

Winning With Windham

Kevin Windham Steps Into Ring for AMSOIL

All good fighters have a lethal combination. Look at Team AMSOIL/Chapparal/Honda like the king of the motocross ring with Mike LaRocco and Kevin Windham as the one-two punch.

For years LaRocco has reigned as champ for AMSOIL. His never-say-quit style makes him a favorite with peers and fans. He delivers the jabs and delivers for AMSOIL. The Rock pummels all comers right in the kisser with his relentless, hard-grinding riding style. His name and the #5 plate on his two-stroke Honda are synonymous with excellence, determination . . . and AMSOIL synthetic lubricants. The two-time national motocross, US Open supercross and world champion has taken his shots, too. But he keeps getting up.

Team owner Rick Zielfelder came up with the right balance to LaRocco's style with the addition of Kevin



Mike LaRocco continues to be the champ for AMSOIL.

Windham. Windham is the hook to LaRocco's jabs. His get-out-fast, free-wheeling style is smooth as glass on the track.

After missing considerable time due to injury, Windham came out swinging in the 2003 U.S. outdoor nationals against the undisputed champ, Ricky Carmichael. Windham won back-to-back rounds seven and eight. That got everyone's attention. Windham went on to finish second

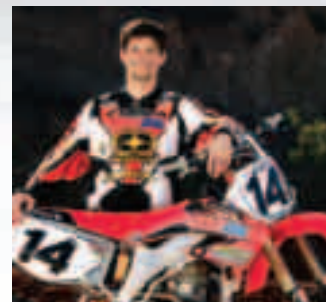
overall for the season, but he, and AMSOIL, actually came away winners.

Prior to the 2004 supercross season Windham signed a multi-year contract to race for Team AMSOIL. He's riding a four-stroke Honda with AMSOIL motorcycle oil in the 250 class of the AMA/THQ Supercross . . . and winning. Windham has posted victories in two rounds thus far and is within striking distance of winning it all.

Like the "sweet science" of boxing, if a fighter keeps an eye on one hand he'll not see the other one coming. That's LaRocco. While Windham is capturing attention, LaRocco is walloping the field. He finished on the podium after three of the first six events. His relentless pursuit backs the competition into the corner. No one is counting him out yet.

If you are looking for the AMSOIL knock-out blow consider Travis Preston. Preston is only a year removed from his 125 West supercross championship. Last season he was runner-up. He's coming back from knee surgery, but looks to have the legs to challenge for a championship again.

The competition is down and being counted out. AMSOIL is clearly becoming the undisputed champion.



Kevin Windham is the new guy for AMSOIL and is punishing the competition.

AMSOIL Shows Why It's the First Choice

Success of Snocross Spreads to Recreational Snowmobilers



Tate can't wait for another shot at X Games immortality.

What do snocross fans across the country come out to see? Action and Winners. Team AMSOIL is providing both. The premiere team and premiere two-cycle oil of snocross are turning heads, winning over fans and converting the skeptics. Engine failures happen to other teams, but not to AMSOIL/Polaris/ Scheuring Speed Sports. Fans, generally recreational snowmobilers, and even other teams are noticing . . . and changing their oil.

The most visible step in the process of getting the AMSOIL name out there is the "Dynamic Duo." DJ Eckstrom and Justin Tate are ripping up the World Snowmobile Association. Let's start with round one in Duluth. **Bing.** Eckstrom gets to the podium with a third place. The guys enter a non-points tune-up event with all the pros in action. **Bang.** Tate finishes in second place. Round two WSA Snocross World Championship racing goes north to Winnipeg. **Boom.** DJ and JT finish second and third and truth be known, with-

out a couple of bad breaks they would have waxed the field. Eckstrom continues his spectacular run in round three at Hill City. **Blast.** He takes another third. It's onto round four in Shawano and . . . **Slam,** Eckstrom is on the podium again.

All the while the duo is moving up in the overall points chase with eyes on the prize for overall titles. After five official WSA events the team is at the top of their game and the standings.

A galvanizing moment of the season's first half was the utter dominance of Team AMSOIL at the World Snowmobile Championships. **Wammo.** Eckstrom earned three wins and a second while Tate grabbed a win and four seconds. Are you getting the picture?

Let's add three second places for Eckstrom along with a third and a fourth from Tate in two Super Snowcross Tour indoor events presented by AMSOIL. Oh and by the way, let's not forget Tate's silver medal hillcross performance at the 2004 ESPN Winter X Games. **Ka-Pow.**

The formula is simple – fans like action and winners. Team AMSOIL gives plenty of both and two great reasons for switching to AMSOIL 2-cycle oils.



Eckstrom looks to medal again at Winter X.