

## Vision X lights puts the 2010 King of the Hammers in the spotlight.

Johnson Valley Ca August, 29<sup>th</sup> 2009

Vision X lights and Hammerking Productions Inc, may have very well let the cat out of the bag with the announcement August 29<sup>th</sup> 2009 of a partnership naming Vision X lights as the Official light of King of the Hammers. Vision X Lights a leader in Off-road light technology, and its Distributor, Motorsports Squared LLC have signed on as the Official Light of the 2010 King of the Hammers. Speculation of the mileage, length and severity of the continuously brutal off-road race in Johnson Valley California has been building. Hammerking Productions Jeff Knoll responded to course questions with, "We are not yet ready to make our plans known concerning the course layout, and mileage. It's safe to say teams should consider a quality light package from Vision X as part of there over all race effort for 2010." Knoll continued "We are working closely with the BLM to exceed all requirements of our event permits".

In addition Vision X lights, and Motorsports Squared LLC will partner with Hammerking Productions Inc, for the first running of the Ultra4 Vegas to Reno Qualifier, hosted by Best In the Desert Racing, august 19-24 2009. Hammerking will field two cars in the newly created 4400 class. " Its important for Jeff and I to partner with companies with proven product's for support of King of the Hammers, There was little choice in our eyes when it came to lights, and we are happy Vision X feels the same way" said Dave Cole. Until now there has been little need for quality light products on Rock crawlers, but with the creation of the BITD Ultra4 class, and rumors swirling about the 2010 King of the Hammers, Teams will need to once again race into the future.

Hammerking Productions Inc. created the "King of the Hammers off-road race in 2007, [www.kingofthehammers.com](http://www.kingofthehammers.com) and released its first full length film in 2008. For 2009 Hammerking has expanded race action to include three additional regional qualifiers. The 2009 running of the King of the Hammers has been featured on Spike TV, and in the film Second Crusade. 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 in 2010.

Vision Motor Sports, Corporate office is located in Seattle Washington, with another warehouse in Scottsdale, AZ. After the success of the off-road racing products Vision X found their lights ending up in more and more industrial and commercial applications, such as NASA, US Border Patrol and all Home land 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 there newest Creation Lighting. Watch [www.visionxusa.com](http://www.visionxusa.com) for all the latest news on Vision X products. Vision X currently operates offices in Seattle Washington and Scottsdale Arizona, for information on contacting either location visit our [Contact](#) page.

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 Offroad Aftermarket Industry. See [www.motorsportsquared.com](http://www.motorsportsquared.com) or [www.visionxstore.com](http://www.visionxstore.com) for more information.