

AMSOIL, Off-Road Racing and NBC

Official Oil partnership puts AMSOIL live on network television



In the early winter months of 2005, AMSOIL set out on a mission to become the top motor oil company in Championship Off-Road Racing (CORR). That year saw the emergence of the AMSOIL/Kumho Tires Super Team, a group of the sport's premiere short-course off-road racers. The AMSOIL drivers began stockpiling wins and podium finishes and challenged the biggest names in the sport for the championship crown.

Long-time AMSOIL-sponsored driver Mike Oberg, the 2006 CORR Rookie of the Year, will make a full-time return to the series this year. The Eagle River, Wis. native will be a major contender in the Pro 2 class and will be looking to get his hands back on the Jason Baldwin Memorial Cup that he won in the winner-take-all final race of 2006. Oberg is one of only two men ever to drive a two-wheel drive truck to a win in a "Cup" race that also features a full field of Pro 4 (4wd) trucks.

"AMSOIL has been great for our program the past few years," says Oberg. "Our goal is to return to CORR and win a championship. The sport is growing and there are a lot of new faces on the starting line, but we've won there before and we'll win there again."

AMSOIL Super Team driver Scott Douglas has dedicated his entire off-season to the goal of winning the Pro 4 championship, which he missed by only 22 points in 2007. The El Cajon, Calif. native ran two series last year, picked up six wins and finished on the podium 13 times. The 2006 Borgwarner Cup winner will be looking to add to his win total in 2008.

"We have been working hard on the AMSOIL Ford F-150 all winter long," says Douglas. "We are focusing on getting off to a great start in 2008 and making a push for another championship. We had a bad start last year after crashing hard on the first weekend for the second straight year, but we now have two great trucks heading into the year and will be back on top again."

The patience and persistence AMSOIL has displayed over the past three years will be paying off in a major way in 2008. In February, AMSOIL agreed to a three-year deal with CORR to become the Exclusive Official Oil of the off-road series.

"AMSOIL believes in the vision and ambition CORR has demon-



AMSOIL Super Team driver Scott Douglas will be surrounded by High Definition NBC and SPEED Channel cameras in 2008.



Douglas celebrates one of his six wins last season.



Mike Oberg brings his hard-charging style back to CORR in 2008.

strated over the past few years," says AMSOIL Race Program Manager Jeremy Meyer. "They have the top competition, the best television package and the resources to push off-road racing into an exceptional period of growth and excitement for years to come. Along with all of our corporately-sponsored race teams, the addition of CORR boosts an already successful racing program."

Drivers, sponsors and fans continue to be drawn to the unique style of racing CORR offers. Current NASCAR superstar Jimmie Johnson began his racing career competing in the series. In 2008, athletes like Supercross champions Jeremy McGrath and Ricky Johnson will be racing full-time in this rough-and-tumble series.

2008 CORR Schedule

Los Angeles	April 26-27
Las Vegas	May 17-18
Los Angeles	June 7-8
Chula Vista	July 26-27
Los Angeles	August 16-17
Chula Vista	September 13-14
Las Vegas	October 25-26
Chula Vista	December 6-7

See www.amsoil.com for NBC and SPEED Channel broadcast schedules.



The extra name recognition on the track is also helping CORR market itself off the track. In 2007, the series broadcasted all of the Baldwin Cup qualifiers and finale on NBC Sports. Bill Weber and Wally Dallenbach of NASCAR fame will provide the play-by-play and analysis for the 13½ hours of NBC coverage this season. CORR also announced that both the NBC and SPEED Channel coverage will include live, High Definition broadcasts, and the NBC coverage will jump from 60 minutes to 90 this season.

“As our television coverage has proven to be the pathway for growth in brand visibility and increased spectatorship, sponsorship has been our backbone for stability within the industry,” said CORR C.O.O. Cissy Baldwin. “The vision and commitment of AMSOIL to its brand is as strong as the unwavering dedication CORR has to the expansion of our sport, making for a viable partnership. After years of sponsoring several of our thriving teams, we are proud to further enhance the visibility of AMSOIL by welcoming them as The Official Oil of Championship Off Road Racing.”

The 2008 season begins April 26-27 at the Los Angeles County Fairplex, just 10 miles from downtown Los Angeles. The Pro 2 and Pro 4 points races from the event will air live on the SPEED Channel, with the Cup races airing on NBC in May. For television schedules or to learn more about the Super Team and CORR, visit www.amsoil.com.

Products the Pros Use

Two new AMSOIL products have been developed with off-road racing in mind. Severe Gear® Synthetic SAE 190 and SAE 250 Gear Lubers are premium-grade, extreme-pressure gear lubes engineered specifically for the demands of severe racing conditions. These new products effectively provide a barrier cushion between metal surfaces that absorbs impact.

“The new Severe Gear provides us with the extra protection we need when we are slamming our full-size 800 h.p. trucks over jumps and into rock-filled corners at more than 100 mph.”

Scott Douglas, AMSOIL Super Team driver



Team AMSOIL Autograph Session

Prior to the March 15 AMA Supercross race in Minneapolis, Minn., AMSOIL is hosting an autograph session at the AMSOIL Sandbox Arena in New Richmond, Wis. Featuring Team AMSOIL superstars Kevin Windham, Josh Grant and Trey Canard, the event will be held on Friday, March 14 from 6 to 7:30 p.m. More information can be found at www.amsoil.com.



Eckstrom Takes Bronze at Winter X

AMSOIL snocross rider stellar on ESPN



Team AMSOIL snocross rider DJ Eckstrom returned to the Winter X Games winner circle with a bronze medal.

In 2003, Team AMSOIL snocross rider DJ Eckstrom finished second at the Winter X Games, grabbing his second medal at the ESPN-produced event and cementing his status as one of the sport's top riders.

In 2007, Eckstrom and teammate Shaun Crapo struggled on the snocross course produced out of the ski hills of Buttermilk Mountain in Aspen, Colo. Some thought the 27-year-old Eckstrom had started to decline, but one of the best snowmobile racers in history set out to prove the naysayers wrong in 2008.

Eckstrom entered January's Winter X Games second in the WPSA Pro Stock division and third in the Pro Open class. With his sleds and his confidence tuned, Eckstrom once again demonstrated to the world that he is one of the sport's greats. After battling to an impressive second place heat finish, the AMSOIL rider pushed his Polaris into the final and picked up medal number three, a bronze.

“That was a long race,” said Eckstrom. “The air is so thin up there, it makes it tough to breathe steadily for that long of a race. The sled was hooked up, though. I felt great and want to thank AMSOIL and all of the guys on the crew. They put together a great sled and a bronze is a good showing.”

Two races remain on the WPSA schedule for Eckstrom and Crapo, March 8-9 in Brainerd, Minn. and March 14-16 in Lake Geneva, Wis.