



TROPHYLITE Gears Up For Round One

Heber, California (February 12, 2008) – After months of anticipation, the inaugural KMC Wheels TROPHYLITE Series Presented by KC HiLiTES is set to begin at the SNORE Battle of Primm this weekend February 15-17. TROPHYLITE competitors will compete in hopes for a shot at the title of being the first ever TROPHYLITE race winner.

The SNORE Battle of Primm will utilize a two day race format with one race being run on Saturday and one on Sunday. TROPHYLITE competitors will start each race at 9:35 AM and battle for four laps around a 13 mile course. Times from both races will be combined to determine an overall winner. With a guaranteed purse of \$7,125.00 for TROPHYLITE teams alone, the competition promises to be fierce.

Joining the ranks of the TROPHYLITE class will be supercross icon and short course off-road racer Rick Johnson. Rick Johnson is regarded as one of the greatest supercross and motocross racers of all time. Throughout his career he compiled an amazing 61 career wins and seven national championships. He was inducted into the Motorcycle Hall of Fame in 1999. Rick Johnson commented "I am looking forward to competing in the TROPHYLITE class, it's a great concept and I hope we can come out on top for the first race."

TROPHYLITE CEO Matt Scaroni commented "We are very excited to get the season started in what promises to be the start of an off-road phenomenon. We have worked very hard to put the pieces in place to make this concept a success."

After the SNORE Battle of Primm, TROPHYLITE competitors will compete at the Best in the Desert Blue Water Gran Prix May 16-18 followed by a trip south of the border for the CODE Jacume Gran Prix August 1-2.

Don't miss your chance to witness off-road racing history as the TROPHYLITE era begins!

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 2008 KMC Wheels TROPHYLITE Championship 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: *KMC Wheels, KC HiLiTES, Currie Enterprises, Fox Racing Shox, Mastercraft Race Products, Turn Key Engine Supply, and Blue C Communications*

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