



2009 General Tire TROPHYLITE Series Set to Kickoff this Weekend

Heber, California (January 12, 2009) – The 2009 General Tire TROPHYLITE Series is set to begin this Saturday January 17th at the DRIVE Racing TROPHYLITE 200 in Plaster City, CA. Plaster City provides some of the best off-road racing terrain found anywhere in North America. This will be the first race for the new DRIVE Racing Series which after months of preparation, will mark the return of exciting off-road racing to the Imperial Valley located on the California-Mexican Border, and TROPHYLITE is proud to be a part of it!

The DRIVE Racing TROPHYLITE 200 will take place on a 31 mile course that contains every type of off-road challenge imaginable. Each lap, TROPHYLITE competitors will be flat out down straight-aways, trying to maintain momentum up sand washes, and flying over tricky uneven bumps referred to as cross grain, which has destroyed many off-road vehicles in the past. TROPHYLITE competitors will be required to complete six laps, and those who survive the terrain will be happy to see the finish line. Prior to the race, TROPHYLITE competitors will qualify for starting positions on a two mile course. Making his TROPHYLITE debut, will be Trophy Truck Superstar Andy McMillin in a TROPHYLITE owned truck. McMillin is a third generation off-road prodigy and has thousands of adoring fans on both sides of the border.

After a season of experience, several teams have begun to hit their strides and establish themselves as forces to be reckoned with for the 2009 General Tire TROPHYLITE Series. 2008 Series Champion Louis Chamberland will be returning to defend his title, but it will be anything but easy. 2008 Glen Helen Baja Cup Winner Gary Messer continues to improve and has shown he has what it takes to run up front and take a win. Lenny Holder, who took delivery of his truck one day, and won the next will be campaigning his first complete season and has already shown that he can be a threat for the win. The father and son team of Bruce and Ryan Finchum continue to improve their TROPHYLITE program and showed steady consistency in their first season of off-road racing last year. Logan Knecht, Randy Blacker, and Imperial Valley local Glen Rolfe cannot be counted out at anytime during a race.

TROPHYLITE President Matt Scaroni explained, "We can't wait the get the 2009 General Tire TROPHYLITE Series started. We have great support from our sponsors, and a dedicated group of TROPHYLITE competitors that share a passion for off-road racing. I have spent numerous hours working personally with DRIVE Racing to ensure that this will be the best possible race for competitors and fans alike."

Following the DRIVE Racing TROPHYLITE 200, the 2009 General Tire Series moves onto the historical SNORE Mint 400 off-road race March 26-29 in Las Vegas, Nevada.

TROPHYLITE is an affordable spec racing concept focused on providing the average off-road enthusiast the chance to step from the sidelines into the driver's seat of state of the art purpose built off road race trucks. TROPHYLITE offers not only a very affordable high performance spec race truck, but also the chance to compete in the 2009 General Tire TROPHYLITE Series where TROPHYLITE drivers will be able to race against other TROPHYLITE drivers for prize money and points towards a year end championship. Through TROPHYLITE and its generous supporters, there is no question that the next big thing in off-road has arrived. Get off the sidelines and turn your dreams into dust!

TROPHYLITE supporters include: *General Tire, KC HiLiTES, KMC Wheels, Mastercraft Race Seats, and Fox Racing Shox.*

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