



**Radar Tires Eager for Inaugural TORC race at Sturgis**  
***New circuit provides new opportunities***

**Traverse City, Mich., August 4, 2014** – The high-flying, door-to-door, off-road racing action of [TORC: The Off Road Championship](#) makes its Sturgis debut this week during Rounds 11 and 12 at the Legendary Buffalo Chip in Sturgis, South Dakota. The TORC Battle at The Chip takes place during the 74<sup>th</sup> Annual Sturgis Motorcycle Rally.

Radar Tires racers will compete on the hillside of Buffalo Chip's PowerSports Complex anchor track. The natural terrain circuit has elevation changes, straightaways, table-top jumps, a Crandon-style land-rush start and The Horseshoe Turn and should provide non-stop action for the drivers and the fans.

Radar Tires continues to use the LT265/75R16 and 32X11.50R15 Radar Renegade R5 tires for this two-day event. The tires will be used by Project648 Motorsports' Luke Johnson, and Cam Reimers Motorsports co-drivers Reimers and Ian Harris, all in the PRO Light class.

"We're excited for TORC to visit Sturgis during the bike rally; we will probably gain a large number of new fans!" said Gary Blalock, Radar Tires Motorsports Manager. "Every new venue provides new challenges for everyone. It will be important to get the gearing determined as soon as possible as the nine-turn circuit looks very technical on paper. It appears to be a nice mix of low-speed hairpins, coupled by high-speed sections with sweeping curves. Forward traction will be in high demand, and that's one of the strong suits in our Radar Renegade R5 tires."

Since the last round of TORC competition, the Radar Tires racers have made some modifications to their PRO Light trucks.

After experience engine cooling issues in Bark River, Johnson – driver of the No. 14 Project648 Motorsports Nissan Frontier PRO Light – is prepared to have a gremlin-free race at Sturgis. Johnson and the Project648 Motorsports used fine-tooth comb precision to inspect the truck they affectionately call Becky. The pre-race prep work included a precautionary leak down check of the engine to confirm that the high temperatures experienced at Bark River caused no internal damage.

The Cam Reimers Motorsports team had minor changes to its truck fleet. Reimers, driver of the No. 21 SSI Decal/TiLube PRO Light, added a new Fox Shox suspension package to his truck. Harris, driver No. 22 SSI Decal/TiLube PRO Light, had some minor body work that needed repairing since Bark River.

All three Radar Tires racers will hit the track on Monday for two practice sessions. Then action resumes on Tuesday with practice, qualifying and the feature race. On Wednesday, the teams will again practice, qualify and race. Both Tuesday and Wednesday races will be 15 minutes in length.

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 Aug. 10.

### **Luke Johnson**

"Our prep for Sturgis went normal in comparison to any other time this season, except we went through a few extra precautionary measures on the engine after seeing high temperatures in Bark River. We found the issue which caused the fans on my radiator to blow the secondary fuse. During qualifying the fan flexed and moved the fan above the radiator shroud. Once it was stuck, it overloaded the fuse causing it to blow. Hopefully we won't have that issue moving forward.

"These races at Sturgis will level the playing field. In the past I have always been one to pick up on new tracks quickly. I'm very comfortable with Becky and getting on a new track should be a great for us. I'm really curious about the environment at Sturgis since I have never been there. The new crowd will be interesting as well."

"One of the challenges of a new track is getting the truck set up ahead of time. We have some info, but we're making assumptions on other parts. Once we get to the track we'll spend a lot of time on the pit bike making laps visualizing a race line.

"The only constant is the Radar Renegade R5s, they have tackled everything the TORC series has thrown at them this far with ease. I'm not worried about the tires at all."

### **Cam Reimers**

"We're looking forward to racing on a brand new track. We're all heading into this event with no data and good drivers will definitely rise to the top. This is similar to most every event in my motocross career; you may be familiar with the dirt and terrain but the track was rarely the same year after year. I am very comfortable going to a track like this. The 2013 TORC RedBud track was one that no one had seen until the week of the race and we were able to come out and grab a spot on the podium, I am looking to do the same at Sturgis.

"We'll definitely maximize our time this week to learn the track. I am a guy that likes to spend a lot of time on a track walk the day before practice. It allows you to see some lines that may not be able to be noticed inside the truck. I trust my instincts and am coming to this event with a sense of urgency and confidence."

"My goal for this weekend is to keep it simple and get on the box at the inaugural off-road race at Sturgis."

"One constant this year has been our Radar Renegade R5 tires. The tires are always predictable and there is no doubt in my mind we will have traction on corner exit regardless of the terrain. We will be going there with some different grooving packages to make the tire excel on the new track."

### **Ian Harris**

"We're gearing up here at SSI Decals for the Sturgis race. The body panels are re-wrapped with some fresh new vinyl so we look good for all the fans and sponsors!

"I am totally pumped about heading out to Sturgis. I am really looking forward to hitting a track no other drivers have been on. It looks like we will get a couple practice sessions to dial in our

trucks and have them ready for battle on Tuesday. This event can really be anyone's to take since not a single racer has been on track!

"The track map is showing both high-speed and technical sections so this really should be a fun event, we really don't have any way to prep for a track we have not been on other than a few pictures and track map. I am really looking forward to seeing what kind of fan turnout we will see.

"Coming off our last race in Bark River, I feel like my Radar Renegade R5 tires were hooking up great on the hard dry pack track. In fact I was getting better traction at the end of the race Sunday and the soil may end up similar in Sturgis, which should set up a great situation for our Radar Tires."

**[ENDS]**

*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](http://www.omni-united.com).*

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

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](mailto:info@omni-united.com) online at [www.omni-united.com](http://www.omni-united.com).

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

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**ENQUIRIES**

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