



PRESS RELEASE

THE ORIGINAL INDEPENDENT SNOCROSS TEAM

Traxxas Extends Partnership With Scheuring Speed Sports

Aurora, MN (January 26, 2012) Steve Scheuring announced today that Traxxas, The Fastest Name In Radio Control, has extended their partnership with the Scheuring Speed Sports snocross team.

“Our team continues to be a leader in the snowmobile racing industry both on and off the track. Traxxas is the industry leader in Ready-To-Run kits which makes for a perfect partnership,” said Scheuring.

In addition to a complete race schedule, SSS participates in multiple school visits in conjunction with the U.S. Air force. These visits allow students to see the technology used on our race vehicles and are a showcase for all of our marketing partners. We are excited to showcase Traxxas vehicles as we travel across the country chasing the AMSOIL Championship Snocross Series championship.

For more information, including racer bios, events schedule and team photos, visit <http://www.scheuring-speedsports.com>

About Traxxas: Traxxas was started in 1986 with an idea for what was at that time an entirely new concept: a fully assembled, hobby-class R/C car. This new car would have all the same benefits of a hobby-class kit such as replaceable parts, hop-ups, and a high-quality component radio system, however it would be fully assembled with a colorful body, right out of the box. Traxxas coined the term “Ready-To-Run” (RTR) to describe this new class. Since a fully assembled, ready-to-run car would appeal to the entry-level beginner, a toll-free customer support line was set up from day one to service an entirely new category of hobby consumer. At first, acceptance of the RTR concept was slow because traditional R/C kits had always been unassembled. Once people realized that a Traxxas RTR had the same performance and quality as the traditional R/C kits, only they didn’t have to build it, the Traxxas Ready-to-Run concept became a runaway hit!

Since that first breakthrough in 1986, Traxxas has grown to become the number-1 selling name in RTR nitro and electric models. No one has done more than Traxxas to advance the RTR category with innovative thinking and fun designs that make it easy for anyone to get started in the great R/C hobby.

For more information, visit: <http://www.traxxas.com>



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