



## PRESS RELEASE

### \*\*For Immediate Release\*\*

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## Reigning SCORE Trophy Truck Driver BJ Baldwin To Race in 2010 Griffin King of the Hammers

JOHNSON VALLEY, CA, OCTOBER 10, 2009:

"Ballistic" BJ Baldwin has confirmed he will be competing in the 2010 Griffin King of the Hammers off-road race February 12<sup>th</sup>, 2009 in Johnson Valley, CA. Baldwin will be driving the #97 Ultra 4 car co-piloted by owner and racer Dave Schneider.



"Rock crawling never interested me previously because it was so slow. Racing to me is about going fast and challenging yourself. I have been fascinated by this new type of racing, once I saw King of the Hammers I was pretty impressed with what these vehicles can do. I think a lot of desert racers are interested in trying this new form of off-road racing," stated Baldwin.

Baldwin comes to the starting line with SCORE, Best in the Desert and Short Course wins under his belt, but zero experience in the rock crawling world. Baldwin is no stranger to extreme conditions though. "Dave and I are very excited to have a high profile Trophy Truck champion that excels in the desert come out and attempt to tackle the Hammer Trails in a race pace," said Jeff Knoll of Hammerking Productions. There will be 100 competitors that will race for the finish, and the win in what is said to be the toughest one day off road race on the planet. "It's going to be awesome to see racers that typically battle in Trophy Trucks come out and battle it out in Ultra4 cars," adds Jeff Knoll.

Baldwin will be driving the #97 Ultra 4, Co-piloted by owner and racer Dave Schneider. Schneider has been competing in rock crawling for over 8 years and has multiple class wins in SCORE and Best in the Desert. The #97 Ultra 4 chassis was built by S&N Fab from Arlington, WA and finished at Shaffer's Off-Road in Carson City, NV. The vehicle features a Chevy LS motor, a 3-speed auto transmission and an Atlas II transfer case. The car has 15 inches travel in the front and 20 inches in the rear.

BJ Baldwin is the driver of record for King of Hearts sponsor Vision-X Lighting. "Vision-X lights are miles ahead of any other lights in off-road. They are lighter, brighter and more reliable

than any other lights I have used, and I have used them all. I won't settle for second best when I am racing, so why should I settle for anything less than the best lights in off-road," said Baldwin.

**BJ Baldwin is sponsored by:**

General Tires , Mastercraft Seats, Vision X-Lights, King Shocks, and K&N Air Filters  
For More Information on 2010 Griffin King of the Hammers please go to  
[www.kingofthehammers.com](http://www.kingofthehammers.com) or contact Charlene@BowerMedia.com.

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*Hammerking Productions, Inc.* created the "King of the Hammers" off-road race in 2007 ([www.kingofthehammers.com](http://www.kingofthehammers.com)). The 2010 Griffin King of the Hammers will be on Friday February 12<sup>th</sup>, 2010 where over 15,000 drivers and fans from around the globe will descend on the desert of Johnson Valley for over a week of off-road related activities. The 2009 running of the King of the Hammers was featured on Spike TV and in the film "Second Crusade." In 2009, Hammerking expanded race action to include three additional regional qualifiers for the 2010 race. In 2010, there will also be the addition of the Pit Bull Tires UTV King of the Hammers on Thursday February 11<sup>th</sup>, 2010. More information can be found at [www.kingofthehammers.com](http://www.kingofthehammers.com).

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*Vision Motor Sports* currently operates in Seattle, Washington and Scottsdale, Arizona. In addition to their success in the off-road industry, Vision X has expanded their products for use in more industrial and commercial applications, including agencies such as NASA, US Border Patrol, and all Homeland Security Divisions. Since 2004, Vision X has been expanding globally and, in 2008, combined the branding of their three divisions: Vision X World Class Lighting, Vision X Off Road Lighting, and their newest, Creation Lighting. Go to [www.visionxusa.com](http://www.visionxusa.com) for all the latest news on Vision X products.

*Motorsports Squared* (a division of M Squared Marketing) was established in 2007 as a Master Warehouse Distributor, exclusively selling for Vision Motor Sports in California. Quickly becoming one of the largest warehouse distributors for Vision X USA, Motorsports Squared has expanded its reach into numerous industries supported by Vision X USA. Continued growth has aligned M Squared Marketing to Vision X USA, resulting in reaching previously untapped markets and strategic partnerships with "King of the Hammers," [Pirate4x4.com](http://Pirate4x4.com), and others within the off-road aftermarket industry. See [www.motorsportsquared.com](http://www.motorsportsquared.com) or [www.visionxstore.com](http://www.visionxstore.com) for more information.

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