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LOVELL & LOVELL SECURE 6th STRAIGHT ROCKCRAWLING CHAMPIONSHIP

The team of Brad and Roger Lovell found themselves in familiar territory at round #4 of the 2009 We-Rock Western Series in Oroville, California. After calculated moves on the course, the veteran pair of rockcrawlers quietly congratulated each other on the unthinkable – a 3rd We-Rock series championship and 6th pro rockcrawling series championship in as many years.

The immense pressure of securing yet another championship weighed on the pair nearly as much as the 110 degree temperatures but concentration and smart thinking won out. They put together a consistent effort during the weekend and were the only team to finish all 8 regular courses. “We did not want to take any unnecessary risks out there and put the title in jeopardy,” commented Roger. “Several times we were tempted to go for glory and had to talk each other down.” Even with the conservative philosophy, the brothers lead the pro-modified field both days and into the final round before rival Tracy Jordan was able to capitalize on a near perfect run and put the Lovells in 2nd place.

While the final course was a loss for the team, the real story is in the big picture. Brad elaborates, “Long ago, we chose to stand behind companies dedicated to excellence and it has paid off. For 6 years we have been the dominant rockcrawling team and it doesn’t come from luck or shoddy craftsmanship. It takes personal commitment and the most durable truck imaginable. To AMSOIL, BFGoodrich Tires, Torchmate CNC Cutting Systems, Art Carr Performance Products, K&N Filters, Spidertrax Off-road, and our other supporters – You have the highest degree of parts and service capable of 6 years of domination. Thank you. We are also eternally grateful to our friends in the off-road industry and family for their long term support.”

After their 6th (and unplanned) rockcrawling championship, one question looms. What’s next for the Lovells? Brad answers, “I’m still pretty focused on the eight desert and rock races we have left in 2009. As for next season, we are building an exciting campaign with Torchmate Racing. 2010 should allow us to test our skill in yet more off-road venues.”

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