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**THE MAXXIS QUARTERLY
SUMMER 2011**



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**Tyler Bowers Rides Maxxcross
ITs to the 2011 Arenacross
Championship**

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New! The Victra RC-1

As a tire company with championships in multiple disciplines, Maxxis is proud to introduce the Victra RC-1: A tire built by racers, for racers. Whether you're a club racer, track day enthusiast or an enduro racing warrior, the RC-1 was designed to deliver outstanding results in dry conditions while retaining excellent heat-cycle performance. The development team started with a pattern that eliminates annoying tread-squirm and focused on delivering a tire that has great steering response, smooth break-away characteristics and consistently fast lap times. Maxxis engineers also used high-end raw materials to ensure superior durability. So join the champions who have won on Maxxis and experience the new benchmark in bragging rights per dollar – the Victra RC-1.



- Specially formulated race compound for outstanding dry performance while retaining excellent heat cycle performance
- Balanced casing and sidewall design coupled with a unique race compound for smooth break-away characteristics and excellent handling
- Two deep and wide circumferential grooves for sudden wet weather conditions
- UTQG 100 AA A
- Sizes 15"-18"
- Recommended for dry competition events ONLY



AUTO RACING RESULTS:

Maxxis drivers are roaring to the podium in major auto series. A few highlights are listed below.

- Metal Mulisha General Brian Deegan rode Bighorn tires to Pro Lite victory in Rounds 1, 4, 5 and 6 of the LOORRS series. Round 1 was held March 19, Round 4 was held April 17, and Rounds 5 and 6 were held May 21-22. Deegan also took podiums in LOORRS Rounds 2 and 3.
- Longtime Maxxis driver Robert Naughton won the Pro 2 Unlimited class at LOORRS Round 2, held March 20.
- The Greaves family has also done well in LOORRS series events, with Johnny Greaves taking second place in Pro 4 Unlimited at Round 2 and son C.J. Greaves taking second place in Super Lite at Rounds 2 and 3. Adrian Cenni took third place in Pro 4 at LOORRS' Round 3, held April 16.
- Rusty Bray won the Rausch Creek event of the 2011 Ultra 4 series, riding the same set of 40" Trepador tires throughout a weekend of brutal racing. The demanding contest attracted the sport's top drivers, who covered 13-mile laps for a total of 70 miles. Winning the Rausch Creek event puts Bray in position for the 2012 King of the Hammers race. The race was held May 20-21 in Reno, Nevada.
- Jesse Haines took podiums at two events in the W.E.ROCK series, held April 1 in Tucson, Arizona and May 6 in Oroville, California.



IN BUSINESS AND ON THE TRACK, ADRIAN CENNI LIVES TO COMPETE

Whether at his day job running Atrium Staffing, a multi-million dollar placement firm based in New York, or driving over a short course in the LOORRS series, Adrian Cenni thrives on testing himself.

“Competition is what it is all about. Competing in business gives you a tremendous feeling of accomplishment and is fuel for the brain. Competing in racing fuels the body, and keeps you sharp. It is good to have a brain/body balance,” he told Maxxis. “I have two full-time jobs, and I love it. I find people jobs during the day at Atrium, while juggling racing at the same time. Come the evenings and weekends, I am working out or practicing on a quad on my own track at my house.”

That competitive drive has landed him on the podium this season, with a third place finish at Round 3, a race that he says has been a highlight of the year so far. At press time, Cenni was eighth in the series’ overall standings. He said that Maxxis’

new Razr SCR tires are giving him an advantage on the track: “The tires are performing very well. They have excellent grip which is helping us to be very competitive. Sticking to the ground when on the ground is the name of the game in a vehicle, and the tire that does that better than the competition wins, and that is what the Maxxis tire does.”

True to the love of excitement that earned him the nickname “The Wildman,” he’s competing in the Pro 4 class. “Pro 4 is the fastest and most exciting class on the track, so that is where I want to be,” Cenni said. (The “Wildman” moniker was bestowed on him by an announcer who pulled it from an awed fan: The kid was amazed when immediately after surviving a fiery crash at a race in Chicago, Cenni headed into the crowd to high-five spectators.)

Cenni’s need for speed was the driving factor in his pursuit of off-road racing. “The biggest attraction

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ATV RACING RESULTS:

The 2011 season is shaping up to be another Maxxis-dominated year in the world of ATV racing. A few highlights are below.

- Maxxis dominated the SCORE Baja 500 ATV race, with Brandon Brown's Team Quad 75 Desert taking the victory and Matlock Racing grabbing second place overall, along with a fourth straight Class 25 win.
- Led by Walker Fowler, who took the overall win from an XC2 Pro Am start, Maxxis swept the top four at the GNCC Rock Run. Round 7 of the series was held May 28 in Patton, Pennsylvania. Chris Borich took second place overall and first in XC1 Pro, followed by fellow Maxxis riders Brian Wolf and Taylor Kiser, who were second and third in the class and third and fourth overall. Traci Cecco took her third Women's class win of the year, stretching her points total to 115. Cecco was second overall in the morning race. Clifton Beasley remained undefeated for the season in the U2 class, while Daryl Rath took second place in 4x4 Open.
- Riders on Maxxis' Razr tires grabbed three of the top four spots at Round 6 of the ATV Motocross Nationals series. Joe Byrd topped the podium with fellow Maxxis rider Thomas Brown in second, while Jeremy Lawson earned fourth place. The round was held May 21-22 in Delmont, Pennsylvania.
- At press time, Beau Baron was third in WORCS' points standings after two straight turns on the podium at Rounds 5 and 6.
- Riders on Maxxis were all over the podium in multiple classes at Round 6 of the GNCC series, with Brian Wolf taking his first-ever XC1 Pro win. The race was held May 14 in Gosport, Indiana. Chris Borich took second place in XC1 at Round 6. Taylor Kiser took fourth, Donnie Ockerman grabbed sixth and Bill Ballance nailed seventh. The news in XC2 Pro Am was just as good for Maxxis, with Walker Fowler taking the victory and Gabe Phillips joining him on the podium in third place. Also winning their classes and filling the morning's overall podium were Michael Swift in 4x4 Open, Clifton Beasley in U2 and Traci Cecco in the Women's class. Daryl Rath was second in 4x4 Open and sixth overall in the morning race.
- At press time, Dustin Wimmer was undefeated in both the Pro and Pro Am classes of the 2011 Maxxis New England ATV Motocross series.

RAZR X™

Developed with input from some of Maxxis' best-known champion riders, the Razr X™ is the culmination of more than a decade of research and development.

The Razr X™ offers 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



TEAM UXC RACES TO THE TOP IN GNCC'S UTILITY CLASSES



As professional ATV racers, Michael Swift and Cliff Beasley face many challenges.

Having too much leisure time is not among them.

Along with competing in the GNCC's Pro Utility class, Swift and Beasley also run their own businesses: Beasley owns a car wash, works in real estate and works on a family farm, and Swift owns a heavy equipment repair business. The two also deal with the demands of their young families: Swift has two small children, while Beasley has three.

In addition, pro careers mean lots of time with trainers, plus testing with their bikes and new products. The two spend most weekends either racing or training.

All that work has a payoff, however, in great results. By press time, Swift had won three of the first five 4x4 Open GNCC races, and he took second place in the other two, while Beasley was undefeated in the U2 class. Swift said that while the team's success this season hasn't been a surprise, he's faced challenges as he made the transition between classes. "Cliff's just kind of left off where he started, but it was a big change for me because I went from the Limited class to the Open class where the competition's a lot stiffer. I knew we could do it. We've worked pretty hard on the bikes, and I've kept myself in good shape."

Both riders believe that their Maxxis Bighorn 2.0 tires play a major role in their victories this year. Utility riders need serious traction, and according to Swift, the Bighorn 2.0 delivers for Team UXC. "Anybody can go fast, but the key is knowing that you're going to stay in the rut," says Swift. "If you're not confident, you're not able to go fast. Once you're confident in your machine, not only in the traction forward but

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BICYCLE RACING RESULTS:

Around the US and around the world, Maxxis' sponsored riders are topping podiums and racking up championship points. A few recent highlights are listed below.

- Trek World Racing's Tracy Moseley won her fifth Fort William World Cup and Greg Minnaar took the victory in the men's race. The event was held June 5 at Fort William in Great Britain. Moseley has now won more World Cup downhill races at Fort William than any other rider in the history of the event. The win boosts her lead in the overall women's downhill standings to 170 points.
- Team UnitedHealthcare's Robert Förster made the podium at the 27th TD Bank Philadelphia International Cycling Championship with a third place finish. The race was held June 5 in Pennsylvania.
- Riders on Maxxis rolled to victory at the US Open downhill, as Trek World's Aaron Gwin won the men's event and Transition's Jill Kintner won the women's. The US Open was held May 29 in Vernon, New Jersey.
- The Luna Pro Team's Catharine Pendrel took second place at World Cup XC #3, held May 29 in Offenburg, Germany.
- Trek World racing's Aaron Gwin won the third round of the Pro Gravity Tour DH. Gwin was joined on the podium by teammate Justin Leov in second place. The race was held May 22 in Plattekill, New York.
- Tim O'Donnell rode Maxxis to second place in the Memorial Hermann Ironman Texas, held May 21 in The Woodlands, Texas. The event was a first for O'Donnell, who has previously competed in and won the Ironman 70.3 series. An Ironman event is twice the distance of an Ironman 70.3.
- Team TIBCO/To the Top's Joelle Numainville earned the second place spot on the podium at the Grand Prix Cycliste Gatineau, held May 21 in Gatineau, Quebec, Canada.
- Team UnitedHealthcare's Rory Sutherland landed on the podium at Stage 4 of the Amgen Tour of California. The 131.6-kilometer Stage 4 was held May 18, beginning in Livermore and ending in San Jose, California.
- Team UnitedHealthcare's Jake Keough and TIBCO/To the Top's Joelle Numainville each topped the podium in the Tour de Grove, held May 14-15 in St. Louis, Missouri.
- Trek World Racing swept the top three spots in the men's downhill at the US Pro GRT #2, while riders on Maxxis won both top spots in the women's. Neko Mullaly won the men's race in a final run of 2 minutes and 21 seconds, with Aaron Gwin in second place and Justin Leov in third. Transition Racing's Jill Kintner took first place in the Women's class, while Specialized's Joanna Petterson made the podium in second place. The race was held May 14-15 in Northfield, New Hampshire.
- Josh Tostado rode Maxxis to victory in the 12 Hours of Mesa Verde. The mountain bike endurance race was held May 7 in Cortez, Colorado.
- The 2011 USA CRITS Championship Speedweek series ended on a high note for Team UnitedHealthcare, as Jake Keough won both his third race of the week and the individual title, and UHC took the series' team title. UHC swept the podium at the final race of the week, Sunday's Sandy Springs Cycling Challenge in Georgia, with a victory for Karl Menzies and second and third places for Keough and Hilton Clarke. One day earlier, Keough and Clarke were first and third in the 7th Annual Spartanburg Regional Classic in Spartanburg, South Carolina.
- Trek World Racing's Tracy Moseley and Aaron Gwin began the season with decisive wins in the year's first downhill World Cup, held April 24 in Pietermaritzburg, South Africa.
- The Luna Pro Team's Georgia Gould and Transition Racing's Jill Kintner each took a victory at the Sea Otter Classic, held April 15-17 in Monterey, California.
- Geoff Kabush took first place in the British Cross Country series, held April 15-17 in Dalby Forest. Kabush finished the Class1 UCI race in 1:40:46 hours.

NEW! THE HIGH ROLLER II

Totally redesigned, the High Roller II offers significant performance gains.

- Features an open tread design, allowing the High Roller II to easily shed mud and other debris.
- Both center and shoulder knobs are taller, offering excellent soil penetration. The High Roller II will dig in and hold on as long as the rider can.
- Aggressively shaped knobs improve braking performance and traction on hard surfaces,

making the High Roller II the ideal choice for technical terrain.

- Square profile delivers a consistent feel when transitioning from the center to side knobs, giving riders the confidence to keep it pinned.
- Offered in 26 x 2.40 with a 2-ply downhill casing and a single or triple (3C) compound configuration.

Additional sizes and configurations available soon.

Order the High Roller II today!



WHATEVER THE WEATHER, TEAM UNITEDHEALTHCARE RELIES ON MAXXIS

When they're in a tough race, Team UnitedHealthcare prays for rain.

That's because they know they can count on their tires when other riders can't, according to General Manager and Team Director Mike Tamayo. "The other riders struggle on the road in the rain. That's the biggest thing we've noticed," he told Maxxis. "We raced clinchers in Belgium, and that's unheard of on cobblestones. My mechanics were very nervous, thinking we were going to have a lot of flats — and actually, we had fewer problems than the other teams."

The team relies on the Cormet and the Columbiere for racing and the Re-Fuse for training. Tamayo has nothing but praise for all three products. "The tires corner so well that it's almost an unfair advantage to the team," he notes. Tamayo's sentiments are echoed by riders Karl Menzies and Jake Keough. In six years with the team, "I've never had a problem," said Menzies. "They're an amazing tire. The Cormets we're riding this year, it's definitely an advantage, especially racing in the crits, the way they handle and stick to the road, especially in the wet. We know that we've got the best tires on the market in the wet. You have to take a corner at 40-plus miles per hour, and you don't want to be thinking 'Maybe I should brake, because my tires won't stick to the road.' When we raced in Belgium, we raced the Columbiere. That was a huge test for the tires, and I didn't get one puncture on the whole trip for the month. I think the tires are the best on the market and give us that edge that definitely makes a huge difference."

The feedback that Maxxis products offer a rider is invaluable in competition, according to Keough. "The specific benefit is that when you push the tire to the edge, it has a distinct feel, so you know how far to push it," he said. "The Maxxis tire feels like that zone is so big that you know when to dial it back, and you don't end up on the ground."

Of course, having great tires is only part of the formula for UHC's success. The team is also known for its "One for all, all for one" philosophy, with individual riders sacrificing their results to deliver a teammate to the podium. Tamayo cites a recent example: "Just this weekend [at the Philadelphia International Cycling Championship], the race was 156 miles long. We had eight riders racing, and the focus was entirely on Robert Förster, so for that race we had two teammates, Johnny Clark and Davide Frattini, who chased everybody down so Robert could outsprint them at the finish. It's 100% for the team."

Tamayo also says that the team fosters a family atmosphere, due in part to the fact that so many riders are married with young children. This familial feeling translates to great results on the course. Keough adds that riders, both rookies and seasoned veterans, have great regard for one another. "I think there's a really good feeling of mutual respect on the team," he said. "We have a fair number of veteran, experienced riders on the team, and especially as a younger rider, I try to give them the respect they've earned. There's the benefit of their experience but also the respect [they give in return]. The caliber of the team is very high skill-wise and results-wise and fitness-wise, but I think the mutual respect is where that really comes from."

Menzies has been with UHC long enough to see the highs and lows which are inevitable for any team, and he believes that 2011 is shaping up to be a banner year. UHC is competing in Europe as well as North America, and has adopted an aggressive outreach program to the public centered on healthy lifestyles — more than enough to keep the team busy for the entire season.

For information on all of Team UHC's activities and to stay up-to-date on their latest victories, visit Maxxis.com throughout the season.



Q&A WITH JOEL HETRICK

AT JUST 18, JOEL HETRICK IS TAKING HIS FIRST YEAR AS A PRO IN THE ATV MX SERIES IN STRIDE. THE PENNSYLVANIA NATIVE RECENTLY SPOKE TO MAXXIS ABOUT HIS SEASON, THE NEW LEVEL OF COMPETITION HE'S FACING AND MUCH MORE.

MQ: You took your first pro podium this year. Did you expect that the season would be going so well for you?

JH: I didn't expect this season would be this good so far. I was hoping for top five, but the podium was great.

MQ: How does racing in the Pro class compare with Pro Am?

JH: Pro Am is not as nervous for me because I was one of the fastest guys in there, but in pro, everyone's fast, so you have to clear your head and ride good.

MQ: Which Razr models do you ride?

JH: I ride the new X^m.

MQ: How do they help you in competition?

JH: They just hook up better in the holeshots. I got two holeshots, and I got the holeshoot in Illinois when I got the podium.

MQ: What are your goals for the rest of the season?

JH: I want to try to get back up to fifth place in points and hopefully get back to top five for the end of the year with my new Maxxis tires.

MQ: What's your biggest challenge as a racer?

JH: My biggest challenge would be that I'm probably the littlest pro there is, and I have to ride the bike a lot harder than they do, so it takes a lot more energy for me to do some of the stuff they do.

MQ: How did you get into racing?

JH: My dad got me an LT80 when I was three years old, and I've been racing ever since. We just progressed from there.

MQ: How does your family's support help you?

JH: My family is great. My mechanic is great. He's pretty much family, and then my mom and dad — I wouldn't be at the races without them. They support me mentally and with whatever I need.

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

JH: Just having all the fans, the spectators telling you you're the best and you're the fastest guy. It's good. I just like to make everyone happy.

MQ: What do you do in the off-season?

JH: This off-season I was in Texas for three months, just riding every day and going to the gym every day. There were a bunch of other pros down there, and we were all training.

MQ: If you weren't a racer, what do you think you'd be doing?

JH: That would change a lot. It would change our business, so probably school right now and then college.

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

JH: Just hang out with my girlfriend and my friends. I don't really do much other than race. Every time I'm not with my girlfriend, I'm riding.

For all the news of Joel Hetrick's latest victories, please visit Maxxis.com.





MOTORCYCLE RACING RESULTS:

- Team Babbitt's presented by Maxxis finished the 2011 season on top in the AMA Arenacross series, with Tyler Bowers taking the title after 12 wins and a total of 425 points. Chad Johnson took third place for the season with 376 points, and Gray Davenport made the top ten in seventh place with 272 points.
- Bobby Garrison is 1 in third place in WORCS pro point standings at press time with 237 points and one win.

MA-SX MAXXCROSS DUAL SX

The Maxxcross Dual SX features groundbreaking dual-compound technology integrated into a championship-proven tread pattern.

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





TYLER BOWERS RIDES MAXXCROSS ITs TO THE 2011 ARENACROSS CHAMPIONSHIP

After a challenging start, Team Babitt's presented by Maxxis rider Tyler Bowers took the Arenacross title earlier this year, racking up 425 points and making multiple trips to the podium. Throughout his triumphant season, he counted on Maxxcross ITs to give him the edge he needed.

"They were great all year long," he said. "The traction in the front tires is great, and the confidence going into the turns knowing that you're on the best tire out there is great, too. We stayed with it all year, because it was the best one out there. It's amazing because we had so many dirt compounds out there: one week hard, one week soft – the Maxxcross IT can handle it all."

While the beginning of the season may have been frustrating for Bowers, he clearly remembers the moment when he knew that things were turning around. "It was probably at the fourth round that I finally got the ball rolling again. The first three rounds, I lost," he told Maxxis. "The fourth round I didn't win, but I rode really good that night, and I knew the next round I was going to win. I guess it was because I was so stressed out the first couple of races, but in Dayton, Ohio, that was when I just relaxed."

At every event, Bowers raced against his teammates Chad Johnson and Gray Davenport. He said that the trio is professional enough to leave their friendly rivalry on the course: "At one point, you're competitors on the track, but you get off the track, and you're friends. Everyone wants to beat each other so badly, but you get off the track and you joke about it, so you're competing, but they have your back at the same time." Johnson finished third in points and Davenport finished seventh.

Bowers has had a long time to develop a healthy attitude toward competition; he was riding a four-wheeler in the desert at just 18 months old. After his family moved to Ohio when he was four, Bowers became a regular at local tracks, and saw his skills improve more and more. "I just loved going to a track," he said. "The next thing I knew, I was one of the fastest guys there."

Now that the off-season is here, Bowers is getting to enjoy a little off-track time, gardening strawberries, hunting, fishing and working on old trucks at his Danville, Kentucky home. "I've got a garden at my farm. I grow strawberries," he said. "It's cool to plant something and watch it grow and see all your effort pay off in the end."

Maxxis is proud to sponsor Tyler Bowers. For more information on this Maxxcross-riding champion, please visit Maxxis.com or TylerBowers.com.



TEAM UXC RACES TO THE TOP IN GNCC'S UTILITY CLASSES

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also to the right and left, [you can win]. They're doing great, and we really like them."

Although they race different classes in the GNCC, Beasley and Swift are still competitors on occasion, especially at local races. Swift says that a little friendly rivalry actually boosts results for both riders. "When we're at the national circuits, we try not to get caught up, but if it helps us, we push each other. I think that we actually go faster if we're together. You can always get caught up in

who's beating who, but it doesn't matter as long as both of us win our classes," he said.

This healthy attitude may have its roots in the fact that Beasley and Swift's friendship is cemented by more than their role as teammates: Swift is married to Beasley's sister, Shanna, and the two families live just ten minutes apart. "When we got married and I met Cliff, they were doing MX, and as I started doing cross country, they would always go," said Swift.

Although they've raced together for a long while, Beasley and Swift formed their own team just this year. They're currently devoting much of their time to promotional efforts, laying a foundation to become a well-known entity in the sport.

Maxxis is proud to sponsor Team UXC. For more information on this winning duo, plus news of all their latest victories, please visit Maxxis.com.



IN BUSINESS AND ON THE TRACK, ADRIAN CENNI LIVES TO COMPETE

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was getting big air over the jumps," he told Maxxis. "The trucks seemed to land so effortlessly and just take off again. I had been racing road cars before off-road. Road cars are fun, but adding the element of getting airborne in a vehicle in addition to speed, just added another dimension that made road racing seem two dimensional compared to the three dimensional feeling of off road racing."

The South African native loves off-road competition so much that he said he'd be glad to drive his vehicle off the course as well: "The best thing about being an off road racer is the

ability to be around and drive these wonderful four wheel drive machines. I wish I could drive around every day in one, would love to drive it to the store, and on the highways, and if I saw a nice jump from the road, I could just go over and hit it one time."

With obligations to both Atrium and racing, Cenni splits his time between the East and West coasts. The demands on his time have been worth it, as he's taken a lead in every race by press time. "I almost always expect to be at the front in each race. That is why we are here for sure," he said.

Maxxis is proud to sponsor Adrian Cenni. To follow his progress throughout this season, please visit Maxxis.com.





01/ July 2-3

Millfield, Ohio
ATV MX Round 8

02/ July 9-10

Millfield, Ohio
GNCC Round 9

03/ July 16-17

New Berlin, New York
ATV MX Round 9

04/ July 22-23

Concord, North Carolina
TORC Rounds 5-6

05/ July 30-31

Buchanan, Michigan
ATV MX Round 10

06/ August 6-7

San Bernardino, California
LOORRS Rounds 9-10

07/ August 13-14

Hurricane Mills, Tennessee
ATV MX Round 11

08/ August 13-14

Bark River, Michigan
TORC Rounds 7-8

09 /August 18-20

Las Vegas/Reno, Nevada
Best in the Desert Vegas to Reno

10/ August 19-20

Washougal, Washington
WORCS Motorcycle Round 7

11/ August 20-21

Washougal, Washington
WORCS ATV Round 6

12/ September 3-4

Crandon, Wisconsin
TORC Rounds 9-10

13/ September 10-11

New Berlin, New York
GNCC Round 10

14/ September 15

Joliet, Illinois
TORC Round 11

15/ September 16-18

Devore, California
WORCS ATV Round 7

16/ September 23-25

Devore, California
WORCS Motorcycle Round 8

17/ September 24-25

Somerset, Pennsylvania
GNCC Round 11

18/ September 24-25

Surprise, Arizona
LOORRS Rounds 11-12