



## **TROPHYLITE Heads to Off-Road Expo in Pomona with thousands of dollars of giveaways for new customers**

*Heber, California (September 30, 2008) – As the 2008 KMC Wheels TROPHYLITE Series Presented by KC HiLiTES rolls on, off-road enthusiasts will have a unique opportunity to gain a more in depth understanding of the TROPHYLITE experience during the 9<sup>th</sup> Annual Off-Road Expo held at the Pomona Fairplex October 3-5.*

TROPHYLITE will be featured in Booth #4525 as well as have an additional TROPHYLITE truck displayed on the outdoor portion of the venue. Visitors to the TROPHYLITE booth will have the opportunity to compete for prizes while driving the TROPHYLITE sponsored off-road truck in the new video game Baja: The Edge of Control.

In addition, visitors will be able to enter a raffle for the following:

- *Two \$1,000 gift certificates to be put towards the purchase of a new TROPHYLITE. Gift certificates are non-transferrable and deposit on truck purchase must be received no later than October 20, 2008.*

The drawing for each certificate will be held at the TROPHYLITE booth at 2:00 PM on Saturday and Sunday. Winner need not be present.

***TROPHYLITE will also be making another special offer by letting any new customer purchases of a TROPHYLITE truck at the Off Road Expo a special \$1,000 credit for options and upgrades on a new TROPHYLITE truck purchase. Deposit on truck purchase must be received no later than October 20, 2008.***

"We are really excited to be able to have a presence at the Off-Road Expo, it gives us a unique opportunity to interact with the off-road community as well as spread the word about TROPHYLITE in a fun-filled atmosphere" commented TROPHYLITE CEO Matt Scaroni.

TROPHYLITE competitors will return for the Best in the Desert Golden West Cycle Las Vegas 150, October 24-26 followed by the Series finale at the Glen Helen Baja Cup December 12-13. Don't miss your chance to witness off-road racing history as the TROPHYLITE era continues!

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, Bully Dog Technologies, Fox Racing Shox, Mastercraft Race Seats, and Turn Key Engine Supply*

*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.*