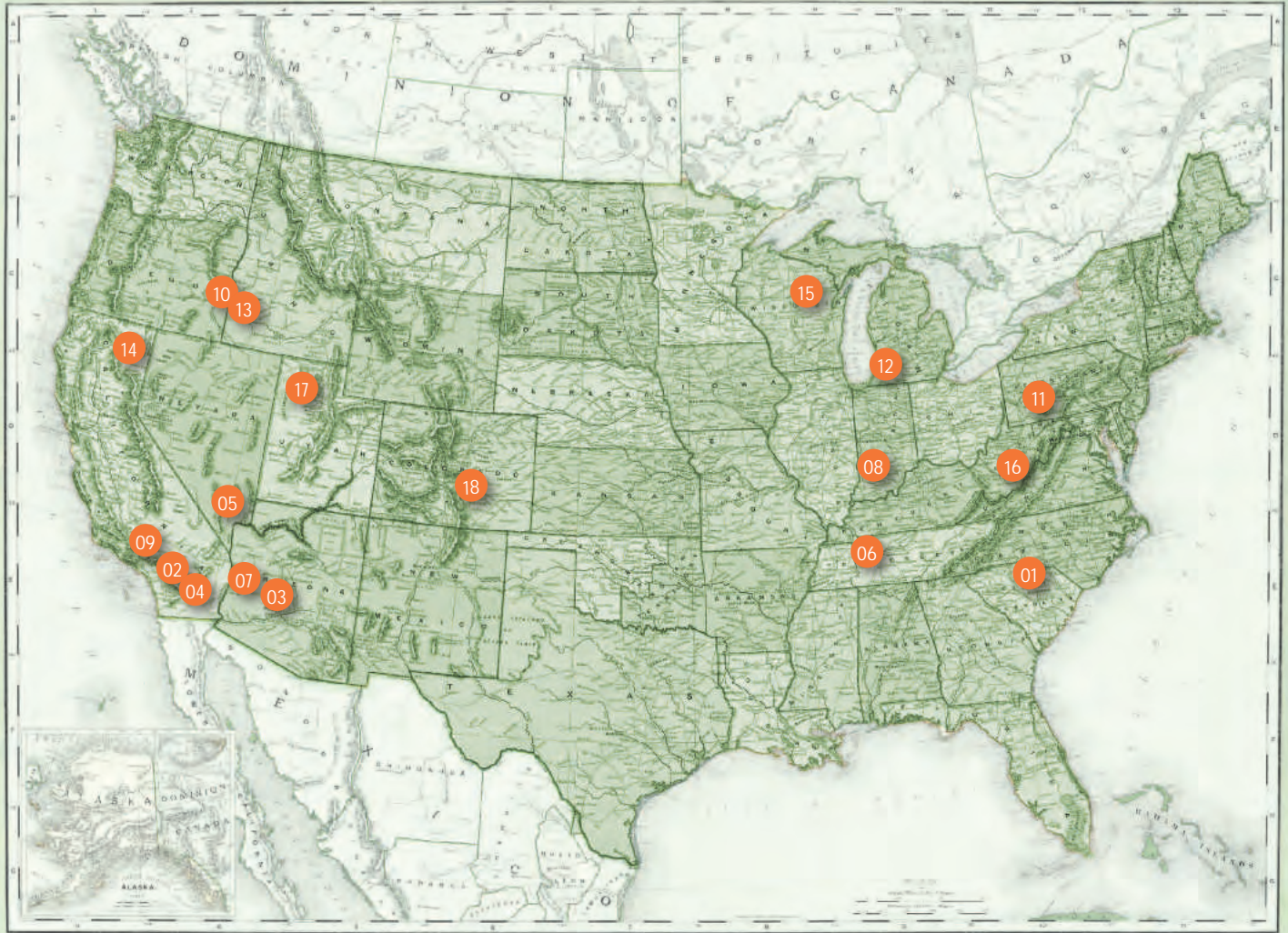
He’s hoping to make the top five in national enduros this year, and a podium in the Texas round would be

“awesome” he says. Kirkpatrick has also recently begun racing mountain bikes, a challenge which differs in important ways from motorcycle racing: “My heart rate on a dirt bike is usually higher than on a bicycle but I’m using more muscle groups on the dirt bike. You also have the engine noise and a lot going on so it’s hard to be able to listen to your body. On a bicycle, it’s just you and pain. You can hear your breathing, your heart pounding and you just have to push through it. My skills on the mountain bike are great, I am just trying to develop an aerobic engine that will make me a threat on the bicycle. The group of people that

I ride with in Denton are all really strong. We have a couple of Cat 1 road racers that let me come out and do interval workouts with them and that’s helped my fitness on the bicycle a lot.”

Maxxis is proud to sponsor Cole Kirkpatrick and looks forward to seeing him on enduro podiums throughout 2011.





01/ April 9-10

Union, South Carolina
GNCC Round 4

02/ April 15-17

Anza, California
WORCS Motorcycle Round 4

03/ April 16-17

Surprise, Arizona
LOORRS Rounds 3 & 4

04/ April 22-24

Anza, California
WORCS ATV Round 4

05/ April 29-May 1

Las Vegas, Nevada
Best in the Desert Silver State 300

06/ April 30-May 1

Hurricane Mills, Tennessee
GNCC Round 5

07/ May 13-15

Parker, Arizona
Best in the Desert Bluewater Gran Prix

08/ May 14-15

Gospport, Indiana
GNCC Round 6

09/ May 21-22

San Bernardino, California
LOORRS Rounds 5 & 6

10/ May 27-29

Payette, Idaho
WORCS Motorcycle Round 5

11/ May 28-29

Patton, Pennsylvania
GNCC Round 7

12/ May 28-29

Buchanan, Michigan
TORC Rounds 1 & 2

13/ June 3-5

Payette, Idaho
WORCS ATV Round 5

14/ June 10-12

Milford, California
WORCS Motorcycle Round 6

15/ June 18-19

Crandon, Wisconsin
TORC Rounds 3 & 4

16/ June 25-26

Snowshoe, West Virginia
GNCC Round 8

17/ June 25-26

Tooele, Utah
LOORRS Rounds 7 & 8

18/ June 26

Colorado Springs, Colorado
TORC Pikes Peak International