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FALL 2011



The New Maxxis Vpr Is Ready for Any Rough Terrain

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Next Generation of Maxxis Drivers Takes on Competition

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Q&A with C.J. Greaves

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AUTO RACING RESULTS:

All across the country, drivers on Maxxis are topping the podium in short course racing and rock crawling. A few recent highlights are listed below.

- In a blowout victory, Adrian Cenni took three consecutive wins at TORC races. Rounds 9 and 10, plus a make-up race postponed from earlier this year, were held September 3-4 in Crandon, Wisconsin. Brian Deegan took second place in Pro Light at Round 9 and claimed the victory the following day. C.J. Greaves won two Super Buggy races plus a second place podium spot, and was first overall in series points at press time. Marty Hart took third place in Pro 2 at Round 9, while Steve Barlow made the Pro 4 podium in third place at Round 10. First overall in the Sportsman class, Justin Keener had another win in the Super Stock Truck class.
- Maxxis drivers swept the Pro Modified podium at W.E.ROCK's Eastern Finals, held August 26-28 in Dayton, Tennessee. Danny Rohrer took the victory, with Ken Blume in second place and Mike Thompson in third.
- Metal Mulisha General Brian Deegan won the Pro Light class at LOORRS' Round 9 and took the Pro 2 victory the next day at Round 10. Adrian Cenni joined Deegan on the podium at Round 9, taking third place in Pro 4. The races were held August 6-7 at Glen Helen Raceway in San Bernardino, California.
- Rob "Fig" Naughton was a double winner at LOORRS Rounds 7 and 8, taking the Pro 2 victory in each race. The races were held June 25-26 in Tooele, Utah. Naughton, who gave Maxxis its first back-to-back LOORRS wins of the season, was joined on the podium at Round 8 by Brian Deegan, who took second place in Sunday's race.
- Johnny Greaves won Round 2 of the TORC series, setting a new record for the fastest lap time ever at the Crandon International Speedway. Round 2 was held June 18 in Crandon, Wisconsin.



THE NEXT GENERATION OF MAXXIS DRIVERS TAKES ON THE COMPETITION



Medical research may not have confirmed it yet, but if Maxxis' sponsored drivers are any indication, competition is definitely in the genes. From school-age children to men in their 20s, the offspring of Maxxis' drivers are competing and winning in major series.

Mike Vanden Heuvel is a prime example. A veteran of TORC races who this year is venturing into LOORRS as well, Vanden Heuvel says that he's always had a need to compete, and has been around the sport since he was in diapers. "My main motivation is I've been involved in this my whole life, so it's kind of hardwired into me," he told Maxxis. "I've grown up with my dad ["The Flying Dutchman" Dan Vanden Heuvel] racing. The way he ran was to do the best that he could. I just always put my best foot forward, to be the best I can be. I don't have to think of what my reward is going to be – I just do it." With a mother who also raced in the early 1990s, the younger Vanden Heuvel was supported by both parents in his ambitions.

At 25, Vanden Heuvel has already racked up an impressive record, earning the 2010 TORC Sportsman Super Truck championship and a world championship in Crandon in 2008. He says that his Maxxis SCR competition tires have stood him in good stead this season, with constantly improving traction and performance: "They're specially designed for off-road, and they're excellent. We just met with some

Maxxis engineers. It's something that's kind of progressive, trying to make it better in terms of getting traction to the ground. We talk to them and say 'This is what we're looking for.' They have their semi at the races, with engineers working, and they do tire tests before and after."

She might be much younger, but Bella Naughton, daughter of longtime Maxxis driver Rob "Fig" Naughton, seems to have just as strong a competitive drive. "It's awesome, I love competing against the other kids, especially beating the boys," she told Maxxis. "And racing is fun, especially catching air off the jumps." At age 10, Bella's goals are clear: "I race in two sports. In off-road racing, I want to do my best and get as many podiums as I can. As a ski racer, I want to make it to the Olympics." Competing in both LOORRS and the Arizona Short Course Championship series, Bella appreciates her Razr TT tires, noting that they provide great traction and excellent control. She's also grateful for the support of her parents: "Without them, I would not be racing. I also get a lot of help from my mechanic, Mike. My mom is my spotter, and my dad helps me by showing me lines and teaches me how to drive better."

Unlike short course racing, rock crawling doesn't require high speeds – but the pressure and need to compete are just as intense. For Branden Blume, son of Maxxis' rock crawler Ken Blume, the contests allow for both achievement and a

great deal of father/son time. "My dad teaches me about the physics and dynamics of the car, what you need to do to drive out of a rollover, giving me the experience and ability to be successful. Just to have the ability to bond with my dad and do that with him is great," he said. "Also, I'm just a competitive kind of guy. I like to get that thrill and rush of competing against people who are older than I am, and that thrill of going up a mountain wall – and having the Maxxis tires to be able to do it." Like his dad, Branden relies on Maxxis' durable Trepadors, and says that despite all the punishment that the tires take, they remain reliable. "They've been great for us," he said. "I don't think we've ever not finished a course because of a flat tire. Our top finishes have consistently been on Maxxis tires. I know my dad's had good traction. You don't really notice that stuff when it's working good."

Kyle Hart is also following in the footsteps of a Maxxis-sponsored dad, Marty Hart. "I am a very competitive person and love the thrills of winning. After watching my dad race, a drive has built up inside of me to compete. I love the intensity and challenge of running up against the best Modified Kart guys," he told Maxxis. Now competing in LOORRS, Hart has his sights set on a Modified Trophy Kart championship, and eventually hopes to become a professional driver. At just 14, he's well on his way, with top-five finishes and a victory this season. Kyle is enjoying every moment of his racing

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ATV RACING RESULTS:

Maxxis riders continued to turn in strong performances in major ATV racing series throughout the summer. A few highlights are below:

- Team UXC won the 10-Hour Heartland Challenge, held August 20 in Lewisburg, Tennessee. Michael Swift, Cliff Beasley and another guest rider took the Pro Utility class championship on Bighorn 2.0 tires by completing 31 laps in 10:16:10 hours.
- Team Maxxis/MCR's Beau Baron landed on the podium in second place at Round 6 of the WORCS series, held August 20-21 in Washougal, Washington. Baron is third in points for the series. Teammate Davi Haagsma also did well at Round 6, taking fifth place, and the team's Julie Russell landed on the Women A podium in second place. At press time, Russell led her class in the race for the championship, and Haagsma was fifth overall in WORCS points.
- Joel Hetrick capped a banner first year in the Pro Class of the AMA ATV Motocross series with a victory at the season's final round, held at Loretta Lynn's Ranch on August 13 in Hurricane Mills, Tennessee. Hetrick's strong performances throughout the season earned him the Rookie of the Year Award for 2011. Also riding Maxxis to good results in the finale were Jeremy Lawson, who went 6-3 for fourth overall, and Thomas Brown, who was 4-8 for fifth place. A spectacular 2011 season saw Maxxis riders take three of the top five spots in points: Lawson finished in third place overall, Brown in fourth and Hetrick in fifth.
- Kirby Cooke topped the Pro Am Unlimited podium on Razr TT tires at Round 6 of the AMA ATV Extreme Dirt Track Nationals, held August 6 in Franklin, Pennsylvania.
- Maxxis riders swept the XC1 podium at Round 9 of the GNCC, with a victory for Chris Borich, second place for Taylor Kiser and third for Brian Wolf. The race was held July 9 in Millfield Ohio. In XC2 Pro Am, Walker Fowler remained undefeated with his eighth straight win. Fellow Maxxis rider Gabe Phillips, second in points for the class, was fourth at Round 9. Traci Cecco took her fifth Women's win of the year and grabbed third overall in the a.m. race. With 155 points, Cecco led the Women's class at press time. Team UXC's Michael Swift was second in 4x4 Open at Round 9, and leads the class by 12 points. Swift's teammate Cliff Beasley continued his unbroken streak of victories in the U2 class, pushing his overall lead to 27 points.

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- Durable compound keeps biting edges through the gnarliest races
- 6-ply rated construction
- Designed for GNCC and WORCS racers

Order the Razr X^c today!



TEAM MAXXIS/MCR: THE BEST RIDERS ON THE BEST TIRES

Aided by their Maxxis tires, Team Maxxis/MCR's riders have been all over the top five at WORCS races – and at press time, the team's Beau Baron was third in overall points, with three consecutive podiums to his credit.

Baron says that the one-two punch of the Razr 2 and Razr has provided a distinct advantage in competition this year. "It's awesome. It works so good," he said of the combo. "The main reason being is wear during the race. A lot of times when you run a softer compound tire, they wear out really fast, and these tires will last the whole race."

Team manager Mike Cafro agrees: "It kind of depends on the race. We have used the Razr X^c at times. The Razr 2 is very hard to beat in the front. We've been with Maxxis for so long that we know how [the tires] perform and where they perform. Bar none, I think it's the best tire out there."

At the time he spoke to Maxxis, Cafro said that he felt great about the team's prospects in WORCS. "We definitely have the capability to win each one," he said of the season's then three remaining races. "The competition is pretty stiff, no doubt, but we're just going to take it race by race and just win." The Maxxis/MCR crew is performing so well this year that, at press time, Cafro was considering a run at the Baja 1000 – although the logistics and planning required for such an effort gave him pause: "The last WORCS race is the week before the Baja 1000. Planning for a Baja 1000 takes the better half of the year. It's a very grueling race, and a lot of stuff has to be planned out, but I have the experience doing it."

Cafro's confidence in his team is rooted in a year of consistently strong performances. With



BICYCLE RACING RESULTS:

Maxxis' sponsored riders and teams topped podiums around the world over the summer. A few highlights below:

- Catharine Pendrel took the UCI Mountain Bike World Championship. The Luna Pro Team rider won the first gold medal of her career September 3 in Champéry, Switzerland. Just a few weeks earlier, she won the Czech World Cup in cross country, held August 14 in the Czech Republic.
- Trek World Racing's Aaron Gwin locked up the 2011 men's downhill World Cup overall August 7 at La Bresse, France, becoming the first American ever to win the men's title. Tracy Moseley, also of Trek World Racing, took her fourth downhill win of the year, while Santa Cruz Syndicate's Greg Minnaar took the men's victory for the day.
- The Tour of Elk Grove began and ended with victories for Team UnitedHealthcare. Karl Menzies won the opening stage, while Hilton Clarke and Jake Keough took first and second places in the third and final stage. UHC took one third of the podium places at Elk Grove, held August 5-7 in Elk Grove, Illinois.
- Maxxis' sponsored rider Matt Pohlkamp took gold at the BMX World Championships, held July 27-31 in Copenhagen, Denmark. Riding for Team USA, Pohlkamp won the Masters Open division with ease, according to usacycling.org. The contest attracted more than 18,000 fans and 2,200 athletes from around the world.
- Tim O'Donnell rode Maxxis to a decisive victory at the Viterra Ironman 70.3 Calgary, held July 31 in Calgary, Alberta, Canada.
- Maxxis' Cam McCaul locked up the Slopestyle victory with his first run at Crankworx Colorado, held July 28-30 in Winter Park, Colorado. McCaul's strong showing in the qualifier allowed him to skip the second run in favor of the super final, and he finished two points ahead of the next rider.
- Team UnitedHealthcare's Jake Keough won the 2011 Presbyterian Hospital Invitational Criterium, held July 30 in Charlotte, North Carolina.
- Team TIBCO/To the Top's Tara Whitten earned second place overall in the Tour de Toona, held July 6-10 in Altoona, Pennsylvania. Little more than a week later, Whitten won the Cascade Classic prologue, held July 19 in Bend, Oregon.
- Team UnitedHealthcare took third place in the first and ninth stages of the Tour of Qinghai Lake, held July 1-10 in China. UHC also secured a win in Stage 4 and second place in Stage 6 from Robert Förster.
- The Luna Pro Team's Catharine Pendrel and Trek World Racing's Tracy Moseley and Aaron Gwin each topped the podium at the Mont St. Anne World Cup. Pendrel won the women's cross country race, while Gwin and Moseley won the men's and women's downhill events. The contest was held July 1-3 in Mont St. Anne, Quebec, Canada.

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BRANDON SEMENUK RODE MAXXIS TO VICTORY AT CRANKWORX



Freeride mountain bike phenomenon Brandon Semenuk has enjoyed a winning season, including a thoroughly satisfying victory at Kokanee Crankworx. "Obviously, a great feeling," he said of his podium-topping performance. "Crankworx has so much hype behind it. The crowds are bigger than any other event, and the duration of the event itself is so long and action-packed, to finish it off with the slopestyle is a good feeling in itself, but to take the win is that much better."

As he did in 2010, Semenuk trusted Maxxis to take him to the podium throughout the year. Depending on course conditions, he used the Ikon front and back or the Minion front and Ikon back, plus the Highroller II when needed. "For slopestyle, you want light tires so your bike stays as nimble as possible, but something that won't roll off the bead when you land sideways, and fast rolling to keep pumping to a minimum, but

a tire that still has great traction – basically, a reliable tire in all aspects. Maxxis tires have a good balance," he said.

At 20, he's at the top of his game, and works on staying there by constantly refining new tricks. Even now that the regular season has finished, he's still putting in 35-40 hours of riding every week. "For sure, riding to me is all about pushing yourself and learning new things," Semenuk told Maxxis. "Each year, the progression moves so fast. There are lots of tricks you learn in the year. There are always tricks I experiment with, or in the moment of riding, something clicks and you learn a new maneuver. It's definitely a satisfying feeling when you're set on learning something new and you work away at it, and then it finally comes together. That feeling is why I ride my bike."

He's had that feeling since he

started riding, joining his brother on trail rides and doing wheelies down the street. Although he started racing and competed for six years, he found himself spending more and more time on his dirt jump bike, pushing the limits of what it would do.

Almost as satisfying as riding to Semenuk are his film projects, the focus of his attention now that the off-season is here. He's building and filming segments until the snow flies, as it does early in the winter around his Squamish, B.C. home. He also likes to drive cars and ride motorcycles when he has the chance, and enjoys building as well.

Look for another amazing season of freeride mountain biking from Brandon Semenuk as he rides Maxxis to victory in 2012.



Q&A WITH C.J. GREAVES



C.J. Greaves is making his name in the TORC series in a big way. As he spoke to Maxxis, the son of Maxxis driver Johnny Greaves led the Super Buggy class in points, and was fresh from a double victory and a podium spot at a three-race weekend in Crandon. The 16-year-old, who ironically will soon apply for his driver's license after two years in short course racing, recently spoke to Maxxis about his experience in competition, the Maxxis tires he trusts to take him across the finish line and much more.





MQ: Did you expect to have such a great weekend in Crandon [September 3-4]?

CJG: Last year, I won all four races in Super Buggy. We definitely went in there hoping for podiums all weekend, and it turned out pretty good.

MQ: What has your experience in competition been like so far?

CJG: It's been a huge change. I've been competing in motocross forever. I was competing against kids my own age, but now, I'm the youngest one, so it's definitely a good thing. I mean, it's helped me for sure in the long run, racing against all adults and knowing how to treat everything.

MQ: In what other series or events did you compete?

CJG: I did Loretta's and all the big national races in motocross.

MQ: Why did you switch to short course?

CJG: I was 14 and a half when I got my first race car. I grew up watching it. It's safer and just overall a better fit now that I'm 16.

MQ: Why do you want to compete?

CJG: Definitely just the glory. I've been racing motocross since I was two and a half, so I've always had

that urge to go out there and win. I've always been that way, to want to be on the top and be winning.

MQ: How did you get started in racing?

CJG: I started riding motocross when I was two and a half. I know my dad did when he was young, too, until he was probably 17 or 18 and was pro at that time. Right off the bat, I was always riding dirt bikes. He told me I could have my first dirt bike when I could ride a bike without training wheels, and that day, I did it.

MQ: What are your goals as a racer?

CJG: I want to beat all my dad's records. I want to get more championships and more wins, and I want to eventually be in the Hall of Fame for off-road.

MQ: Which Maxxis tires do you ride?

CJG: Bighorns. They're good. They've definitely been a big improvement. We're definitely way faster than we were last year, and they seem to be working great. They definitely have a lot more forward bite. All the guys at Maxxis have been helping us a lot, and some of the tire grooves that we didn't have there we have now.

MQ: How do your parents help and support you in competition?

CJG: My dad helps me a ton. We always go out on the track. He knows where all the lines were, and he points out what I'm doing right and wrong. That's definitely a plus there. My mom does everything. She keeps us healthy and fed during the week and hydrated during the races and takes care of bills and things.

MQ: What are your favorite subjects in school?

CJG: I don't like school, but it would have to be physical science or math.

MQ: What do you like to do when you have spare time?

CJG: Racing basically takes up most of my time, but I like to spend time with my family and friends and RC car racing - and staying out of trouble!

MQ: What are your career goals?

CJG: I'll probably go to school for welding or some sort of fabrication, but I definitely want to keep racing. That's just what I want to do.

For the latest news on C.J. and Johnny Greaves, please visit Maxxis.com.

• Photos Courtesy of Mike Roth

MOTORCYCLE RACING RESULTS:

Riders on Maxxis blazed a path to the podium in motorcycle series and events this summer. A few highlights:

- Chris Bach took his fourth Pro class victory and the overall win at Round 6 of the Maxxis-sponsored Mid America Cross Country series (MAXC), held August 27 in Greenfield, Indiana. With Pro wins at the first three rounds in addition to his latest victory, Bach led the Pro standings with 146 points at press time.
- Maxxis' sponsored rider Maria Forsberg won the first-ever Women's Enduro X race at X Games 17, and was joined on the podium by fellow Maxxis rider Kacy Martinez in third place. The Games were held July 28-31 in Los Angeles, California.
- At press time, Martinez led the Women's Pro class in the WORCS series, with three straight victories, two second place finishes and 155 points.

MAXXCROSS EN

An ideal choice for all off-road conditions, the Maxxcross EN takes riders through all of the toughest conditions.

- 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
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RPM RACING'S DYNAMIC DUO CHARGES STRAIGHT TO THE X GAMES PODIUM



Two of RPM Racing's brightest stars took the X Games podium by storm this summer – and that's just the latest achievement from Maria Forsberg and Kacy Martinez.

Forsberg took Women's Enduro X gold while Martinez bagged the bronze at the race, a first in its category for the X Games. Both riders were thrilled with the outcome, with Forsberg especially pleased to compete against riders for whom she has great respect: "The girls that I raced, I've never raced against some of them. It was a really stacked field, with tough competitors and some really hard obstacles." Martinez said that her careful preparation paid off. "I was pretty confident coming into the race and felt that I had prepped myself the best I could with all the practice I did," she said. "By the end of the race, not knowing exactly what I finished, I was very happy with getting the bronze."

Martinez has run the Maxxcross SI for almost every race this year, and said that their performance has delivered a distinct advantage – especially in terms of traction. "They performed great! I use Maxxcross SIs almost every race, and I am always getting the best traction. [Maxxis products] wear so well that they give me confidence for getting me through my whole race," she noted. Forsberg agrees that Maxxis offers tires that riders can count on, and said she appreciated their quality at the X Games: "They performed awesome, especially when the logs got wet," she told Maxxis.

While she's a veteran of enduros in Europe and the GNCC here in the U.S., racing in front of the thousands of fans

who flock to the X Games was a new experience for Forsberg. "There's tons more people there, and it was live on TV, so that was something that I've never been a part of before," she said. "They're both hard in their own ways. The GNCC series is way longer, but not as intense."

A past champion of both the GNCC and WORCS, Forsberg also maintains a full-time job as an electrician, working 40 hours a week. She says that her employers are fully supportive of her racing career and are flexible when she needs time off. Newly married, she tries to spend as much time with husband Ted Hahn as possible. "I like to hang out with my husband and my dogs, and I mountain bike and run a lot," she said. "We were dating over a year, but he's been my brother's best friend for eight years, so I've known him a whole long time."

This year's WORCS champion and the 2009 AMA Female Rider of the Year, Martinez got her start at local District 36 races. In her increasingly rare leisure moments, she likes to ride her stand-up 750 jet ski with friends. She notes with a laugh that she has plenty of incentive to keep achieving great things in her racing career: "According to my dad, this dirt bike racing better work out, or I'll be driving his pumper truck and working for the family business!"

Maxxis is proud to sponsor RPM Racing and its dynamic duo of Maria Forsberg and Kacy Martinez.



THE NEXT GENERATION OF MAXXIS DRIVERS TAKES ON THE COMPETITION

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experience, and says that “It has been a great learning experience to drive with these guys, learning the ups and the downs, winning and losing. I see different drivers and personalities, and who I can and cannot race with. All around, the challenge has been awesome!” Like other second-generation Maxxis drivers, he knows that his parents’ support is unwavering: “My parents are 100% behind me. My dad brings his years of racing experience to the team, spots for me, throws me tips and helps to prepare a winning kart. My mom keeps us all in line, organized, and feeds everyone

amazing gumbo,” a specialty around the Harts’ Louisiana home base.

Hailie Deegan, the daughter of Metal Mulisha General Brian Deegan, also counts on strong support from both parents. Her dad has made time between winning short course races to build Hailie her own track for practice, and she says that he also acts as her coach and helps her with her lines. The ten-year-old is burning up the course in LOORRS and regional LOORRS events, with several top three finishes by press time. This young kart racer knows exactly why she’s motivated to race, and why she wants to continue in

coming years. “When my dad started racing off-road trucks, I would go to every race,” she told Maxxis. “When I saw the kids out there competing, I knew I had to be out there racing. For sure, I plan on making a future of racing and following in my Daddy’s footsteps.”

For these next-generation Maxxis drivers, winning and riding high-quality tires are a family tradition.



TEAM MAXXIS/MCR: THE BEST RIDERS ON THE BEST TIRES

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four victories and two second place finishes by press time, Julie Russell was on track to take the Women A class championship. Davi Haagsma has finished in the top five in four out of six races, and has landed in the top ten in the other two. Haagsma was fifth in overall points by press time. Cafro himself regularly competes in WORCS, and has turned in several top 10 Pro finishes.

According to Baron, the fact that he and Haagsma are regularly in competition is not a problem. "One aspect of course is that we're racing against each other, so that can

cause a little bit of conflict, but we can go into the pit and talk about the track and line selection, even right before a race," he said. "Either one of us wishes the other the best."

Like his teammates, Baron has amassed a record that would make any rider proud, and he says that he's grateful to Maxxis for helping him along the way. "I appreciate the fact that Maxxis has helped me so much as far as racing goes, because without Maxxis, I wouldn't be anywhere," Baron said. Cafro echoes his sentiment: "I would just say that we definitely appreciate

what Maxxis does for us. Without them, we would not be as good and as big as we are."

Maxxis is proud to support the riders of Team Maxxis/MCR and looks forward to the rest of their outstanding 2011 season.





01/ October 8-9

St. Clairsville, Ohio
GNCC Round 12

02/ October 14-16

Parker, Arizona
Best in the Desert Bluewater Desert Challenge

03/ October 14-16

Adelanto, California
WORCS Motorcycle Round 9

04/ October 15-16

Floresville, Texas
TORC Rounds 12-13

05/ October 21-23

Adelanto, California
WORCS ATV Round 8

06/ October 22-23

Crawfordsville, Indiana
GNCC Round 13

07/ October 29

Pigeon Forge, Tennessee
ATV MX series banquet

08/ November 1-4

Las Vegas, Nevada
SEMA Show - *Maxxis hosts a booth at the largest annual automotive specialty-equipment show on the planet.*

09/ November 4-6

Hurricane Mills, Tennessee
GNCC Round 5 (rescheduled)

10/ November 4-6

Surprise, Arizona
WORCS Motorcycle Round 10

11/ November 5-6

Las Vegas, Nevada
LOORRS Rounds 13-14

12/ November 11-13

Surprise, Arizona
WORCS ATV Round 9

13/ November 17-20

Ensenada, Baja, Mexico
SCORE Baja 1000

14/ December 2-4

Henderson, Nevada
Best in the Desert Henderson 250

15/ December 10

Phoenix, Arizona
LOORRS Round 15