



For Immediate Release:

Colorado Springs, CO, June 17, 2007 – From the radio to the race, RIDE takes over Colorado Springs.

As the XRRA moved to Colorado Springs for the third leg of the 2007 Western Series, RIDE Motorsports teamed with "Colorado's Pure Rock" radio station KILO 94.3 to promote the series, the sport of rock racing and RIDE Motorsports Sponsors. Brooke and Lydia, along with team manager Tom, were guests on Colorado Springs' top rated morning show, The Ross and Mo Show. Brooke and Lydia explained the sport of rock racing, talked about how they got into off roading and thanked their sponsor for their support. The segments on the morning show went over so well, Lydia and Brooke were asked to be guests during KILO's remote broadcast from 4 Wheel Parts during the lunch show, prior to the XRRA Tech Inspection. RIDE Motorsports seized the opportunity and brought the racer out in show condition to take center stage at the remote broadcast. Lydia and Brooke posed for pictures and signed autographs for fans, and while Brooke drew the raffle winners, Lydia fired up the racer, bring to life its Ford 347 motor live on the radio for the whole city to hear. "We had a lot of fun today being on the air with 94 KILO." Lydia said, "It gave us an opportunity to meet lots of our fans, thank our sponsors and promote off roading as a whole." The broadcast can heard in its entirety in the coming week on RIDE's website, RIDE-Motorsports.com.

Saturday, RIDE Motorsports competed in the XRRA rock race in Colorado Springs. With the racer finally in good running order, there was an excitement for RIDE to hit their home course full on. A mix of good and bad luck came over the team as they were able to compete in all four races, but recurring issues kept them from a top finish. On course one, after dropping in off the 25 foot ledge, a throttle response problem ended their run prematurely. The crew was able to fix the problem, allowing Lydia and Brooke to continue, however steering problems led to RIDE breaking the boundary banners on two of the next three runs. Even with the minor issues, there was no stopping Lydia and Brooke from hitting the 20 foot gap jump, much to the excitement of the over 6000 fans in attendance. With all the ups and downs, RIDE was simply happy to put their early season setbacks behind them. "It was great to be able to get out and run all four courses," commented Brooke, "that is a huge step forward for us and now we can work for higher finishes in Hannibal and Cortez." Eleven teams had their days ended early by major breaks, but RIDE's crew kept their rig running all day. "The car was point and shoot over the obstacles and the Toyo tires hooked up amazingly." Lydia stated, "We learned a lot and we can draw from this experience for the rest of the season." Toyo Tire captured its first win of the season as Peter Well of Wells Brothers Racing took home the Colorado Springs title. "Steering was our biggest drawback today, the Howe system worked great, but our tuning radius was too small and didn't give our team a chance to be competitive." Team manager, Tom Guaraldo noted, "We are also working with Fox to redesign the rear suspension to help with the unloading issue we noticed jumping. We have turned the racer over to Rock Ware, so we know it is in the best hands possible." RIDE will next travel east for the XRRA Eastern Series event in Hannibal, MO in two weeks before running the Western Series fourth event in Cortez, CO in August.

For more information, visit the RIDE Motorsports website: ride-motorsports.com or contact RIDE@RIDE-Motorsports.com

Pictures Below

Friday in studio with KILO 94.3 and at the 4 Wheel Parts remote broadcast:





XRRA Colorado Springs Rock Race:



