

NEW TECHNOLOGY PUSHES TORC COVERAGE

HD Theater to Air 26 Straight Weeks of TORC Off-Road Racing



Obtaining maximum exposure is vital to the success of any racing series. Through the decades, NASCAR and the NHRA have written the book on how to grow and sustain a racing series through the ever-changing media options. With the Internet, expanding television networks and high-definition technology now available to the masses and changing the way fans watch racing, the Traxxas TORC Series presented by AMSOIL is leading the way into this new frontier.

The United States Auto Club (USAC) took ownership of the TORC Series in early 2010. Beyond pushing the boundaries for off-road, short-course racing in North America, USAC is also raising the bar on how the world sees its product.

TORC is delivering an unprecedented new television package in 2010. In the past, a choppy, hard-to-find television schedule was laid out, with some major network television coverage sprinkled in. While the ratings were strong, viewer retention was lacking. Often, fans would witness an exciting race, but then have a hard time finding the programming for the next race. As a result, USAC and main sponsors Traxxas and AMSOIL pushed for a better deal this season.

Starting Thursday, September 2, TORC will begin airing 26 straight weeks of coverage on HD Theater, a Discovery Networks HD programming channel. Every Thursday night, exciting TORC Series racing will be jettisoned into more than 50 million homes from coast-to-coast.

"Off-road racing needed to think outside the box," said USAC President Kevin Miller. "TORC is offering 26 hours of programming that will feature impactful storylines, intense racing and real-life drama that will draw new fans to an already growing sport."

Technology on the production side will also showcase a laundry list of industry firsts. TORC will use a stylized, feature-film approach to the shooting and edit-

ing techniques. For the first time, short-course racing will be shot in a docudrama style, allowing viewers to attach themselves to the drivers and the action. The races will also be shot using the most advanced and technologically innovative camera system on the market today. The RED camera is considered the next step in high-definition video. The series is also implementing two RED One cameras (remote-controlled helicopters) and will enhance the audio experience with a 5:1 surround sound mix.

"Technology has pushed past its boundaries on the track," said AMSOIL Race Program Manager Jeremy Meyer. "Now the television production will push past its own limitations, and AMSOIL is excited to be at the forefront of this venture. Starting September 2, a new generation of off-road fans will be hooked."

LIVE RACE COVERAGE ONLINE

TORC is also setting new precedence for its live race coverage in 2010. Using streaming video, every 2010 TORC Series race is broadcast live on the Internet. From the Pro classes to the Sportsman races, fans can see all the action online.

AMSOIL is working with TORC to allow its Dealers and customers easy access to these live feeds. All of the TORC races are streamed live on www.amsoil.com.



Starting September 2, fans can see all the high-powered TORC Series action in high definition on HD Theater.