



DRIVE Off-Road Racing, LLC
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DRIVE Racing takes Desert racing in Imperial Valley, CA to a new Level!

FOR IMMEDIATE RELEASE

DRIVE Racing, El Centro, CA
Contact: Doug Wasser, President 760-791-7663

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El Centro, CA – A new era of truck and buggy desert racing in the Imperial Valley will begin in Jan of 2009. DRIVE Off-Road Racing LLC will hold a full season of racing in the Plaster City, Off-Highway Vehicle (OHV) Area. Located only 1 ½ hrs East from San Diego, CA, and 1 hour West of Yuma, AZ. Plaster City is the Mecca of off-road racing in the South West. The new race series will be “racer-centered”, providing racer friendly courses and environment. All “standard” racing classes will be incorporated, featuring many upcoming classes including TROPHYLITE. DRIVE will offer contingency and class bonuses for large class turnouts.

The 6–race series (5-points races and 1 charity event) will begin on Jan 17, 2009. DRIVE’s mission is safe, professional, fun, and fair “Premium Grass-Roots” Desert Racing. The DRIVE team has years of experience in the desert racing environment through volunteering for various desert race series. When asked how the DRIVE series will stand-out from the crowd, DRIVE President Doug Wasser had this to say, “Plaster City is a precious resource for open desert racing in the South West. How we as promoters handle this resource will determine the future. Course management, racer safety and spectator safety are key to keeping this style of racing available. DRIVE will stand out by taking care of their volunteers, respecting the racers and working with District 38 clubs and promoters to keep the area open for all racers and enthusiast.” DRIVE Public Relations / Volunteer Coordinator Jon Schleif went on to say, “Anyone that has ever been to a desert race knows that they can’t happen without volunteers.

Volunteers are the backbone of off-road racing. DRIVE intends to treat our volunteers like VIPs.”

The DRIVE team is very proud to introduce the newest team member. Becky Estrada has agreed to take the position of Director of Marketing with DRIVE. Becky’s experience in the off-roading community will take DRIVE to a new level.

2009 race dates: 1-17-09 , 3-21-09 , 5-16-09 , 7-4-09 , 9-19-09 , 12-12-09

DRIVE RACING is currently seeking a 2009 Title Sponsor; Co-Sponsors and is accepting Contingency applications. DRIVE would also like to welcome upcoming racing classes to become part of “The New Era” which begins January 17, 2009. The DRIVE OFF-ROAD RACING 2009 series is “premium grass-roots racing.”

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