

In 2010 TORC/USAC gave MORR (Midwest Off-Road Racing) on behalf of its Sportsman off-road racer membership, the ability to strengthen the Sportsman side of TORC.

What does this mean?

MORR works with its membership to bring various issues to the attention to TORC and at the same time the sanctioning body has allowed MORR to pursue marketing partners to enhance the TORC Sportsman race program.

In the first year of the TORC/MORR relationship, 152 Sportsman racers (all were MORR members) participated in the TORC Sportsman race series.

Over \$120,000 was paid back to the racers through event payback and year end points funds.

Competitors qualified for nearly \$85,000 of the \$325,000 posted in the 2010 MORR Contingency Plan.

Fans of TORC racing attended the two-day events in record crowds.

Spring Crandon -28,000

Bark River 1 – 13,000

Oshkosh - 14,000

Bark River 2 – 18,000

Chicago – 4,200

Fall Crandon – 50,000+



In 2011 will see the TORC Sportsman series continue to reestablish short course racing in one of the sport's traditional venues, Antigo, Wisconsin.



The series will also find its way to a new permanent race facility at world renowned motocross facility Red Bud MX in southwest Michigan.



### Sportsman Racing Broadcast Live

Just like 2010, TORC events, will be streaming live on the internet @ [www.torcseries.com](http://www.torcseries.com).

A separate production crew oversees the event which includes multiple cameras, live play by play, pit reports, and podium interviews. All handled by 3Wide Live.

In 2010, the TORC live broadcast reached over 200,000 unique viewers.

### 2010 TORC Series PARTNERS

TRAXXAS

AMSOIL

OAKLEY - KUMHO

BOSCH - EBAY MOTORS

KMC WHEELS - MONSTER ENERGY



All Sportsman race information is continually updated all year long @ [www.midwest-offroadracing.com](http://www.midwest-offroadracing.com)

Race Results - Sponsors  
Programs - Competitors  
Event Schedules & more!

MORR has unique partnership opportunities for companies looking to get involved with the Sportsman Off-Road Racing Community.

Visit our website:

[www.midwest-offroadracing.com](http://www.midwest-offroadracing.com)

or email

[midwestoffroadracing@yahoo.com](mailto:midwestoffroadracing@yahoo.com)

for more information.

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### *2011 TORC Series Sportsman Schedule*

*6 weekends - 12 rounds of racing*

<i>May 28-29</i>	<b>RED BUD MX</b> Buchanan, MI
<i>June 18-19</i>	<b>Crandon Intl</b> Off-Road Raceway Crandon, WI
<i>July 11-12</i>	<b>Langlade Co.</b> Fairgrounds Antigo, WI*
<i>July 25-26</i>	<b>Oshkosh Speedzone</b> Oshkosh, WI*
<i>Aug 13-14</i>	<b>Bark River</b> Off-Road Raceway Bark River, MI
<i>Sept 3-4</i>	<b>Crandon Intl</b> Off-Road Raceway Crandon, WI

\*Tentative date/location



## Media Demographics Overview

The TORC Series  
PRO & Sportsman,  
attracts over  
250,000 spectators and 200  
racers throughout North  
America.

*Hard core fans are men 18-34 &  
adults 25-54.*

Average annual household  
income is over \$50,000.

78% are males and recommend  
specific brands of aftermarket  
purchases to their peers.

**13 Million Off-Road Racing  
Viewers  
and growing across all media  
channels.**

### Demographics -attendees

Male 86%  
Female 14%

### Age

Men 18-34	38%
Men 18-49	66%
Men 25-54	58%

Adults 18-49	76%
Adults 25-54	67%

### Income Men 18 & Older

HHI \$100,000	21%
HHI \$75,000	36%
HHI \$60,000	51%



## TORC/MORR Race Vehicle Specifications

### Super Truck

An unlimited 2WD pickup or sport utility vehicle built on an OEM or tubular frame, engine and body must be from same manufacturer. Maximum of 410 cubic inch engine block with TORC SERIES approved heads only.

Horsepower - 600 HP

Suspension - Front wheel travel limit 18 inches; rear wheel travel limit 20 inches

Numbering - 200-299

### Super Stock Truck

2WD standard size pickup. This is a production division and must maintain the engine, body and frame combination for a specified year.

Engine - 370 cubic inch, with restrictor plate.

Suspension - Wheel travel limit is 12 inches.

Chassis - Stock frame and suspension with limited modifications

Numbering - 800-899

### Super Buggy

4-wheel vehicle utilizing many different engine combinations with unlimited suspension chassis designs.

Engines are limited to c.c. limits from 1650 to 1915 depending on design and manufacturer.

Horsepower - 250HP

Suspension - Unlimited

Numbering - 00-99

### 1600 Buggy

4-wheel vehicle utilizing a VW 1600 CC Volkswagen air-cooled engine.

Horsepower - 70 HP

Suspension - Stock VW design, some modifications are allowed

Chassis/Body - Custom built

Numbering - 300-499

### Light Buggy

4-wheel car using VW type 1 stock components 1585 cc engine.

Horsepower - 55 HP

Suspension - Stock VW design with very few modifications allowed

Chassis/Body - Custom built

Numbering - 100-199

### Formula 4x4

4x4 sport utility class

Horsepower - 400 + HP

Suspension - Must be stock concept

Chassis - Stock frame

Numbering - 400-499

### Classix

2WD passenger car or 2WD SUV.

Horsepower - 460 cubic inch or less

Chassis/Body - Original shape, size & appearance

Suspension - Original concept of suspension

Numbering - 600-699

### Enduro Truck

2WD pickup truck with a 1/2 ton chassis.

Engine - GM 350, Mopar 360, Ford 351 W

Chassis/Body - Must remain stock.

Suspension - Stock suspension parts

Numbering - 500-599

