



Radar Tires Wants Keys to the Big House
Expectations high heading into TORC season finale at Crandon

Traverse City, Mich., Aug. 27, 2014 – Radar Tires teams have two attempts at podium finishes this weekend as the [TORC: The Off Road Championship](#) heads into its final race of the 2014 season. Armed with the right combination of skill and luck, Radar Tires PRO Light teams have one goal in mind – get the [Keys to the Big House](#) at Crandon International Off-Road Raceway, in Wisconsin.

The Radar Tires drivers have come close to the podium with several top-five finishes this season. Now with the final races looming, Luke Johnson, Cam Reimers and Ian Harris are still seeking 2014 TORC season glory. Although out of contention for the championship, the Radar Tires racers want to win at Crandon and finish the season in the top-10; Reimers is seventh and Johnson is ninth in PRO Light standings.

Radar Tires continues to use the LT265/75R16 and 32X11.50R15 Renegade R5 tires for this two-day event. The tires will be used by Johnson in the No. 14 Project648 Motorsports truck, and Cam Reimers Motorsports co-drivers Reimers and Harris, in the No. 21 and No. 22 SSi Decals trucks, all in the PRO Light class.

During the June event at Crandon, the Radar Tires drivers earned four top-10 finishes in the two races with a best weekend finish of fifth for Johnson on Saturday. Reimers suffered from a qualifying incident that damaged his truck forcing him withdraw from the Sunday race.

Those top-10 finishes were well received by the drivers at that time, but now they want more. Radar Tires racers have had strong runs at Crandon, Johnson finished second in 2013, and earned two top-10 finishes in June. Reimers has two sixth-place finishes at Crandon from previous seasons. Rookie Harris earned his season-best finish and first top-10 of the season back in June.

“The 2014 TORC season has really raced by; seems like we just recently opened at Primm!” said Gary Blalock, Radar Tires Motorsports Manager. “Crandon is a fitting track to finish the season. The ‘Big House’ always lives up to its reputation with its long layout, tricky high speed corners, land rush start, and of course the BIG crowd. It is gratifying to race in front of such a knowledgeable and appreciative audience. I’ve been watching the extended weather forecast and Mother Nature may mix things up with a bit of rain this weekend. Rain or shine, our teams and the Radar Renegade R5 tires are ready to take on the competitors and elements alike.”

Nearly 80 miles from Green Bay, Wis., Crandon International Off-Road Raceway is a natural terrain short-course dirt venue. A challenging one-mile, six-turn course, Crandon is known for its land rush starts, fast straightaways and jumps that exceed 150 feet.

The Radar Tires racers will practice, qualify and race at the two-day [Keys to the Big House](#) event. Fans unable to attend the race at can tune into the [Motor Trend YouTube channel](#) for a live broadcast. The race can then be seen on NBC Sports at 3:30 p.m. ET on Sept 6.

Luke Johnson

"Back in June we managed two top-10 finishes despite fuel issues which have been remedied. I felt we were podium material then and I really do now. After a season plagued with mechanical issues I'm ready to finish the season in style.

"When it comes to fall Crandon race the track itself will be the same, but the city of Crandon pulls out all the stops with the parade and other activities. We are also going to see the biggest PRO Light field of the year with 30+ trucks.

"We've modified the rear shocks to try and assist forward bite with the Radar Renegade R5s. We also repaired the left rear, wheel and brake following the shearing off in Sturgis due to contact by another driver. Other than that is business as usual. We expect the Radar RenegadeR5s to work as well as they did in June and we're planning on improving our finish in both races.

Cam Reimers

"One thing I've learned throughout my racing life is that momentum is key. It's very hard to achieve, but once you've got it, it's a tough thing for others to stop so I am glad to have the ball rolling downhill heading into the World Championships. Those two top-five finishes at Sturgis have really fired me up for this race. We're definitely riding that wave of momentum and confidence into Crandon.

"We're strong in seventh place in PRO Light points - Lucky Number 7! To make the move into seventh following Sturgis was great. We've had plenty of obstacles to overcome this, plus the high truck counts at the races this year; sitting seventh in points is very respectable. Our seventh place finish at Crandon this year was very strong for us, we battled inside the top five the first few laps before losing brakes; there's no doubt in my mind we could have finished on the podium barring that issue.

"I had that issue following qualifying on Sunday at June. That is something I have put behind me. I've learned some things after that incident and have put it in the memory bank and I am a better driver because of it. I know if I trust my instincts, we can be one of the fastest trucks every time we hit the track. I really want to end this season on a high note and show everyone that we will be a force to be reckoned with in 2015."

Ian Harris

"Heading into the last race of the season and it is Labor Day weekend. Hard to believe it's already almost over! It seems like it was just last month we were really thrashing hard to get things started this season and then all of a sudden it is like 'wham' and we are almost done.

"Coming into Crandon from Sturgis is a complete 180. The Sturgis track was very tight and technical and much slower speeds where Crandon will be the complete opposite. I had a little unfortunate rollover in Sturgis on Tuesday and small flash fire after the track crew flipped me back over, but we have everything all fixed back up and ready for this weekend.

"Last time we visited Crandon I earned my season-best finish with a 10th place on Sunday that was after three or four complete re-starts, I just put my head down and tried to stay clean every lap and push through.

"I really learned a lot about keeping my momentum up at this track in June and how important it is to stay committed. At these high-speed tracks, you literally cannot lift off the gas for any time or you lose valuable seconds that ultimately add up real quick. I am really looking forward to ending the season on a high note with a couple of good finishes."

For every Radar tire sold, Omni United will donate \$5 to the Breast Cancer Research Foundation (BCRF) with a minimum annual donation of \$200,000 and a maximum donation of \$250,000. The BCRF is a New York-based non-profit organization that funds clinical and translational research worldwide into finding a cure for breast cancer. For more information, visit www.omni-united.com.

For more information, visit www.radartires.com

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Omni United is a tire designer and manufacturer. The company offers a complete range of passenger car, SUV, truck, bus and farms tires; marketed under its own four brand names: Radar, Goodride, RoadLux and Corsa.

Singapore-headquartered Omni United was founded in 2003 by entrepreneur G.S. Sareen. As a reliable business partner with innovative products, unparalleled customer service and logistics solutions, Omni United plays an important role in supplying value-for-money products to consumers in more than 80 countries worldwide.

Omni United is proud to have its' Radar Tires brand declared Carbon Neutral in 2013. In the United States, the company does business as Omni United USA and currently has products sold in over 1000 retail outlets nationwide.

Further information on Omni United is available by calling 1-855-906-6646, by emailing info@omni-united.com online at www.omni-united.com.

For further information about Omni and Radar, please visit www.omni-united.com and www.radartires.com

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ENQUIRIES

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