

Lange Pushes AMSOIL to Arenacross Championship

Dominant run puts Canadian back on top



Darcy Lange won 25 races during his impressive run in the BookKoo Arenacross Series.

With more than seven million motorcycles cruising America's highways and trails, there are endless opportunities for Dealers to market the vast line of AMSOIL motorcycle products to niche markets. One of those markets became an overnight success story for AMSOIL this past winter, the sport of Arenacross racing.

AMSOIL ventured into the Arenacross racing market this past winter through a sponsorship with Babbitt's Racing, a BookKoo AX team out of Michigan. Leading their Kawasaki-sponsored team is Darcy Lange. The Canadian-born Lange has been riding bikes on a professional level since 1999 and is a two-time AMA Arenacross champion. Lange signed with Babbitt's last winter looking to add to his already impressive résumé.

Lange dominated the series in 2007, showing off his uncanny ability to not only win races, but storm back to win after getting stuck in the back of the pack. The British Columbia native ran both the 250 and 450 classes, dominating them both. For the season, Lange won 12 races in the 250 class and 13 in the 450 class. His 25 wins were 15 more than

his closest competitor, and he missed only six podiums in the 40 finals he raced over the season.

"It's a great feeling to get back to Arenacross racing," said Lange following his championship-clinching win in Minneapolis. "To come back to the sport and win a championship is amazing. I thought we would do well, but certainly not this well."

Lange also came close to winning the Inaugural U.S. Open of Arenacross. The event featured an overall scoring system in both classes. Although Lange won both 450 races he entered, he finished sixth in the 250 main event, awarding the U.S. Open Championship to Tyler Bowers by just three points.

Lange secured an AMA Supercross ride with the Kawasaki Pro Circuit team for the rest of the season. He is riding in the East Coast Lites series against some of the top racers in the world, including Team AMSOIL/Factory Connection riders Billy Laninovich and Ryan Sipes.



Lange captured his third Arenacross championship in 2007.

Product Spotlight

With the snowmobile season coming to a close, many racers and trail riders will be putting their sleds in storage for the summer months. While AMSOIL Engine Fogging Oil (FOG) effectively maintains engines during the off-season, AMSOIL also offers a full line of products to protect the outsides of snowmobiles. Team AMSOIL snocross owner Steve Scheuring offers a few tips for summer storage:



"Spray all aluminum components with AMSOIL Metal Protector (AMP) to protect against corrosion. To protect seats from getting rigid and cracking, use Mothers® Leather Cleaner (06412) and Leather Conditioner (06312)."



CORR Grabbing National Audience

AMSOIL Super Team to be seen on NBC in 2007

The AMSOIL Super Team of Scott Douglas, Mike Oberg and Dan Vanden Heuvel have the chance to become household names this summer. NBC Sports and Championship Off Road Racing (CORR) have partnered to add the off-road short course truck racing series to NBC's diverse array of sports programming.



The mud will be flying high as the AMSOIL Super Team and CORR take to the NBC airwaves in 2007.



Scott Douglas will be one of the many racers finding big air on NBC this summer.

“This is great news, both for our sport and our sponsors,” said Douglas. “The coverage will bring more than five times the number of viewers we’ve witnessed in the past. AMSOIL will gain major coverage through our Pro-4 program in 2007, as well as the Pro-2 programs of Dan and Mike.”

The shows will air nationally on NBC on seven weekends throughout the CORR season, usually on Sunday afternoons with a few Saturdays worked into the schedule as well. Douglas finished third in the Pro-4 class in 2006 and won the illustrious BorgWarner Cup. Oberg was the runner-up in the Pro-2 class and won the inaugural Jason Baldwin Memorial Cup.

The CORR season starts in April in Los Angeles and includes stops in San Diego, the Texas Motor Speedway in Dallas and the Las Vegas Motor Speedway in Las Vegas. A complete race and television schedule can be found at www.amsoil.com.



Mike Oberg was all smiles after winning the Jason Baldwin Memorial Cup in 2006.

2007 NBC CORR Broadcast Schedule



April 28	Oct. 14
May 27	Oct. 28
July 29	Dec. 8
Sept. 23	



Summer Corporate Race Booth Registration Open Online

AMSOIL is the “Official Oil” of the AMA Motocross Championship Series, the ChampBoat Grand Prix Series and the World Power Sports Association (WPSA) ATV Tour. As part of the company’s agreements with the AMA, ChampBoat and WPSA, AMSOIL is afforded booth space at all of their events. In turn, AMSOIL offers this space to its Direct Jobbers at no charge. DJ’s may apply electronically in the “Online Forms” section of the Dealer Zone for an event in their area they would like to work, or they may contact the race department (raceevents@amsoil.com) for the schedules of events. For more information on the AMA Motocross Championship Series, visit www.amamotocross.com. For more information on the ChampBoat Series, visit www.ChampBoat.com. For more information on the WPSA ATV Tour, visit www.wpsaracing.com. AMSOIL is also the title sponsor of the AMSOIL Wisconsin Dirt Track Series. Opportunities to work at sanctioned events at the various participating tracks can be viewed in the “Online Forms” section of the Dealer Zone at www.amsoil.com.