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FIREBIRD RACEWAY DRAWS 30,000 FOR THE 8TH ANNUAL TIRE PROS TRUCK & 4X4 NATIONALS

Spectators, Vendors, Features, Racers All Share the Sun and Fun

October 25, 2006 (Phoenix, AZ) – The 8th Annual Tire Pros Truck & 4x4 Nationals at Firebird Raceway attracted 30,000 people to the track for monster truck competitions, truck drag racing, truck aftermarket vendors, Roddin' for a Reason PSA charity show, and truck ride and drive experiences.

The four monster truck competitions packed the Tire Pros grandstands for spectators to view carnage from the behemoth vehicles. Alternative Heavy Towing had to use the Vulcan 60 wrecker to pull Jimmy Creten's Bounty Hunter truck from the mud pit and to move the school bus that the monster trucks crushed with ease. "Pulling Bounty from the mud pit was dirty fun," stated Rob Foraker, owner of Alternative Heavy Towing. The annihilation of the stage by Sam Sturges in monster truck Unnamed and Untamed caught rave reviews from fans as soon it was apparent there was no permanent damage. Dan Runte, driver of BigFoot, deservedly won the weekend's competition as he successfully traversed the mud pit and caught "sick air" over the log jump.

Results from the over 200 entrants in the truck drags, show and shine, and specialty classes paid out over \$18,000. Included in the many payouts: truck drags; pro class, sportsmen's class and street class, specialty; biggest truck, highest truck, best engine, and best hot rod, and in show and shine; classic, early, full size, mini suv's and many more. Details of all the classes and the winners available online at <http://www.firebirdraceway.com/06web/06TruckResults.html>

Over 100 vendors displayed their goods and services on the aftermarket midway. Foot traffic and sales reach record highs as the weather remained sunny all weekend. Motorsports Image

race apparel owner Tim Cole stated, “We have been doing business with Firebird Race fans for over ten years, this weekend the crowd was the best we have seen yet.”

Vendors from the automotive industry such as Ford welcomed racers and spectators to their tent as a way to get some shade and hospitality. Local vendors such as Hellion Industries, a custom embroidery company from Tempe, welcomed the large number of people to their booth with music and models.

Ride and drive opportunities were available to the public as Jeep, Toyota, and the Arizona Ford Dealers brought out new vehicles for the public to test drive on a specially designed course. “This Ride and Drive gave consumers the opportunity to experience the full line up of Ford vehicles. They truly enjoyed the driving dynamics and vehicle features experienced on both the street and off-road courses behind the wheel of their favorite Ford,” said Amy Packard, spokesperson for AZ Ford Dealers.

A new date for this unique event in 2007, the Tire Pros 9th Annual Truck & 4x4 Nationals, will welcome everyone back to Firebird Raceway in April Saturday and Sunday the 28th & 29th .

FIREBIRD RACEWAY is home to more than 25 events each year including; NHRA Checker Schuck's Kragen National Drag Races, IHBA Coors Light World Finals Speed Boat Races, All Harley Drag Races and Santa's World. Located in Chandler off of I-10 and Wild Horse Pass, Firebird Raceway first opened in 1983 and is a proud member of the Gila River Indian Community. For more information call 602.268.0200 or online at www.firebirdraceway.com.

Alternative Heavy Towing is a commercial heavy towing company based in Phoenix, Arizona. Opening the doors in early 2006 with one truck AHT is enjoying the success of a demanding market. In seven months AHT has grown to four trucks and four employees. Home to 80,000 lbs towing capacity and 60,000 lbs lifting capacity, additional information is available by calling 623.466.6560.

Motorsports Image supplies race fans with merchandising options at over fifty events each year. Find unique apparel at events including Drag Racing, Super Bikes, Super Cross, Hot Boats, and Sand Drags Additional information available online at www.blomegear.com or by calling 888.493.0842.

Hellion Industries is a merchandising and embroidery retailer and wholesaler based in Tempe, Arizona. More information online at www.hellionindustries.com.

AZ Ford Dealers online at www.compareford.com

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