

Answer Racing and MSR Sign with Florida Trail Riders as Title Sponsor

Nation's largest amateur Off-road and MX Club inks 2-Year deal with fast-growing Industry Favorites.

FORT WORTH, TX (August 2, 2005) – “Florida Trail Riders is the largest off-road and MX oriented motorcycle club in America, and Answer and MSR are the two fastest growing apparel brands on the market, so it's only natural that we should team up!”, said Will Pattison, Tucker Rocky Brand Development Manager for Answer, MSR and Pro Taper after the signing of this landmark deal. Pattison also commented on the excitement of working with an organization that has long been recognized for it's well-run racing programs and member enthusiasm; “FTR Executive Director Dan George has been awesome to work with, and I'm looking forward to a great relationship. These guys really have their act together!”

Dan George himself had the following to say: “FTR is very excited about our new relationship with Answer/MSR! As only our second title sponsor in our 36 year history, Answer/MSR is stepping up in a major way to offset some of our expenses at our annual awards banquet, starting next year. FTR has grown significantly from our original Enduro-only club to an organization that offers competition in Hare Scrambles, Motocross and, starting in September, a dedicated Quad Scrambles series! We have adopted electronic scoring over the past several years and have incorporated transponders to facilitate quick, accurate scoring at our Hare Scrambles and Quad Scrambles events. This has involved a major investment in equipment, software and personnel. The aid that Answer/MSR is bringing to the table will help us replenish our funds so that we can support more land use and access issues. Additionally, our riders will benefit from a generous, results oriented contingency point system that will reward them with significant discounts on anything they desire from the Tucker Rocky catalog.

Dan also added that the FTR “welcomes Answer/MSR and looks forward to a long and prosperous relationship!”

Pattison finished with a note on the overall goals of the program, stating that “The Answer/MSR Racer Contingency Program is just one part of Tucker Rocky's commitment to support dirt bike racing at the grass roots level. It's a win/win deal for the clubs and the riders, and it's designed to drive business in the front door of our dealer partners. Answer and MSR are on fire right now, and this program is designed to fan the flames!”

Answer Racing and MSR (Malcolm Smith Racing) are registered trademarks of Tucker Rocky Distributing. Answer and MSR offer a complete line of riding apparel, casual wear, and accessories for dirt bike enthusiasts of all types. For more information, visit www.answerracing.com and www.msrmx.com, or email contingencyinfo@tuckerrocky.com.

Florida Trail Riders is a 2500-member organization dedicated to promotion of family-oriented off-road motorcycling events. FTR is in it's 36th year, and includes racing series for Hare Scrambles, Enduro, Motocross, and ATV. For more information visit www.floridatrailriders.org.