



BRAD LOVELL TO TACKLE TORC SHORT COURSE RACING

ROGER LOVELL TO LEAD THE CHARGE IN THE ROCKS

COLORADO SPRINGS, CO - For 2010, Lovell Racing is headed in an exciting new high profile direction – The Traxxas TORC Series presented by AMSOIL. Brad Lovell will pilot an AMSOIL sponsored Pro-Light throughout the 2010 season in hopes of capturing a piece of the \$200,000 purse. Brad comments, "I have watched off-road racing since I was a kid and never realistically thought I would have a chance to compete. I'm thrilled and in awe that my dream is coming true."

TORC carries a few similarities with the team's roots but is more akin to NASCAR in dirt with added turns and high flying jumps. A two wheel drive Pro-Light can reach speeds over 100 mph and jump as far as 150', all while holding position mere feet from other drivers. The TORC series starts in Tucson AZ on May 1st, then moves in turn to Charlotte NC, Bark River MI, and ends at the legendary Crandon, WI, track on Labor Day. Races will air on ABC and ESPN2 during the summer of 2010.

Capitalizing off yet another dominating year in rock racing, Lovell Racing was only able to make this move with the steadfast support from AMSOIL. Race Manager Jeremy Meyer adds, "Brad and his team have shown they can be successful in so many different forms of racing over the past five years and we believe that stepping into short course racing will be more of the same. They bring a great program to TORC and short course racing, and I can't wait to see the new Pro Light on the track in Arizona."

BFGoodrich Tires, another long-term supporter, also has confidence in both Lovells' abilities to climb the ranks. Victor Angon of BFGoodrich Racing adds, "There is no doubt in my mind that Brad will catch on quickly to short course racing. BFGoodrich Tires has stood behind the Lovell brothers because of their dedication and commitment to racing and with Brad moving on to a whole new level of competition we have complete confidence in Roger carrying on their winning ways in the rocks. Congratulations to the entire team."

2010 sponsors also include Torchmate CNC Systems, Art Carr Performance Products, Fox Racing Shox, Spidertrax Off-road, Robinson Construction, Proformance Unlimited, K&N Filters, DynoTech Engineering, ARB 4x4 Accessories, Howe Performance, Trailready Wheels, Motive Gear, Aeroquip, and CTM Racing Products.

While Brad's focus on TORC will prevent full commitment in other series, Roger will race the entire King of the Hammers Grand Slam Series as well as XRRA. In the multi-discipline Grand Slam Series, Roger will take the wheel for his first ever desert race and rockcrawl. For these events, the brothers will switch traditional roles with Brad as navigator/spotter. Aside from TORC, Brad will enter select We-Rock rockcrawls, XRRA races, and CHCA hillclimbs. Lovell adds, "With the universal design of our current vehicles and entrance into short course, we should be doing just about every type of off-road racing out there. It's a huge challenge and very exciting; I can't wait to see what TORC is all about."

In just over a week, the newly minted AMSOIL off-road team starts its charge into 2010 at the King of the Hammers race on Feb 12th. This epic endurance race consists of 100 trucks and 135 miles of brutal rockcrawling trails. #232 Brad (finishing 5th in 2009) will be joined by Bill Kunz of Torchmate CNC Systems, while #32 Roger (finishing 21st in 2009) will have desert veteran Greg Foutz as navigator. For those not watching the race in person, live coverage of the race will be available on Pirate4x4.com.

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About Lovell Racing: Lovell Racing has been a dominant force in rockcrawling and racing with 10 championships and 24 wins. Owned by Brad & Roger Lovell, the team will enter its 7th year of competition in 2010. For more information, please visit www.lovellrockracing.com

About the AMSOIL: AMSOIL has been the recognized leader in synthetic lubrication since 1972. For more information about AMSOIL synthetic motor oils contact your nearest AMSOIL distributor, or call AMSOIL at (715) 392-7101 or 1-800-777-8491. AMSOIL INC., AMSOIL Building, Superior, WI 54880, or go to www.amsoil.com

About BFGoodrich Tires: Using motorsports as a proving ground for more than 30 years, BFGoodrich Tires is involved in every type of racing, including oval, sports car, drifting, drag, desert, dirt, rally and extreme rock-crawling. BFGoodrich Tires combines technological expertise with vast motorsports experience, delivering a high-performance tire for every type of vehicle. Visit BFGoodrich Tires online at www.bfgoodrichtires.com

About TORC: The Traxxas TORC Series presented by AMSOIL-THE Off Road Championship, is the fastest, most punishing short course racing series on the planet. TORC events are packed with flag-to-flag fender banging as drivers push the limits over whoop and jump filled natural terrain racetracks. Off-road racing fans come from far and wide to experience this most challenging form of high-octane competition and once they taste TORC for the first time they'll be hooked for life. Visit www.torcseries.com

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