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PRESS RELEASE

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****FOR IMMEDIATE RELEASE****

JT Taylor Places First and Creates History at Pike Peak Challenge with Rock Racer

COLORADO SPRINGS, CO JUNE 30, 2010 JT Taylor is the first ever Rock Racer allowed to compete in the world renowned Pikes Peak International Hill Climb. JT Taylor competed in the Exhibition class and took first place with a time of 14 minutes 7 seconds, and a top speed of 86mph. "I am so excited to be a part of this race, and then to have the fastest time in the class is awesome. If I could send in my entry fee for next year today, I would!" smiled JT Taylor.

Pike's Peak International Hill Climb commenced on June 27, 2010 in Colorado Springs, CO after a week long practice and a fan appreciation day. The race itself is 12.42 miles long with 156 turns as it goes from 9,390 feet to the summit at 14,110 ft. "We got to practice the top section yesterday, the bottom section today and the middle section tomorrow," said JT Taylor midweek. "Matt Magliacano, my co-pilot, and I are getting the communication down on the turns, and we found that cutting the corners takes out tires. We had to replace one of our Goodyear Tires, so we won't be doing that during the race!"

Friday was host to the Fan Fest day where 30 thousand people came through to see the fastest qualifiers, racers and industry products. JT Taylor took his Tube Shark/Torchmate Rock Racer and put it on display with a Tube Shark Tube Bender and a Torchmate 2x2 Table. "We had lines of people wanting to ask us questions about all three, the positive response to us being there was overwhelming," said JT Taylor.

When Sunday came it was time to race. "After running the course in sections, I think the best part was finally getting to run the whole course together at one time without stopping," JT Taylor remembers. One of the biggest challenges drivers face is the altitude, as the air thins, it robs the vehicle of 30% of its power and also slows the reflexes of the driver, so just finishing this race is an accomplishment in itself. There were broken vehicles all over the mountain, and JT Taylor just missed hitting the vehicle ahead of him who had spun out.

The biggest challenge was the transitions from asphalt to dirt. "It was hard because on the asphalt you're sticking and then as soon as you hit the dirt you are sliding," commented JT Taylor. "This race was an absolute blast. The only thing that I can equate it to is crossing the finish line in Baja, it isn't nearly as long, but it has its own set of obstacles."

JT Taylor would like to specifically thank the organizers of the Pikes Peak International Hill Climb for allowing the Tube Shark/Torchmate Rock Racer to compete and accomplish another life-long goal.

Full Interview with JT Taylor and In-Car Camera from Start to Finish

You Tube Link: <http://www.youtube.com/watch?v=8raNLM2YsB0>

Practice Run on the Lower Section of the Pikes Peak Hill Climb

You Tube Link: <http://www.youtube.com/watch?v=honWlGksrsk>

Practice Run on the Middle Section of the Pikes Peak Hill Climb at Sunrise

You Tube Link: <http://www.youtube.com/watch?v=isz8lYlxadw>

Practice Run on the Middle Section of the Pikes Peak Hill Climb 3rd Run High Speed

You Tube Link: <http://www.youtube.com/watch?v=QtIRPoTqsWc>

Photo Credit: Michael Hill Photo

Pikes Peak International Hill Climb: <http://www.usacracing.com/ppihc>

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Next Race:

XORRA Jellico, TN ; July 17-18, 2010

XORRA Cortez, CO ; August 7-8, 2010

Colorado Hill climb Association Lands End Hill Climb ; August 14-15, 2010

About JT Taylor: JT Taylor has accomplished multiple racing career successes across multiple disciplines of racing including maintaining a top ten position in XORRA for five years running and is the two year reigning champion of the XORRA Germany Series. He is the Colorado Hill Climb Association Ultra4 Champion, made history as the first Ultra4 to run Pikes Peak and won the Exhibition class, and is one of the Original 13 competitors of King of the Hammers who has raced every year including 2010 and 2011 with Roger Norman on his team. His strategic and mechanical capabilities allow him key Crew Chief rolls with Speed Technologies, Torchmate, Shannon Campbell and Dirt Sports race teams. He was the Crew Chief for Speed Technologies 2008 Class 1 Baja 1000 win, 2009 Baja 500 Torchmate team, and co-drove and was crew for the 2009 Baja 1000 and 2010 NORRA 1000, and consistently pit crews for Speed Technologies SuperLite #16 in the Lucas Oil Off Road Racing Series. JT Taylor realizes his dreams everyday as a retired First Sergeant who served in Iraq and returned with a Bronze Star. He has been featured in multiple magazines and websites for his great accomplishments on and off the track.

Sponsors: Tube Shark, Torchmate, Goodyear, Raceline Wheels, CTM Axles, Howe Power Steering, Winchline.com, Shirt Force, Crawlorado Graphics, Power Tank

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