THE MAXXIS QUARTERLY WINTER 2012



For the Demands of Cyclocross, Rely on Maxxis pg. 2



Recapping Another Great Year in Maxxis ATV Racing

pg. 6



Q&A with Andrew Delongand Jason Thomas
pg. 10







FOR THE DEMANDS OF CYCLOCROSS, RELY ON MAXXIS

Maxxis delivers cyclocross tires that are up to any challenge.

Mud Wrestler

The Mud Wrestler offers outstanding performance in wet conditions. Center knobs are continuous and ramped to roll fast, while aggressive side knobs cut through the nastiest mud and snow. Along with rolling fast, the Mud Wrestler sheds mud with ease thanks to its open tread design. If you're looking for an all-conditions race tire, then the Mud Wrestler is for you.

- > Fast-rolling ramped center knobs
- Sheds mud quickly
- > Aggressive side knobs for controlled cornering
- > UCI-compliant

Raze

Accept no limitations. The diverse terrain of a cross race requires a unique solution: the Raze. Fast-rolling center ridge, widely spaced side lugs to shed mud, slightly softer compound remains pliable in cold conditions, and improved casing maintains integrity at low pressures.

- Most versatile tread design
- Mud, snow and hardpack performance
- ➤ UCI-compliant

Larsen Mimo CX

The Mimo CX is engineered for the wet terrain that cyclocross races are known for. Generous ramping on the larger knobs gives the Mimo CX low rolling resistance, while the smaller, round knobs in-between give extra bite in loose terrain.

- Round knobs penetrate the soil and shed loose debris easily
- Ramped leading edges lower rolling resistance when the trail gets firm
- Designed for soft conditions



AUTO RACING RESULTS:

Drivers riding Maxxis tires were on the podium in rock crawling and offroad racing series this fall. A few of the highlights:

- A win and a podium spot clinched Metal Mulisha General Brian Deegan's championships in two classes of the 2011 LOORRS season. Deegan locked down Pro 2 and Pro Lite titles at Round 15 of the series, held December 10 in Phoenix, Arizona. The Pro 2 championship was the series' first-ever for a class rookie, and no other driver has ever won both classes in the same year.
- ➤ Troy Bailey took the W.E.ROCK Pro Modified Grand Nationals championship, with Ken Blume in second place. Jesse Haines earned third place in the Unlimited class. The W.E.ROCK Grand Nationals season finale was held September 23-25 in Park, Utah.
- ➤ Danny Rohrer took the 2011 W.E.ROCK series Pro Modified championship for the East Coast, with Ken Blume in third place. In the Western division, Jesse Haines took second place for the year in the Unlimited class.
- C.J. Greaves took home the victory and a \$15,000 purse when he won TORC's Pro Light Cup race, held October 16 in San Antonio, Texas. The race marked the first Pro win for the 16-year-old Greaves, the son of Maxxis' sponsored driver Johnny Greaves.
- ➤ In a blowout victory, Adrian Cenni took three consecutive wins at TORC's Rounds 9 and 10. The two rounds, plus a make-up race postponed from earlier in the year, were held September 3-4 in Crandon, Wisconsin.

Maxxis' sponsored drivers are sure to repeat their winning performances this year. Be sure to track their progress throughout the season on Maxxis.com.

THE HT-770

Maxxis' new premium flagship highway terrain tire, featuring a 60,000-mile limited tread-wear warranty on non-LT sizes!

- Designed for modern SUVs and light trucks
- ➤ Offers a serene driving experience, with a closed shoulder design and multi-pitch tread block technology to reduce perceived pattern noise
- To boost safety, reinforced casing design stabilizes vehicle under strong cross-winds and provides confidence when braking, hauling or towing.
- All-Season rated
- Some 10-ply sizes feature Maxxis' heavy-duty 3-ply sidewall
- Available in 35 sizes

Order the HT-770 today!





IN 2011, LEVI SHIRLEY RACED TO WIN THE FIGHT AGAINST LEUKEMIA AND LYMPHOMA



Levi Shirley, son of longtime Maxxissponsored driver Brian Shirley, spent the past season racing for a worthy cause. Shirley spent 2011 driving the EyeWin Fund Racer, a buggy specially built to raise money for the Leukemia and Lymphoma Society. Capping his year-long effort with an appearance at the SEMA Show in November, he helped raffle off the vehicle to a lucky winner. From his Dodge City, Kansa home, the 19-year-old spoke with Maxxis about the season and what it meant to him.

MQ: How did the idea for the EyeWin Fund Racer come about?

LS: Well, EyeWin came to me with the idea of driving a car for them. After a few emails back and forth we decided on the Fund Racer buggy to help raise money and awareness for the Leukemia and Lymphoma Society.

MQ: The buggy was specially built for this fundraising effort. Were you and your dad involved in the design and construction?

LS: My dad and I got with the chassis engineer, Don Davis of Sniper Fab and together, we designed a car for the 2011 season.

MQ: What was it like to race the buggy this year?

LS: I can't even put into words what it meant to race this buggy this year.

The fact that I was getting to do what I love and at the same time getting to support a great cause was pretty awesome.

MQ: What were some of the events in which you participated with the Fund Racer?

LS: King of the Hammers, Torchmate Ultra 4 Stampede, Rausch Creek, PA, Ultra4 Grand Prix, New Mexico 200, and every Dirt Riot event in 2011.

MQ: Why was helping this cause important to you?

LS: The car meant the world to me. I poured countless hours into this project from working on it, promoting it and driving it. Since this project, I have met a large amount of people whose stories have really affected me as a person for the better. The stories range from "my grandfather had leukemia and beat it" to "I lost my mother to lymphoma" and "I was just diagnosed with leukemia." Let me tell you, those stories right there make all the time I have put in this project worth it. All of those hours, from perfecting this car to driving it will affect someone's life somewhere for the better.

MQ; Which Maxxis models did you ride?

LS: For the endurance-style racing, I have the 40" Maxxis Trepadors, and for the short course races, I have the 35" Maxxis Razrs.

MQ: How did they perform for you?

LS: They work absolutely flawless. I couldn't ask for a better tire!

MQ: Did you compete in other races/ events this year in addition to your work with the Fund Racer?

LS: No. I did every single race in the Fund Racer as well as sold tickets at every event that the car was raced in.

MQ: How has having a father who competes as a pro helped you as a racer?

LS: I really couldn't ask for a better mentor. If I ever have any questions about setting up the car or just driving, he is there to help.

MQ: Did he inspire you to get involved in racing as a career?

LS: Yes he did. I grew up watching him race every weekend here at the local track, and I knew someday it would be my turn if I worked hard enough.

MQ: How long have you been racing?

LS: When I turned nine years old, it was my turn to get behind the wheel and try my hand at racing. Like most kids, I started out go-kart racing at the local tracks.

MQ: Are you still in school in addition to racing?

LS: Yes, I'm a full-time business student in college. Some days it is hard to balance, but I know I have to get an education in order to succeed.

MQ: What are your career goals?

LS: To finish school, and then to keep on racing.

MQ: What are your goals for 2012?

LS: My goals for 2012 are to win another Dirt Riot championship as well as win an Ultra4 championship.

Maxxis is proud to support Levi Shirley and was proud to sponsor the Eye Win Fund racer in 2011. Watch Maxxis.com this year for updates on Levi Shirley's quest for the Dirt Riot and Ultra4 championships.



GET ULTIMATE PERFORMANCE FROM THE RAZR X^m



Developed with input from our countless champions, the Razr X^m is the culmination of more than a decade of Razr research and development. Maxxis' riders rode the Razr X^m to podium after podium in 2011 because this tire delivers pro-level traction in any conditions.

- A brand new tread pattern with aggressive, pre-grooved knobs that bite hard and slide predictably
- Motocross-specific soft compound for superior traction and precise handling
- Lightweight, 2-ply rated construction
- Designed for all motocross racing conditions

Your customers deserve the best, Order the Razr X^m today!

RECAPPING ANOTHER GREAT YEAR IN MAXXIS ATV RACING

The past year of ATV racing held multiple triumphs for Maxxis' sponsored riders, with racers topping podiums and taking titles throughout the season. Just a few of the many highlights:

- A victory at Round 13 clinched Chris Borich's third consecutive GNCC title. The race was held October 22 in Crawfordsville, Indiana. Borich also went on to win the year's final race, the rescheduled Round 5, held November 5 in Hurricane Mills, Tennessee. He dominated the year's early rounds as well, taking first place in three of the first four races, and followed with wins in Rounds 7, 9, 10 and 12. By season's end, the longtime Maxxis rider had accumulated 336 points in XC1 Pro.
- ➤ Walker Fowler was undefeated for the year in the GNCC XC2 Pro Am class and is this year's champion with 390 points. Fowler's unbroken string of wins is the first ever for the series. Fellow Maxxis rider Gabe Phillips took the XC2 championship.
- > Traci Cecco locked up the Women's championship with 179 points and eight victories. Cecco appeared on the Women's podium in every race but one during the past season.
- Taylor Kiser took third place in XC1 points for the GNCC, with a total of 259.
- ➤ Team UXC's Cliff Beasley took the GNCC U2 championship, with 12 victories and 180 points. Teammate Michael Swift took the series' 4x4 Open title.
- ➤ Dustin Wimmer took the Pro and Pro Am championships in the 2011 Maxxis New England ATV-MX series. Wimmer clinched the Pro championship in a nail-biter of a race at the last of the season's 12 races, held October 9 in Minot, Maine.
- ➤ Team UXC won the 10-Hour Heartland Challenge, held August 20 in Lewisburg, Tennessee. Michael Swift, Cliff Beasley and a guest rider took the Pro Utility class championship on Bighorn 2.0 tires by completing 31 laps in 10:16:10 hours.
- ➤ 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. Hetrick ran our new Razr X^m tires throughout the season.
- Maxxis riders took three of the top five spots in points in the AMA ATV Motocross series. Jeremy Lawson finished in third place overall, Thomas Brown in fourth and Joel Hetrick in fifth.

Be sure to check Maxxis.com throughout 2012 to see more great results from Maxxis' winning riders.



BICYCLE RACING RESULTS:

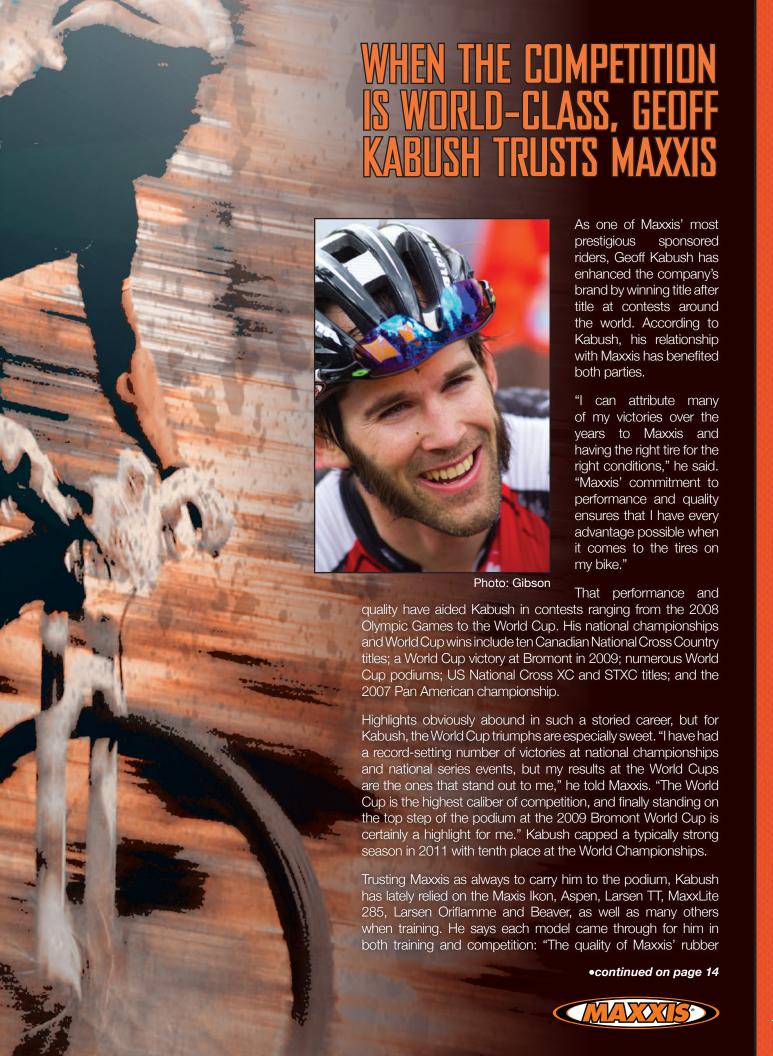
Maxxis riders ended the 2011 season atop podiums around the world. A few of the highlights:

- At press time, the Luna Pro Team's Katerina Nash led the women's standings in the Exergy US GP of Cyclocross, while Team Maxxis-Rocky Mountain's Geoff Kabush was third in the men's standings. Nash's teammate Georgia Gould was seventh in the women's standings. Nash has taken four victories and three additional podiums in the series, while Kabush has landed on the podium four times. Gould has earned three podiums and one top-ten spot.
- ➤ Transition Racing's Jill Kintner took a double win at the USA Cycling Mountain Bike Gravity National Championships. Kintner earned first place in both the downhill and the dual slalom at the championships, held September 23-25 in Beech Mountain, North Carolina.
- ➤ Melanie McQuaid took her fourth straight XTERRA USA championship with a victory September 24 at Ogden, Utah. McQuaid finished the race in 2 hours and 43 minutes, capping a season which saw her earn 4 series victories.
- ➤ Watch for Maxxis' sponsored riders and teams to take victories and championships in the coming season. Be sure to check Maxxis.com to stay up-to-date on all the latest results.

ROAMER

A high-volume, low-weight, low-rolling resistance commuter tire, the Roamer delivers a comfortable, fast-rolling ride with great durability.

Order the Roamer today!



WITH FAR HUSQVARNA'S ANDREW DELONG AND JASON THOMAS

Andrew Delong and Jason Thomas of Team FAR Husqvarna may have joined forces late in the season, but the dynamic duo achieved great results in the GNCC, taking third and fourth place respectively in XC2 Pro Lite standings for the year. Maxxis interviewed the two riders to discuss the past season and their plans for 2012, when enduros will be added to their already-packed schedules.

Andrew Delong spoke to Maxxis from his Morgantown, Pennsylvania home, where he lives with his family.

MQ: What was it like to end the season with an XC2 victory?

AD: It was good. It's what I've been working for the whole year. I put a lot of time and effort into getting this far, and it finally paid off. I'm glad it happened at the end of the year instead of next year. A win at the end of the year is a good way to finish off the season.

MQ: What were some other highlights of the past season for you?

AD: That win's probably the biggest one, but in the beginning of the year, starting out as a full privateer putting my name out there, my whole goal was to be consistent, and I did that. I'm happy with my whole year. The last three GNCCs, I signed a deal with Fred for next year, and I finished out the year on a Husqvarna.

MQ: Did you expect to do so well this past year, with the win and a total of seven podiums?

AD: I had high intentions. I knew I wanted to win really bad, but my goal was to be top five in XC2 and top ten overall. I was happy with the first podium I got. I rode a flawless race at the last race.

WQ: What's it like to compete with your teammate, Jason Thomas?

AD: It's good to have Jason there because he has so much experience. He knows what works, and it's still very competitive. I know before I was on the team, we would go at it just racing. I have a lot of respect for Jason; it's still a race out there. It's very competitive, but it's good. It keeps both of us pushing to get to

the next level, which is what we're trying to achieve.

MQ: Which Maxxcross models did you ride?

AD: I started out with the ITs, and I ended with the SIs.

MQ: How did they perform for you?

AD: They're really good. They hold up the whole race with me. Sometimes I can't find a tire that lasts the whole three hours. Maxxis tires work pretty good all around.

MQ: You have a very busy schedule next year, with enduros and the GNCC. Why take on both?

AD: I know that Husqvarna wants to get back involved in the national enduros, and I've been doing enduros for the past two years. I still like to do that. It's very competitive. You have to challenge yourself to become better in the tighter woods. The sections are shorter which makes the intensity higher. It's more technical than the GNCC. Some of the trees are so tight, it just makes it more technical.

MQ: How did you get started as a rider?

AD: My dad used to ride, and I've always been around it. I didn't start racing until I was 11 or 12, but then I got the itch, and ever since then, I've been racing.

MQ: What are your goals for 2012?

AD: I definitely want to try to win an XC2 championship and for the

national I really want to put it in the top five.

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

AD: This year, I didn't really have any. I was working full-time. I don't really know what to do with my leisure time – just working out and trying to stay focused. I work at a scrap yard.

Maxxis also spoke to Welsh native Thomas, who overcame an injury late in the season to claim the fourth-place spot in XC2 Pro

Lites and seventh overall in the national standings.

MQ: Did you expect to do so well this past year, in fourth place for XC2, with a win at Round 3 and a total of eight podiums?

JT: I honestly expected the season to go better than it did. I was second until I broke my hand [the week before Crawfordsville].

MQ: What's it like to compete with your teammate, Andrew Delong?

JT: This is actually the first time I've had a teammate who's been





THE MAXXCROSS SI IS THE TICKET TO THE FRONT

Developed and tested at the Grand National Cross Country Series, the SI's race-proven compound delivers excellent traction in soft/intermediate conditions. Its anti-flex knob bridges on side lugs offer solid straight-line stability, and it also features an enhanced grip to allow for aggressive cornering. The SI is solid proof that Maxxis takes performance to the next level.

- Race-proven rubber compound delivers excellent traction in soft to intermediate conditions
- Uniquely spaced tread pattern produces superior straight-line control and precise cornering
- Stabilizing knobs between the center and side lugs give the tire a smooth and controlled transition when entering and exiting corners

Give your customers Maxxislevel performance with the Maxxcross SI.





MAXXIS' SPONSORED MOTORCYCLE RIDERS TAKE PODIUMS AND TITLES IN 2011

Riders on Maxxis tires were at the front of the pack throughout the past season, bringing home titles and medals at contests around the globe.

- Tyler Bowers of Team Babbitt's took the 2011 AMA Arenacross championship. Teammate Chad Johnson earned third place overall for the season, and Gray Davenport took seventh place. A stellar season saw Babbitt's riders stand on the podium a combined 28 times, comprising 50% of the possible Arenacross podium spots for the year. Bowers won 12 races and took second 3 times. Johnson had one win, six secondplace finishes and five thirdplace finishes. Davenport was consistent all year with six topfive finishes and only one finish outside the top ten.
- Team Babbitt's has also dominated the early rounds 2011-2012 of the Arenacross series. Defending champ Tyler Bowers took the victory in the series' kick-off, with teammate Josh Demuth, the 2010 champion, in second place. And Maxxcross tires swept the podium just a week later at Round 2, when Bowers and Demuth were again 1-2, and were joined on the podium by fellow Babbitt's rider Chad Johnson.
- ➤ Bobby Garrison took to the podium twice at WORCS Round 9, going 2-2 in the motos for second place overall. The race was held October 15-16 in Adelanto, California. Garrison took fourth place in

Pro standings for the year with a total of 368 points.

- Colton Haaker rode Maxxcross EN tires to the podium at Round 4 of the AMA Endurocross series, held September 17 in Ontario, California. At press time, Haaker was tenth in overall points for the series.
- Chris Bach took his fourth straight Pro class victory and the overall win at Round 6 of the Maxxis-sponsored Mid America Cross Country series (MAXC). The event was held August 27 in Greenfield, Indiana.
- Maria Forsberg won the firstever 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.
- Forsberg is also the 2011 GNCC Women's champion, with 11 straight class victories and two second-place overall finishes in the morning races at Rounds 11 and 12. Forsberg, who also won the 2010 Women's title, racked up a total of 160 points during the season.
- Kacy Martinez won a second straight Women's WORCS championship, with five straight victories, three additional podiums and 227 points for the season.

Be sure to check Maxxis.com throughout the year for news of the latest victories from Maxxis' sponsored riders.



WHEN THE COMPETITION IS WORLD-CLASS,



is well-known and the performance, especially when conditions get difficult, is excellent."

Biking has been a passion for Kabush since his youth in his native British Columbia, where the sport has long been a popular pastime. "Growing up in Canada, it is easy to get hooked on mountain biking," he said. "Every community in British Columbia has a fantastic network of mountain bike trails, and the Comox Valley where I grew up is no different. I started off racing locally with friends, and it just took off from there when I started traveling to bigger and bigger events.

I really got hooked on the dream of making cycling a profession after going to my first World Championships in Germany as a junior. It was one of my first times experiencing the sport on the big stage, and the excitement was inspiring."

As he readies for the upcoming season, Kabush says that his focus will be on the 2012 Olympic Games in London. As he did in 2011, he'll compete in the World Cup, noting that the contests are important stepping stones in preparing for the Olympics. He says that even after so many years as a pro and so many triumphs, his

drive to compete is undiminished: "Above all, I love riding my mountain bike. I also love competition and testing myself. As long as I am still having fun and feeling I can be competitive, I will continue."

Maxxis is proud to sponsor the legendary Geoff Kabush, and looks forward to seeing him top World Cup and Olympic podiums in 2012.



Q&A WITH FAR HUSQVARNA'S ANDREW DELONG AND JASON THOMAS

•continued from page 10



a competitor. It's a boost having someone around that I know and I can race with. It definitely helps a lot.

MQ: Which Maxxcross models did you ride?

JT: The SI rear and the spiky one [Maxxcross SM] on the front.

MQ: How did they perform for you?

JT: Really good; [I'm] really happy with the way they perform, the front tire especially. I know exactly what it's going to do, everywhere.

MQ: How did you get started as

a rider?

JT: [In Wales], there wasn't as much competition. There are not as many riders. I used a friend's bike and raced, and I won the first race I did. I started racing the GNCC full-time at the end of 2008.

MQ: What are your goals for 2012?

JT: My goals are to win the GNCC Lites championship, to be top three in the national enduros, and hopefully to compete in the ISDE again.

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

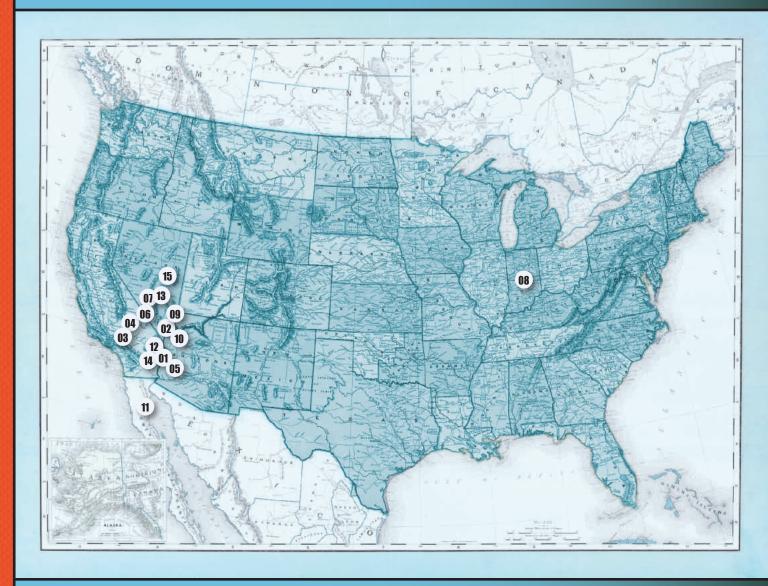
JT: I like to snowboard when it's snowing, and in the summer I like to waterski. I like BMX when I'm riding. I played professional soccer for a little bit, and I was always active. I thought I needed to be in something that was not so much of a team sport.

Be sure to visit Maxxis.com throughout 2012 to learn about Jason Thomas' and Andrew Delong's latest victories.



EVENTS WINTER 2012





01/ January 6-7

Parker, Arizona Best in the Desert Parker 250

02/ January 13-15

Laughlin, Nevada SCORE Laughlin Desert Challenge

03/ January 13-15

Devore, California
WORCS Motorcycle Round 1

04/ January 20-22

Devore, California WORCS ATV Round 1

05/ February 3-5

Parker, Arizona
Best in the Desert Parker 425

06/ February 11-12

Primm, Nevada WORCS ATV Round 2

07/ February 11-12

Primm, Nevada WORCS Motorcycle Round 2

08/ February 17-19

Indianapolis, Indiana Dealer Expo Maxxis hosts a booth at the largest B2B tradeshow for the powersports industry in the world.

09/ February 24-26

Mesquite, Nevada WORCS Motorcycle Round 3

10/ March 2-3

Laughlin, Nevada Best in the Desert Laughlin U.S. Hare Scrambles

11/ March 9-11

San Felipe, Baja, Mexico SCORE San Felipe 250

12/ March 16-18

Lake Havasu City, Arizona WORCS ATV Round 3

13/ March 23-25

Las Vegas, Nevada Best in the Desert Mint 400

14/ March 23-25

Lake Havasu City, Arizona WORCS Motorcycle Round 4

15/ March 30-31

Caliente, Nevada Best in the Desert 200 Trail Ride