

**For Immediate Release**

### **Preparing For The Baja 1000: Mike Johnson's Autoweek Blog**

**Singapore, 16 October 2014** - Read about Mike Johnson's Autoweek Blog on the up-coming Baja 1000 race.

<http://autoweek.com/article/other-motorsports/preparing-baja-1000-mike-johnsons-autoweek-blog>



Driver and owner Mike Johnson talks about preparations for the Baja 1000. Photo by MIKE JOHNSON

### **Bronson Motorsports owner and driver gets ready for historic race**

I think everyone starts thinking or talking about the Baja 1000 at least six months before the race. There are so many unknowns: What's the course route? Will there be lots of silt beds? How many miles will it actually be? Will the cars beat the bikes? Who is teaming up with whom? It seems everyone has an inside line or theory, so they think, but that's half the fun of it!

This year there's a whole new element that has impacted the Baja 1000. Not one, but three hurricanes have ripped through the Baja Peninsula. As a result, there are huge changes and challenges. Our list of questions expanded to include: Are the local residents OK? Are the roads still intact? Will there even be a race? Can we actually have it run all the way down the peninsula? So there are still a lot of unknowns right now as SCORE International officials piece together the lower section of the course. That now makes it very difficult for teams to nail down logistics. We'd like to start pre-running, but we don't have



a full course laid out with mileage yet. Oh, and that race date is fast approaching. We're less than a month away!

SCORE International officials, sponsors, teams and many others have been instrumental in assisting the Baja community through hurricane relief efforts. Everyone in the SCORE community wants this race to happen and we've pulled out the stops to help the locals. Our sponsor, Radar Tires, jumped in the relief efforts by supplying drinking water and toiletries soon after the storm.

Luckily for us at Bronson Motorsports, we have just been going about it as business as usual while SCORE sorts out the details. We used our time to do some testing not only of the vehicle, but with our third driver that we have brought on board for this race -- Brent Fletcher. Brent is co-driving with Mike Majesky and me for the Baja 1000. Brent has a lot of seat time in Baja but is new to our team. Our Radar Tires-sponsored Class 10 buggy is a single seat Alumni-Craft machine. That means we drive, navigate and make any necessary adjustments to the buggy by ourselves, outside of pit stops. Brent is used to having a co-driver in the racecar, so that's been an adjustment for him.



It's dirty, it's messy, it's expensive and many who start never finish. This is the SCORE Baja 1000. The annual race through Mexico's Baja California Peninsula is a crucible ...

Since most of the race is at night and with the peninsula being either washed out or under water, we have spent a lot of time with the guys at Baja Designs testing new lights, running fuel mileage simulations as well as getting the necessary things we will need on the buggy to survive that race. We know our Radar Tires can handle any terrain. We've run all the SCORE races this year and at the end of the race, the tires look like they've hardly been used. We've clobbered rocks, run in mud, silt, sand, you name it and the Radar Tires conquered it all.

The next couple of weeks will be critical as we wait for the full course to get laid out with actual mileage so we can get started pre-running the course. The pre-run allows us to drive on the course and plan our race and pit stop strategies. One of the many issues we will be faced with this year will be the terrain, or lack of it, from the wash outs and flooding. It is a peninsula run and you will have team and support cars



throughout the area. The course is constantly changing and you have to adapt to it. We head into this race with a basic plan but always have to have a couple of tricks up our sleeves since there is always a curve ball or several in this race.

The Baja 1000 is definitely a true test of man and machine, but that's why I think so many drivers, crewmembers as well as sponsors flock to this race to try to stand atop of that box. I know it has eluded me for years. Just when you think you have it wrapped up with a 20-minute lead on the competition, a motor blows and it is gone just like that. I know that is exactly what happened to us last year. We lost the race as well as the championship with an engine issue. But that was then and this is now and I think it owes us one.

We're as prepared as we can be for what we know will happen. We've done this race a few times and have those backup plans ready to deploy if we need them.

***Editor's note:*** Autoweek Editor at Speed Mike Johnson is the owner and driver the No. 1031 Radar Tires Class 10 Buggy. He will be competing in the Baja 1000 this year.

By Mike Johnson

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#### **ABOUT OMNI UNITED / RADAR TIRES**

Omni United was founded in 2003 by Singapore-based entrepreneur G. S. Sareen. From its headquarters in Singapore, Omni United provides the full spectrum of supply, distribution and sales services to over 80 countries around the world. The USA, Omni United's largest market, accounts for 70% of the company's business. Omni United has 10 offices throughout the USA, including Florida, California, Michigan and Colorado. Other important fast growing markets are the United Kingdom, Spain, Germany, Middle East, South East Asia, Australia and Japan.

Omni United has been rated as the fastest growing company in Singapore. A major percentage of Omni United's products (including Radar Tires) are designed in Singapore and manufactured in modern, high-tech, state-of-the-art production facilities in Indonesia, Thailand, India and China. All products are compliant with all the most stringent USA and EU tire regulations.

Radar Tires is the flagship tire brand of Omni United (Singapore) – an established global tire designer and manufacturer. It offers a complete range of passenger car, SUV, truck, bus, and farm tires that are



marketed under its own four brand names: Radar, Goodride, Roadlux and Corsa. Besides designing and manufacturing tires, Omni United provides unparalleled customer service and its state-of-the-art logistics and supply chain management systems, which are the cornerstones of their success.

Radar Tires is proud to declare carbon neutral as of October 2013.

*For further information about Omni United and Radar Tires, please visit [www.omni-united.com](http://www.omni-united.com) and [www.radartires.com](http://www.radartires.com)*

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