



National Pro Off-Road Series Announced by American Outdoor Events

-- Sport's largest venues, influential Board of Directors and \$1.5 million purse fund the centerpieces of new national short-course racing series --

JAY, Oklahoma (September 26, 2023): Created to elevate a highly visceral and dynamic form of motorsports to a national level, Oklahoma-based American Outdoors Events, a leading organizer of adrenaline-pumping motorsport events, is thrilled to announce its highly anticipated national short course racing series. Prepare for an exhilarating journey as the national off-road series redefines short-course racing, uniting fans, drivers, and sponsors in an unparalleled celebration of off-road excellence.

Scheduled to formally launch at the 2023 Performance Racing Industry (PRI) show later this year, the yet-to-be-named series will focus attention back towards the sport's best drivers and fastest unlimited vehicles. The national short course racing series is poised to redefine the landscape of short course racing, propelling it to new heights of exhilaration and entertainment.



Armed with a wholly unique approach to the sport's long-term stability and growth, this cutting-edge racing series will span across seven high-octane events, taking place in iconic locations from the sun-drenched state of California to the heart of the Midwest. The program will showcase some of the most renowned tracks in the sport, including the legendary Bark River, the thrilling ERX, and the historic Crandon Wisconsin Speedway.

Nestled in the scenic Northern Michigan, Bark River offers a picturesque backdrop for intense short course racing. Known for its challenging terrain and fast-paced action, Bark River has become a fan-favorite among racing enthusiasts.

ERX, located in the heart of Minnesota, offers a unique and exhilarating experience for both racers and spectators. With its world-class facilities and meticulously designed track, ERX is a must-visit destination for any motorsport enthusiast.

The cornerstone of that schedule includes two stops at the most prestigious venue of all – Crandon International Raceway in Crandon, Wisconsin. Also known as the “Big House,” the iconic venue also plays host to the two largest events in off-road short-course racing, June’s Forest County Potawatomi Brush Run weekend and Labor Day weekend’s massive Polaris Crandon World Championship and Red Bull Cup Sunday.

The inaugural 2024 season will then take a swing to America’s heartland, with a second annual appearance at the newly complete MidAmerica Outdoors in Jay, Oklahoma - a versatile off-road destination offering a variety of terrain to test the skills of the sport's elite - before crowning a champion at the world renown and world class Lucas Oil Speedway in Wheatland, Missouri.

AOC
AMERICAN OUTDOOR EVENTS

2024 SCHEDULE

NATIONAL PRO SERIES

\$1.5 MILLION
IN TOTAL PAYOUTS

TBD WEST COAST RACE
JUNE 21ST - 23RD FCP CRANDON BRUSH RUN - CRANDON, WI
JULY 12TH - 14TH ERX NATIONALS - ELK RIVER, MN
AUGUST 16TH - 18TH BARK RIVER NATIONALS BARK RIVER, MI
AUGUST 30TH - SEPTEMBER 1ST 55TH POLARIS CRANDON WORLD CHAMPIONSHIPS CRANDON, WI
SEPTEMBER 20TH - 22ND MIDAMERICA OUTDOORS - JAY, OK
OCTOBER 11TH - 13TH WHEATLAND NATIONALS - WHEATLAND, MO

The series will refocus national and international attention on the sport's premier drivers, teams, and vehicles, including unlimited trucks, buggies and the exploding SxS market. This groundbreaking initiative will feature an exhilarating lineup of Pro4, Pro2, Pro Lite, Pro Buggy, Pro Turbo SxS, and Pro N/A SxS classes, promising an unparalleled racing experience for competitors and fans alike. Several additional categories are being considered to round out a full roster of race weekend competitions.



The 2024 AOE Pro series schedule will be the ultimate test for both drivers and their vehicles, with a staggering \$1.5 million in total purse money up for grabs, with an additional \$200,000 available for Pro category racers at next year's 9th annual Red Bull World Cup at Crandon International Raceway. This substantial purse fund underscores AOE's commitment to recognizing and rewarding the dedication and skill of off-road racers.

A key component to the newly created AOE series management team is a Board of Directors comprised of American motorsports executives with deep resumes from a variety of racing backgrounds. In addition to AOE founders Jason and Gayla Robinett, the leadership group for AOE and the new national series includes current Crandon promoter and Off-Road Motorsports Hall of Fame inductee Marty Fiolka, former Penske Motorsports executive and IMSA CEO and President Scott Atherton, Off-Road Hall of Fame inductee and current CEO of NASCAR's Legacy Motor Club team Cal Wells, and the dean of American motorsports branding Paul Pfanner, CEO of Racer Media & Marketing, Inc. and founder of RACER magazine, RACER.com and RACER Studio.

The AOE series will also be bolstered by its expanded media partnership with SPEED SPORT, headed by industry veteran Joe Tripp. SPEED SPORT, the oldest American motorsports news and media brand, recently launched its own TV network dubbed SPEED SPORT 1. Tripp will lead the effort to develop the new series' production and broadcast strategy for 2024, with an emphasis on live broadcast programming on a national network and digital platforms next season.



Another critical element to the AOE Pro Series off-road series is team member Brad Snyder, founder of NewScope Marketing Inc. A key vendor to Ford for event activations around the country, Snyder and NewScope will manage the build-out and logistics for an expansive armada of series executional, hospitality and marketing enhancement at all series events for 2024 and beyond.

“Today’s announcement represents a historic first in the history of off-road racing, both in terms of size and scope,” explained Jason Robinett. “We have spent nearly a year assembling the very best facilities, events, and management team members to establish a commitment to excellence right from the start. We are anxious to share more details of our inaugural season over the coming months.”

Furthermore, the national short course racing series opens a wealth of fresh and dynamic opportunities for industry-leading marketing partners. As the program gains momentum, sponsors will have the chance to align their brand with the excitement and passion that short course racing embodies. By partnering with American Outdoors Events, businesses can connect with a dedicated and enthusiastic fan base, amplifying their reach and impact.

The series name, branding, broadcast platforms and corporate partnerships are scheduled to be unveiled Thursday, December 7th at the 2023 Performance Racing Industry (PRI) show in Indianapolis, Indiana. In addition to a formal press conference and driver introductions, AOE will also be hosting series summits for race teams, tracks and corporate partners.

American Outdoors Events is a leading organizer of adrenaline-pumping motorsport events, dedicated to delivering unforgettable experiences for racers, fans, and marketing partners. The AOE corporate umbrella incorporates a wide ranging and expanding portfolio of regional and national motorsports platforms, including Ultra4 USA, Great American Shortcourse, American SxS Takeover, America Pro Rock Racing, MidAmerica Outdoors and MAO SxS Racing. With a passion for innovation, American Outdoors Events continuously raises the bar in the world of motorsports, pushing the boundaries of excitement and entertainment.