

A LOOK AT THE **TOP OFF ROAD RIDERS** ON THE WEST COAST:

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**RACER PROFILES**  
**FEATURES**

Volume 4, Issue 2

# ATV INSIDER

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**IS NO JOKE!**

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**CANCELLED!**

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ISSN 1547-8817  
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### **YAMAHA ANNOUNCES NEW ATV RACE SUPPORT RIG**



CYPRESS, CA – The Yamaha Motor Corp., U.S.A. continues to increase its support of the ATV racing communities with an expanded race team and support program for 2008. In a major showing of this support, Team Yamaha recently debuted a new ATV racing support semi at round one of the ATVA MX Series. With the addition of its new semi-trailer race rig, Yamaha has taken another step forward in the evolution of its ATV racing program. Included in the support rig's debut were product demos of the Raptor 250, Grizzly 700 and Rhino 700. Team rider Pat Brown will be traveling to the races in the new rig to try and bring home a championship for Yamaha.

The new race rig is quite a show-stopper. It is a double-decker trailer adorned in traditional Yamaha colors and features the names of the entire Yamaha ATV race team on the sides.

"I'm super excited about this, it's a dream come true and will really help pull things together as a team," stated Pat Brown in regards to having a full factory support rig.

The truck will mainly be used at the National MX races to support racers Pat Brown and newest addition to the Yamaha team, Pro-am racer Thomas Brown. The truck may also make appearances at the GNCC and other select events that the Yamaha team will be participating in throughout the season.

Yamaha, like several other manufacturers, has seen the increased level of competition for the 2008 season and will continuously put forth efforts to increase the support of their racers. The new team support rig is just one example of this, and is a step forward in Yamaha's determination to be a top competitor in the future of ATV racing. **ATVI**

### **GATORADE THIRST QUENCHER NAMED OFFICIAL SPORTS BEVERAGE OF THE ITP/MOOSE RACING AMA/ATVA NATIONAL MOTOCROSS SERIES**

MORGANTOWN, WV - Gatorade Thirst Quencher has been named the "Official Sports Beverage" of the ITP/Moose Racing AMA/ATVA National Motocross Series. Gatorade will quench the thirst of officials and competitors alike at all 11 rounds of the ATV racing series.

"Gatorade is happy to be a sponsor of the ATVA Nationals," said Gatorade Sports Marketing Agent Rachelle Gillerman. "As the most tested sports beverage in the world, Gatorade knows that athletes need to be properly



hydrated to succeed in any competitive situation. We look forward to being the "Official Sports Beverage" of the ATVA Nationals and being able to contribute to its success." **ATVI**

### **GNCC RACING TELEVISION RETURNS TO VERSUS NETWORK FOR 2008**

MORGANTOWN, WV - Racer TV Productions and Gear Marketing and Media announced today that the Can-Am Grand National Cross Country (GNCC) Series will return to the Versus Network for 2008.

All 26 rounds of GNCC action (13 bike events and 13 ATV events) will air in weekly 30-minute shows, beginning Aug. 2 at 3 p.m. Now entering its eighth season on cable television, and the fourth season of production with GMMI, the GNCC Series remains the only American off-road motorcycle and ATV racing series to air weekly cable telecasts.

Episodes will be telecast every week, even though the actual GNCC racing schedule includes a two-month summer break. The scheduling is designed to make it easier for new fans to follow the series. GNCC TV will air every Saturday at 3 p.m. and re-air every Thursday at 4 p.m.

GNCC TV is part of the Racer TV production package, which also includes the ITP/Moose ATVA National Motocross Series Presented by Parts Unlimited. The ATVA MX rounds begin airing on Aug. 4. Racer TV represents a collaboration between GNCC Series Producer Racer Productions and Gear Media and Marketing (GMMI), a television production company headquartered in Grove City, Pa.

The GNCC TV episodes are hosted by Jason Weigandt, also host of the popular Supercross Live! Webcasts on supercrossonline.com, and the *Racer X* Motocross Show on Motocross.com. New recruit "Hurricane" Hannah Reid will join Weigandt for the telecasts. Reid, the granddaughter of American off-road pioneer John Penton, grew up around the series and will add an exciting new perspective to each show. **ATVI**

#### **FEATURED RACER WEBSITE:**



**Y**ou might think you know everything there is about longtime GNCC veteran star racer William Yokley, but unless you've been to: [www.yokleyracing.com](http://www.yokleyracing.com) I'm sure you'll find out something new about everyone's favorite GNCC racer and Tompkinsville, Ky., resident.

With a 21-year career under his belt, the perennial front-runner has been entrenched in the pro class for the past 11 years. In this time Yokley has developed a professional image and business savvy that every aspiring racer can look towards. With that said William's Web site is hands-down the most complete, informative and professional racer Web site online. The site contains plenty of info about William from pictures, profiles, videos, current news, sponsor logos, a press kit and even an online store where you can get your hands on the same products that Yokley uses on his 2008 Army National Guard Honda race bike.

"An area of my career I'm really excited about is my work with sponsors on product development. They are some of the most important companies serving the ATV industry," said Yokley. "I help sponsors as a performance tester of their products for both racing and recreational uses. Because racing has been my lifelong passion, my experiences give me unusual insight about how an ATV part or product performs under different terrain and weather conditions. This intuition allows me to give feedback to a manufacturer that is invaluable to engineering adjustments with extraordinary results in performance and safety."

Again, check out William's website: [www.yokleyracing.com](http://www.yokleyracing.com), if you're considering a racer website for yourself or you're just curious to know what age William raced in his first Baja 1000, you won't be disappointed!