

# SCORE

## JOURNAL

INTERNATIONAL  
OFF-ROAD RACING

# BRING ON THE DIRT!

SCORE REACHES HIGH TO EXTEND ITS BRAND

- SEMA SCORE BAJA 1000 EXPERIENCE AND QUALIFIER
- 2016 OFF-ROAD EXPO



# 25

TOP NEW  
RACING/  
OFF-ROAD  
PRODUCTS

### DRIVER INTERVIEWS

BRAD WILSON - CLASS-1 DRIVER

MARK WINKELMAN - PRO MOTO VETERAN

THE OFFICIAL PUBLICATION OF







# 2016 LUCAS OIL OFF-ROAD EXPO

## SCORE INTERNATIONAL SHOWCASES ITS RACERS, VEHICLES, AT THE SCORE BAJA 1000 EXHIBIT

STORY AND PHOTOS:  
DAN SANCHEZ

**S**CORE International knows how important it is to get up close and personal with its fans. That's why the SCORE International Baja 1000 Exhibit was an integral part of the 2016 Lucas Oil Off-Road Expo, held at the Fairplex in Pomona. Taking up nearly half of one the Fairplex's large exhibit halls, the Baja 1000 Exhibit was

the only place where enthusiasts could see SCORE Trophy Trucks, Trophy Truck Spec vehicles, and meet SCORE racers all in one location. "With the support of and assistance from the Off-Road Expo and our sponsors, SCORE was honored to present the SCORE Baja 1000 exhibit at the Expo in a such a huge way to celebrate the SCORE Baja 1000 and to continue introducing the next generation

of racers and fans to the what the series is all about," said Roger Norman, SCORE CEO/President.

Show attendees and race fans took advantage of SCORE's large presence, getting photos and autographs with racers such as BJ Baldwin, Larry Roeseler, Cameron and Heidi Steele, Ivan Stewart, Carlos "Apdaly" Lopez, and many others who were in attendance. In addition, the SCORE Baja 1000

WHERE ELSE CAN YOU GET TO SEE AND MEET WITH SCORE OFF-ROAD RACING LEGENDS LIKE LARRY ROESLER, BUT AT THE SCORE BAJA 1000 EXHIBIT DURING THE LUCAS OIL OFF-ROAD EXPO.





CLASS 1 RACER SHELBY REID CHATS WITH LAWTON SHANK FROM SCORE'S RACE OPERATIONS DURING THE SCORE BAJA 1000 EXHIBIT.



SCORE FANS AND RACERS ATTENDED THE PRESS CONFERENCE, WHERE THE SCORE BAJA 1000 COURSE MAP WAS DISCLOSED, AS WELL AS THE DRAW FOR STARTING POSITIONS FOR EACH CLASS, EXCEPT TROPHY TRUCKS AND TROPHY TRUCK SPEC VEHICLES.

SCORE CEO/PRESIDENT ROGER NORMAN ANNOUNCED THE DETAILS OF THE 49TH SCORE BAJA 1000 RACE COURSE AND HANDED OUT COPIES OF THE MAP TO RACERS, FANS, AND SHOW ATTENDEES.





**1.** BJ BALDWIN HAD A LONG LINE OF FANS WAITING TO GET A PHOTO AND AUTOGRAPH FROM THIS MULTIPLE SCORE BAJA 1000 WINNER.

**2.** CAMERON STEELE AND SCORE CEO/PRESIDENT ROGER NORMAN CHAT DURING THE EXPO.

**3.** ONE OF THE BAJA-INSPIRED TRUCKS AT THE OFF-ROAD EXPO INCLUDED THIS TOYOTA TUNDRA IN THE VISION WHEEL BOOTH.

**4.** SCORE OFFICIAL WHEEL SPONSOR VISION WHEELS, SHOWCASED ITS NEWEST OFF-ROAD DESIGNS.





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5. RACE SAFETY IS A BIG CONCERN WITH SCORE, AND MANUFACTURERS SUCH AS IMPACT RACING WORK CLOSELY WITH SCORE OFFICIALS AND ALSO HAD A PRESENCE AT THE EXPO.

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6. OFF-ROAD FANS ARE BIG ON ACCESSORIES, SO PARTS LIKE THESE OFF-ROAD BUMPERS FROM ADDICTIVE DESERT DESIGNS ARE EXTREMELY POPULAR.

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7. RACING SEATS AREN'T JUST FOR TROPHY TRUCKS. THESE PRP SEATS ARE INTENDED FOR UTV RACING APPLICATIONS.

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8. COMMUNICATION IS ALSO POPULAR WITH RACERS AND OFF-ROAD ENTHUSIASTS. MANUFACTURERS LIKE PCI RACE RADIOS OFFER HELMETS PRE-WIRED WITH MICROPHONES AND SPEAKERS.



Exhibit was also the place where racers and fans could get their first glimpse at the 49th SCORE Baja 1000 course map, and learn more details about the biggest race in the off-road industry.

The course map was distributed during a press conference, where SCORE CEO Roger Norman announced the details of the course and handed out copies of the map to both racers and fans.

SCORE's presence at the Lucas Oil Off-Road Expo did more than simply promote the company's race program. It also supported the off-road and power sports industry



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**9. OFF-ROAD RACING LEGEND LARRY ROESELER SIGNED POSTCARDS WITH THE SAME IMAGE USED FROM THE OCTOBER ISSUE OF SCORE JOURNAL MAGAZINE.**



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**10. THE MURRY BROTHER'S CAN AM RACING UTV ON DISPLAY. THE MAVERICK X3 IS ONE OF THE MOST POWERFUL UTVS PARTICIPATING IN SCORE.**



by showcasing the core of what enthusiasts like best about the sport and hobby. Looking at the latest vehicle trends at the show, it's evident that manufacturers utilize their experience in off-road racing as a method to develop and bring new aftermarket parts and accessories to a growing industry.

**11.** SCORE UTV RACER ALONZO LOPEZ DISPLAYED HIS POLARIS UTV AND SCORE TROPHIES IN THE S&B FILTER'S BOOTH.

**12.** YAMAHA'S YZX 1000R WILL BE COMPETING AT THE 49TH SCORE BAJA 1000, TESTING THE DESIGN AND DURABILITY AMONG SOME OF THE BEST UTV COMPETITION IN THE WORLD.

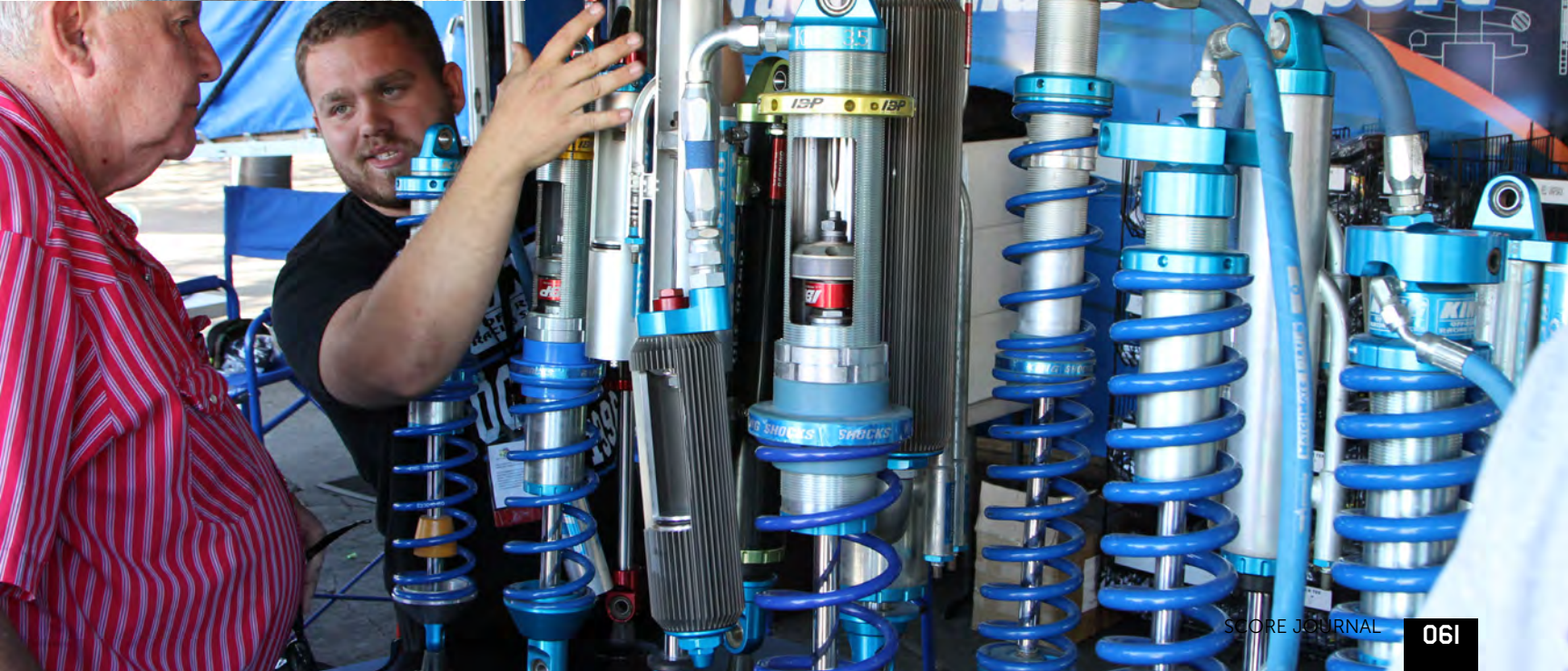
**13.** WITH COMMUNICATION VITAL FOR SCORE RACES, SATELLITE PHONE STORE.COM OFFERS ASSISTANCE FOR RACERS IN PROVIDING SATELLITE COMMUNICATION PRODUCTS AND SERVICES.







**14.** KING SHOCKS, THE OFFICIAL SHOCK OF SCORE, ALWAYS DRAWS A CROWD TO ITS PRESENCE AND SHOCK ABSORBER TECHNOLOGIES, AT ANY OFF-ROAD SHOW.







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**15. BFGOODRICH EMBRACED ITS 40-YEAR HISTORY WITH SCORE WITH A DISPLAY OF THE FILLMORE FORD F-100 ORIGINALLY DRIVEN BY IVAN STEWART AND ROB HALLEY.**

**16. THE ROBBY GORDON INSPIRED WILD CAT X FROM ARCTIC CAT, IS ANOTHER IMPRESSIVE UTV THAT CAN BE PURCHASED AS A RACE-READY VEHICLE.**

**17. GUS VILDOSOLA SR. BROUGHT OUT HIS CARBON FIBER BODY 2017 FORD RAPTOR PRE-RUNNER, WHICH WAS FIRST SHOWN IN THE SEPTEMBER ISSUE OF SCORE JOURNAL MAGAZINE.**

According to show management, more than 73,000 people attended the Lucas Oil Off-Road Expo, which also had more than 350 exhibitors showcasing the latest truck, Jeep and racing products. In addition to the multitude of products on display, and for sale, the Off-Road Expo also had many exhibitions and demonstrations set-up for fans to enjoy. Aside from the SCORE Baja 1000 Exhibit, the event featured a Rubicon Trail Vehicle Ride-Along, the O'Riley Auto Parts vehicle show and shine, Lucas Oil's off-road and cart racing demonstrations, and the Miss Off-Road Expo beauty contest.

Of the many accessorized vehicles on display, Baja racing's influence was evident with a multitude of late-model Chevrolet, Toyota, and Ford pickups equipped

with long-arm suspension systems, wide fender flares, and BFGoodrich Baja T/A tires. Manufacturers such as Currie Enterprises, Vision Wheel, King Shocks, and many others, had a variety of new products for anyone wanting to build their ultimate Baja truck, or simply upgrade their Jeep or UTV to handle the rigors of off-roading.

While the show is over and everyone is focused on the 49th SCORE Baja 1000 race, it won't take long for many of the trends and parts that are seen on the race course, to make it onto the vehicles of off-road enthusiasts who are sure to watch the race on the SCORE App, and attend next year's Baja 1000 Exhibit to meet their heroes in person. **SJ**



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