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## PRESS RELEASE

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### ROAR Partners with the History Channel to promote the new season of Ice Road Truckers.

Picture the scene:

Five fully detailed Tamiya big rigs each over three feet long battling it out on a simulated ice surface oval track! Coming to four NASCAR events starting May 16<sup>th</sup>, it's the kickoff for the new season of Ice Road Truckers on the History Channel. You could win the grand prize of an all expenses paid Vegas getaway if you clock the best time!

*"ROAR was asked to provide technical assistance and manpower to pull off this awesome promotion, and I think we've done a stellar job building and outfitting the trucks, as well as preparing on-site race equipment and support for each of these exciting events."* – Shawn Palmer ROAR Promotions Director

ROAR member Adam Bailey took the lead building seven tractor trucks and seven trailers specifically for these events. Each truck and trailer was built from a kit containing literally thousands of parts. Speed controls and radio control gear supplied by Schumacher USA were also installed in each vehicle to prepare them for the races. In total, there were well over one hundred man-hours donated to build, outfit and detail these magnificent scale representations of the real trucks on the Ice Road Truckers TV show.

ROAR (Remotely Operated Auto Racers) is a National non-profit corporation organized to promote the sport of radio controlled model car racing, and is the official U.S./Canadian sanctioning body. ROAR members participate in organized racing conducted under sensible rules to compete with other racers. We have members ranging in age from under 7 to over 70, and they all share one thing; the desire to be the best that they can be.

When the History Channel needed the best source for RC racing technical knowledge and partnership support for their latest promotion, the best choice was obvious! The results of this partnership are something you will have to SEE to believe!

ROAR invites you to come see *and participate* in one of the most exciting racing events ever held! Show off your skills at one of these upcoming events:

**MAY 16-17: Lowe's Motor Speedway**



**MAY 30 - JUNE 1: Dover International Speedway**



**JUNE 6 - 8: Pocono Raceway**



**JUNE 13 - 15: Michigan International Speedway**



For official rules and race promotion information, please visit the Ice Road Truckers page on the History Channel website: [www.history.com/iceroadtruckers](http://www.history.com/iceroadtruckers)