



**General Tire is Official Tire of 2008 KMC Wheels TROPHYLITE  
Championship Series Presented by KC HiLiTES  
Purse Payout now at \$77,500**

CHARLOTTE, NC – (March 7, 2008) – General Tire will be the official tire for the inaugural season of the 2008 KMC Wheels TROPHYLITE Championship Series Presented by KC HiLiTES.

Beginning with the Best in the Desert Blue Water Gran Prix May 16-18, all TROPHYLITE competitors will be equipped with the new General Tire Grabber competition tires. The 2008 series will feature five races that will include both desert and short course settings.

"We are excited to form a partnership with TROPHYLITE LLC, and are looking forward to the feedback that we will be able to gain in our constant effort to provide the best tire for TROPHYLITE competitors and off-road enthusiasts alike," said Tony Talbert, General Tire product manager.

"We are pleased to have a company of General Tire's caliber sign on as the exclusive tire of TROPHYLITE, said Matt Scaroni, TROPHYLITE founder and CEO. "We believe the TROPHYLITE concept is the perfect match for General Tire and its quest to develop the best off-road tire on the market."

General Tire has affirmed their commitment to the 2008 KMC Wheels TROPHYLITE Championship Series Presented by KC HiLiTES by posting an additional **\$25,000** bonus to the purse. The purse for the 2008 KMC Wheels TROPHYLITE Championship Series Presented by KC HiLiTES is now an impressive **\$77,500**.

TROPHYLITE is an affordable spec racing concept which provides the average off-road enthusiast the chance to step from the sidelines into the driver's seat. TROPHYLITE offers not only a very affordable high performance spec race truck, but also the chance to compete in a real racing series. TROPHYLITE-manufactured trucks are based on a light duty two-wheel drive production Chevrolet truck, with a TROPHYLITE LLC chassis, approved drive train, and approved suspension components. Chassis, drive train, and suspension components also must be spec TROPHYLITE LLC components.

"We are very pleased to team with Matt Scaroni and TROPHYLITE," said Travis Roffler, director of marketing, General Tire. "This is an all-new class of vehicles and racing series for the off-road community, and we're excited to be a part of its beginning."

General Tire has 'unleashed the fury' in off-road competitive performance with its Grabber competition tires as General Tire powers into off-road racing in 2008.

For additional media information, visit [www.ctnamedia.com](http://www.ctnamedia.com).

General Tire is part of Continental Tire North America, Inc. ([www.generaltire.com](http://www.generaltire.com)). CTNA, based in Charlotte, North Carolina, is a company of Germany-based Continental AG. With targeted annual sales of more than €26.4 billion (\$40 billion US) for 2008, the Continental Corporation is one of the top automotive suppliers worldwide. As a supplier of brake systems, systems and components for the powertrain and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, the corporation contributes towards enhanced driving safety and protection of the global climate. Continental is also a competent partner in networked automobile communication. Today, the corporation employs approximately 150,000 people at nearly 200 locations in 36 countries.

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, General Tire, Currie Enterprises, Fox Racing Shox, Mastercraft Seats, Turn Key Engine Supply, Shell and Bully Dog Technologies*

*For Media Inquiries please contact Silvia Muñoz [media@trophylite.com](mailto:media@trophylite.com) or visit [www.trophylite.com](http://www.trophylite.com) for more information.*