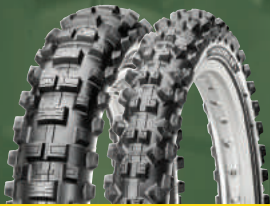


# MAXXIS®

THE MAXXIS QUARTERLY  
SPRING 2012



Rough off-road conditions are no match for Maxxcross EN  
pg. 2



Traci Cecco Rides Maxxis to the GNCC Women's Title  
pg. 7





# MAXXCROSS EN

Rough, unpredictable off-road conditions are no match for the Maxxcross EN!

- Tread pattern features widely spaced, large knobs that bite hard, shed mud and steer quickly
- Aggressive shoulder knobs instill rider confidence in corners
- Designed for gnarly endurocross conditions, knob sipes enhance grip on hard terrain and rocks
- The go-to tire for our Endurocross pros

Your customers deserve the performance and durability of the Maxxcross EN.

Order the Maxxcross EN today.





# KCROSSSTEN







## THE BIGHORN IS READY FOR ANY TERRAIN

Off-road champions like C.J. and Johnny Greaves know that the Bighorn delivers in the toughest terrain. The Bighorn's radial construction and wide footprint provide excellent shock absorption and solid traction, while extra-large shoulder lugs protect the rim and sidewall.

- Staggered shoulder lugs for added traction in uneven terrain
- Deep tread blocks for self-cleaning capabilities
- Pinned for studs
- Excellent traction in mud and rocky terrain
- Enhanced puncture resistance
- Outstanding handling capability on all hard terrain

In the desert, dirt, rock, snow or mud, your customers can trust the Bighorn. Order the Bighorn today.





# ALREADY DRIVING WITH THE PROS: C.J. GREAVES



C.J. Greaves is a young man in a hurry.

At just 16, he's taken victories that many adult riders would covet, including the TORC Pro Lite Cup at the end of last year. As he readies for the start of the season, the son of Maxxis' driver Johnny Greaves is again looking forward

to competition in two of the series' classes, Pro Lite and Pro 2. (He's dropped Super Buggy, in which he competed in 2011, in favor of Pro 2.)

Like his dad, the younger Greaves will trust Maxxis tires throughout the coming season, riding Bighorns for Pro Lite and the new Maxxis Razr SCR for Pro 2. While he hasn't yet tried out the Razr SCR, Greaves is enthusiastic about the performance of his Bighorns. "It's a great tire, and it always seems to step up whenever we need it," he told Maxxis. "It's probably the best all-around tire."

According to Greaves, who already has two years of experience in short course racing, entering pro categories at such a young age is a win-win – especially for someone who plans to make racing his long-term career: "I think it's just the quicker you can get into it and get driving time and experience, the better. The longer I do it, the more educated I get, and hopefully, I'll come out on top."

Even before he began short course racing, Greaves was no stranger to competition: he started riding motocross when he was only two and

a half. Later, challenged by his father to leave the training wheels on his bicycle behind, he rode without them the very same day, and received a dirt bike as a reward. "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," he told Maxxis last year.

When he spoke to Maxxis, Greaves was balancing his studies as a high school junior with practice for TORC, competing in local races whenever he could. He spends half of his day in school and the other half working in his dad's racing shop. "Usually, I can stay on top of it like that, but if I can't, I just stop going to the shop for a few days and get caught up," he said.

When he does take to the track, Greaves counts on his parents' help. His father coaches him and offers valuable advice, while his mother handles the logistical chores necessary to keep this racing family going. C.J. also has an older sister, Jessica, and the family has two English bulldogs, Callie and Tess. The Greaves split their time between California and the Upper Midwest, spending seven months out west and five in Wisconsin.

Maxxis is proud to sponsor C.J. Greaves and is looking forward to seeing him top TORC podiums throughout 2012.





# ATV RACING RESULTS

Maxxis' sponsored riders started the season in the winner's circle. A few highlights:

- Maxxis/H&M Motorsports' Beau Baron won the first round of the WORCS series, held January 22 at Glen Helen MX in Devore, California, and took second at Round 2 on February 11 in Primm, Nevada. Teammate David Haagsma took third place at Round 1 and fourth at Round 2.
- Other Maxxis riders also did well at WORCS' opening rounds. At Round 1, Mike Cafro took fifth place in the Pro class, Keith Johnson took the Pro Am victory and Ryan Piplic won the Side x Side Production 1000 class, with Baron in fifth place. At Round 2, Robert Vanbeekum won the premier Side x Side class, with Piplic in second place.
- Best in the Desert's Parker 250 podium belonged to Maxxis as riders on the company's tires took all three top spots in Pro Quad. The race was held January 7 in Parker, Arizona. Defending champs David Scott and Danny Prather of the Maxxis 1Q team took first place, while CT Racing, with team member Nick Nelson and substitute rider Beau Baron, took second. Rounding out the podium, Josh Edwards and Matthew Hancock of the Pro-ATV Store's 8Q team took third place.

As the 2012 season kicks into high gear, be sure to check [Maxxis.com](http://Maxxis.com) and the Maxxis Tires Facebook page for updates on Maxxis victories in major ATV series.

## A WINNING COMBINATION: THE RAZR 2 FRONT AND RAZR REAR

Maxxis' ATV champions know that Razr 2 fronts and Razr rears are a podium-topping combo.

Designed for the GNCC and suitable for all types of cross country terrain, the Razr 2 front features:

- An aggressive tread pattern for enhanced cornering ability and increased traction in muddy conditions
- Increased lug depth for increased skid and traction control
- Raised yellow lettering on the sidewall

The Razr rear performs best when pushed to the limit in all terrains. The Razr rear features:

- Knobs which extend tread surface area to maximize surface traction
- Specially formulated racing compound which delivers superior traction while extending tread life
- Solid knob design for improved traction and reduced tread squirm
- Optimum puncture resistance

The Razr and Razr 2: A set-up for the serious cross country racer or trail rider.





# TRACI CECCO RIDES MAXXIS TO THE GNCC WOMEN'S TITLE



With eight victories and 179 points to her name in 2011, Traci Cecco earned her eighth Women's GNCC championship. And she will be gunning for another in 2012.

As she looks forward to another year on the Yamaha factory team, Cecco is grateful to be competing in the top tier of her sport again: "To be down and out for two years, and you feel like you lost what it takes to win, and then to come out this year and win number eight – it's the most amazing feeling. The entire season was great, but a really big highlight for me just recently happened. RacerTV had an entire episode that showcased the Women's class on the NBC Sports

Network. My entire family came down to watch it. Looking over and seeing the biggest smile on my mom's face was priceless."

Cecco counts on Razr 2 fronts and Razr rears to take her to the top of the podium, and she's confident that they'll perform for her no matter how rough the course. "What I love the most about the tires I ride is they work well in all conditions," she told Maxxis. "Racing [in the] GNCC, you never know how the terrain will hold up. It could start dusty and by the end of the two-hour race, it could be a mud-fest. But the Maxxis Razr tires give me the confidence that I will have the traction I need no matter what conditions are

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# BICYCLE RACING RESULTS

The season has barely begun, but already, Maxxis' sponsored riders are on the podium at races around the world. A few highlights:

- Santa Cruz Syndicate's Greg Minnaar rode Maxxis to a men's downhill victory at the first World Cup of 2012. The Luna Chix' Catharine Pendrel took third in women's cross country at the contest, held March 16-18 at Pietermaritzburg, South Africa. Team Norco's Jill Kintner took her first-ever World Cup podium, earning fourth place in women's downhill.
- Team TIBCO's Kendall Ryan won the criterium at the Tour de Murrieta, held March 10 in Murrieta, California.
- The first race of the USA CRITS season was a huge success for Maxxis, which sponsored the event as well as the top two riders in the men's race. Team Mountain-Khakis' Ben Zawacki won the race, held March 10 in Delray, Florida. Wonderful Pistachios' Yosvany Falcon took second place.
- Team Mountain Khakis' Luke Keough took third place at the second round of the USA CRITS series. The Old Pueblo Grand Prix 2012 was held March 17 in Tucson, Arizona.
- The Luna Chix' Catharine Pendrel won the first round of the 2012 Pro XCT series, while Maxxis' legendary sponsored rider Geoff Kabush took second place in the men's race. Pendrel was joined on the podium by another Maxxis-sponsored rider, Sho-Air/Specialized's Monique Mata, who took third place. Pendrel's Luna teammate Georgia Gould took fifth place. Kabush's Scott-3Rox teammate Derek Zandstra took fourth place in the men's race. Mellow Johnny's Pro XCT was held March 3 in Dripping Springs, Texas.
- Team UnitedHealthcare's Jay Thomson was a close second in the South Africa Nationals Elite Time Trial, finishing just 13 seconds behind the lead rider.
- UnitedHealthcare's Jake Keough made four podium appearances during the Tour de Langkawi, held February 24 – March 4 in Malaysia. Keough took second place in Stages 2, 4 and 10, and took third place in Stage 8.
- A few weeks earlier, Keough took third place at Stage 2 of the Tour de San Luis. The tour ran from January 23-28 in Argentina.

## NEW! THE MINION DHR II

Your customers will get cutting-edge design with the latest version of the Maxxis Minion, the Minion DHR II. The new Minion DHR II offers

- Redesigned, wider shoulder knobs for **better cornering**
- Paddle-like center knobs for **improved braking**
- Ramped and siped tread to **roll fast and track straight under braking**

Give your customers the tire that keeps champions at the top of their game. Order the new Minion DHR II today!





# TEAM YETI: A WORLD CLASS TEAM ON WORLD CLASS TIRES



From the UCI World Cup to national championships, Team Yeti's riders are competing in top-tier races around the globe this season.

With a deep bench that includes World Champion and World Cup winner Jared Graves and rising star Eliot Jackson, the team has great expectations for the remainder of 2012. "Jared is returning and is looking to be in the top ten, and we have a first-year rider, and he's looking to be in the top five, and Eliot Jackson is looking to be in the top 20 in his second year," said Team Manager Damion Smith.

If last season's results are any indication, almost any goal would be within this team's reach. Yeti riders' many outstanding results in 2011 include wins for Graves in the Sea Otter dual slalom and downhill – and Team Yeti qualified for elite status in UCI's rankings for gravity teams.

All of Team Yeti's riders appreciate their Maxxis products, according to Smith. "The guys really love the Minion DHF. They all have the new

Minion DHR II, and they really like it," he told Maxxis. "Tire choice is one of the biggest things, especially in conditions that are less than ideal - dry and slippery, and wet and slippery - and to have a tire that is reliable is much nicer because you don't have to worry about whether the tires are going to hold or not."

With a design geared to the demands of aggressive mountain terrain, it's no surprise that the Minion DHF is a Yeti favorite. The Minion's ramped knobs offer low rolling resistance, while channel-cut knobs increase gripping edges for straight-line control and precise cornering.

Maxxis is proud to sponsor Team Yeti and looks forward to seeing them top podiums around the world this season.









# Q&A WITH THE LUNA CHIX' CATHARINE PENDREL



Riding for the Luna Pro Team, Catharine Pendrel is at the top of her game in competitive mountain biking. The 2011 World Champion, she also won the Canadian National Championship, the Fontana Pro XCT and a test event for the 2012 Olympics – and that was just last season. She took her first win of 2012 at the first round of the Pro XCT, Mellow Johnny's. Pendrel recently made time during a racing trip to South Africa to chat with Maxxis.

**MQ:** Congratulations on your first victory of the year, and on being the defending World Champion. What are your goals for the coming season?

**CP:** To represent the World Championship Jersey well! I always aim to be a constant World Cup podium contender. The Olympics are obviously very central on my mind and then after that recharging to defend at the World championships.

**MQ:** Will you be competing in the Olympics in London this year? If so, what are you looking forward to about competing again as an Olympian?

**CP:** The official selection will not be until June, but if I can perform as I have over the last four years, I will be there.

**MQ:** Which Maxxis models do you ride?

**CP:** The Ikon 2.2 in the 26" size most of the time.

**MQ:** How do they perform for you?

**CP:** They are fast, light, have EXO options and the high volume feels great rolling over rough terrain.

**MQ:** Why is the 26" size so good for preventing punctures, as you commented after the first Pro XCT of 2012?

**CP:** It's not so much that 26" is better than 29" for preventing punctures; it's that racers are choosing very light tires to compensate for the added wheel weight of the 29er. Rather than going for the best tire, they take the risk of a more puncture-prone, lightweight tire. Scott riders also chose the Maxxis Ikon 2.2 for that race, which was very rocky. With the right tire, they were on the podium and hassle-free.

A big misconception is that 29ers have a bigger contact patch, but at the same tire pressure, the contact area will be the same, just a different shape. The 29er is longer and skinnier, which contributes to people feeling like they have better traction, whereas the 26" has a shorter but fatter contact area which wraps nicely over rough terrain.

**MQ:** What is the greatest challenge of a career as a pro racer?

**CP:** The toughest thing is definitely leaving your home and family so often. Luckily, I married a teacher/cyclist who can join me for races in July and August!

**MQ:** How do you and your teammates support each other on and off the course?

**CP:** It's good to bounce ideas about sections, tire choice, etc. off of each other. It doesn't happen too often that we get to actually race together in a race, but when we do, it is special. I know how hard they will work and totally trust that together we can put out our best race possible. The only tough part is when it comes down to us all wanting to win at the end! But we all respect each other as riders and all trying to win is the point of racing.

**MQ:** You started mountain biking in your senior year of high school. When did you know that you wanted to compete professionally?

**CP:** Hmmm - maybe 2004, six years later when I started doing Canada Cups. Honestly, I never dreamed I had the potential to take my racing to where it is today.

**MQ:** What skills did you learn from your earlier interest in horseback riding that have helped you as a

mountain biker?

**CP:** Good question. Work ethic for sure. Bikes require so much less time, especially when you have awesome mechanics and sponsors to help you out. I like to also think I learned comfort with speed, air time and the thrill of going fast. In both sports, you get caught up in the experience of being in motion, going places.

**MQ:** How do you cope with the frequent travel required by your career?

**CP:** Eye mask and ear plugs! It's just life. You get into a routine.

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

**CP:** Cross country ski in the winter, read, cook, bake, spend time with friends and play in the yard.

**MQ:** What inspired you to take an anatomy and physiology course as you did recently?

**CP:** I plan to apply to the Master's in Physiotherapy program when I decide I'm ready to slow down on racing and travel. Timeline still to be decided!

**MQ:** What's the best thing about being a professional athlete?

**CP:** Just one thing? Getting to see the world doing what I love with great people!

Be sure to visit [Maxxis.com](http://Maxxis.com) and the Maxxis Tires Facebook page to keep up with the latest victories of Catharine Pendrel and the Luna Pro Team.





# MOTORCYCLE RACING RESULTS

As the 2012 season got underway, Maxxis' sponsored riders nailed a championship and took victories in an early round of a major series:

- Tyler Bowers clinched his second straight AMA Arenacross championship on Maxxis tires at the 2011-2012 season's final round. Bowers' Team Babbitt's presented by Maxxis teammate Chad Johnson secured third place overall for the series. Bowers racked up 12 wins and 424 points in a season which he dominated from beginning to end: He won the season's first race back in October of 2011, and held the points lead for most of 2011-2012. Johnson also turned in excellent performances throughout the season, taking two victories and 338 points by the end of the final race.
- Riders on Maxxcross tires blazed a path to the podium at Round 3 of the WORCS series, with a Pro 2 win for Ivan Ramirez and a sweep of the top three in the Women's class. Tatum Sik took the Women's victory for Maxxis, with RPM's Kacy Martinez in second place and Nicole Madsen in third. In Pro 2 Lites, Maxxis rider Eric Yorba made the podium in second place. Round 3 was held February 24-26 in Mesquite, Nevada.

For all the news of Maxxis' latest victories, check out [Maxxis.com](http://Maxxis.com) and the Maxxis Tires Facebook page.

## MAXXCROSS DUAL SX

The Maxxcross Dual SX took Tyler Bowers to his second AMA Arenacross championship this year.

Combining the championship-proven tread pattern of the Maxxcross SX with dual-compound technology, the Maxxcross Dual SX features:

- Rear tire's shoulder knobs feature standard soft SX compound and even softer center knobs, providing unrivaled straightforward traction - without losing stability in corners
- Front tire has standard base compound for stability and soft-compound cap for braking and cornering traction
- Designed specifically for blue-groove and hardpack motocross terrains
- Lightweight and durable construction for the performance and quality you expect from every Maxxis tire





# MAXXIS TEAMS WITH SHANE WATTS AND HIS DIRTWISE ACADEMY OF OFF-ROAD RIDING



When motorcycle racing veteran Shane Watts wanted to expand his efforts beyond competition, the next step was natural: teach young riders the tricks and know-how gained through Watts' many years of off-road racing. The former GNCC and World Enduro champion formed DirtWise, a riding school which has trained over 2600 students since 2007.

"My racing career was coming to a close due to the lingering effects of previous

injuries, so it was time to generate another source of cash flow and income for our family," Watts told Maxxis. "I'd conducted several schools in the past, and it was something that I enjoyed doing, so it was a fairly easy decision and a fairly seamless transition." Watts adds that he enjoys seeing students improve their skills and learn to ride more safely: "We can see a marked improvement in nearly all students by the end of each two-day DirtWise school; however, the practice

and improvement doesn't stop there and continues into the future." DirtWise schools are available across the country this year, with sessions scheduled for Texas, Arkansas, California, West Virginia, Colorado, Illinois, Oregon, Michigan and Washington. A May session is planned for New Brunswick, Canada as well.

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# TRACI CECCO RIDES MAXXIS TO THE GNCC WOMEN'S TITLE

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thrown at me. It definitely gives me an edge on the competition.”

While she's constantly challenged to stay at the top of her game, Cecco says that the rewards of a pro racing career are worth all the effort. She values her relationships with her sponsors, and appreciates the chances she's had to travel to destinations including the Grand Canyon and Baja, Mexico.

Like so many racers, Cecco comes by her love of the sport through family. In 1972, her father was the first East Coast four-wheel drive champion for jeeps, and the family would ride ATVs

on trails for recreation. “My father died when I was 16, and all I really had to race was a utility ATV. So I started local races, went to college, bought a sport quad, entered my first GNCC race and was hooked. I never thought it would turn into a career. It is by far a dream come true,” she said.

While racing consumes much of her schedule, Cecco has several other demands on her time as well, including work as a physical therapist's assistant. She recently became engaged to boyfriend Jeff Pickens while on a trip to Cancun, and the two also make time for

their bulldog, Fiona. Cecco lives in Shamokin, Pennsylvania.

Maxxis is proud to sponsor Traci Cecco and looks forward to seeing her on the GNCC podium throughout 2012.



# MAXXIS TEAMS WITH SHANE WATTS AND HIS DIRTWISE ACADEMY OF OFF-ROAD RIDING

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Watts has ample qualifications to guide riders in learning safe and winning techniques, with a career that includes six Australian Enduro titles, the Australian 500cc Motocross championship and an International Six Day Enduro Overall championship in addition to his GNCC and World Enduro titles. A native of Australia, he was the first non-American to win the GNCC series, in 2000, and has won the series' races on six different motorcycle engine capacities in one year. He was also the only rider to win the ISDE Overall on a 125cc.

There's no shortage of potential students who want to take advantage of all this knowledge and experience.

The school's popularity is keeping Watts so busy that his 2012 schedule won't even permit any racing. He recommends Maxxis tires to all his students "because of their excellent performance and durability. I have mainly used the Maxxcross SI compound tires in the past, but plan to expand out a little more this year and try some of the other compounds and tread patterns. [Maxxis tires] work great; otherwise I wouldn't have bothered forming our current association - I'm in the situation where I can pretty much choose whichever brand I want, and I chose Maxxis!"

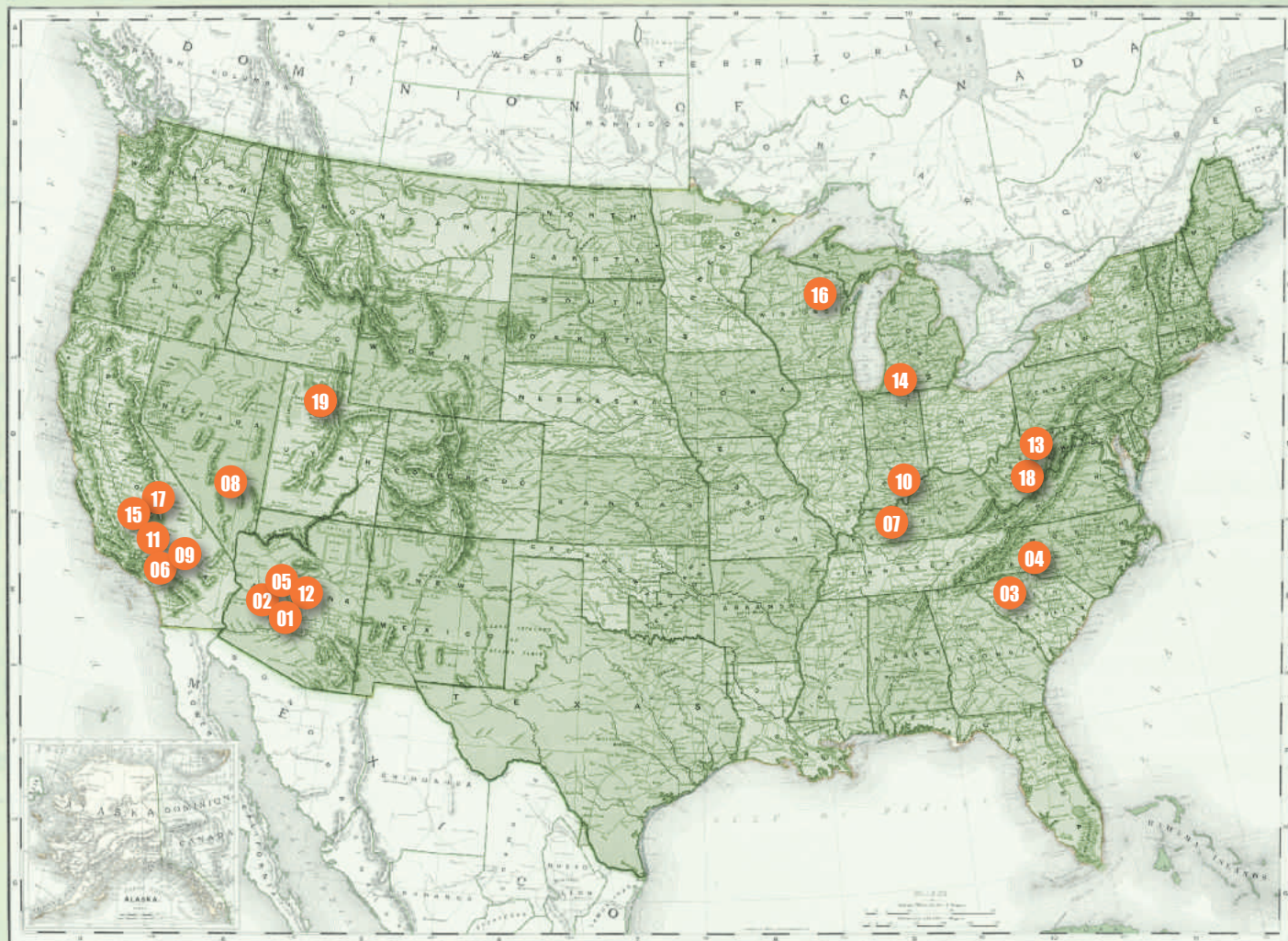
Running DirtWise calls for a great deal of travel, but when he does have

downtime, Watts prefers to spend it with his wife Carrie and the couple's three small children. Fortunately, the schools' weekend schedules also frequently allow him to spend weekdays on administrative details, so he's often able to get his older children off to school in the mornings. Watts and his family live in Newton, North Carolina.

Maxxis is proud to support the legendary Shane Watts and his DirtWise riding schools. For more information on DirtWise, please visit [ShaneWatts.com](http://ShaneWatts.com).







**01/ April 1**

Chandler, Arizona  
LOORRS Round 2

**02/ April 13-15**

Surprise, Arizona  
WORCS ATV Round 4

**03/ April 14-15**

Union, South Carolina  
GNCC Round 4

**04/ April 20-21**

Concord, North Carolina  
TORC Rounds 1-2

**05/ April 20-22**

Surprise, Arizona  
WORCS Motorcycle Round 5

**06/ April 21-22**

Lake Elsinore, California  
LOORRS Rounds 3-4

**07/ April 28-29**

Park City, Kentucky  
GNCC Round 5

**08/ May 4-6**

Nevada  
Best in the Desert Silver State 300

**09/ May 11-13**

Adelanto, California  
WORCS ATV Round 5

**10/ May 12-13**

Springville, Indiana  
GNCC Round 6

**11/ May 18-20**

Adelanto, California  
WORCS Motorcycle Round 6

**12/ May 19-20**

Surprise, Arizona  
LOORRS Rounds 5-6

**13/ May 26-27**

Masontown, West Virginia  
GNCC Round 7

**14/ May 26-27**

Buchanan, Michigan  
TORC Rounds 3-4

**15/ June 15-17**

Lebec, California  
WORCS ATV Round 6

**16/ June 16-17**

Crandon, Wisconsin  
TORC Rounds 5-6

**17/ June 22-24**

Lebec, California  
WORCS Motorcycle Round 7

**18/ June 23-24**

Snowshoe, West Virginia  
GNCC Round 8

**19/ June 23-24**

Tooele, Utah  
LOORRS Rounds 7-8