



**For Immediate Release:**

**Colorado Springs, CO October 23, 2007** – RIDE Motorsports heads to SEMA with Toyo Tires.

RIDE Motorsports is headed to the 2007 SEMA Show and will be displaying their competition racer as a part of the Toyo Tires display. In addition, the RIDE Motorsports racer will continue their promotion of Breast Cancer Awareness through the SEMA Show. As at the XRRR US Finals, the RIDE racer will be sporting a large Pink Breast Cancer Awareness Ribbon on its hood.

“The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry’s brightest minds and hottest products to one place, the Las Vegas Convention Center. As part of the AAIW, the SEMA Show attracts more than 100,000 industry leaders from over 100 countries for unlimited profit opportunities in the automotive, truck and SUV, marine and RV markets. SEMA Show 2006 drew over 50,000 domestic and international buyers through two million square feet of exhibits.”

The RIDE Motorsports racer is being brought to show quality by Boulder, CO’s Flatiron Fabrication and Colorado Springs’ Pikes Peak Rovers. “The racer looks the best I have ever seen it.” Stated RIDE Motorsports owner Tom Guaraldo, “I want to thank Toyo Tires for the opportunity to show our car in largest and most prestigious automotive show in the world.” RIDE Motorsports’ racer will be in the Toyo Tires outdoor booth located in the Truck Trend Proving Grounds for the entire SEMA show. The RIDE racer will joined in the Toyo Tires booth by the Evasive Motorsports EVO, the Tri Point Engineering’s Mazda, the Thomas Bayer Racing '62 Corvette S and the Spugen Honda S2000.

The SEMA Show will be held in Las Vegas, NV at the Las Vegas Convention Center from October 30<sup>th</sup> – November 2<sup>nd</sup>. Come meet the RIDE Motorsports team in the Toyo Tires at the Truck Trend Proving Grounds. Lydia and Brooke will be signing autographs and giving away RIDE memorabilia throughout the week.

For more information, visit the RIDE Motorsports website: [ride-motorsports.com](http://ride-motorsports.com) or contact [RIDE@RIDE-Motorsports.com](mailto:RIDE@RIDE-Motorsports.com)