

## RIDE LIKE A PRO

**Rockford Fosgate contest will put one lucky winner on the track in Phoenix with Motocross racer Ryan Sipes**

**R**ockford Fosgate, known for its high-performance car audio systems, has a new contest offering a motocross enthusiast the chance to spend a day riding with Pro Motocross Racer Ryan Sipes on a dedicated motocross track in Arizona, on October 20, 2011.

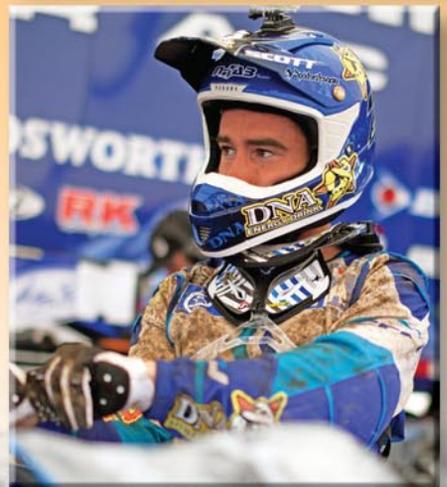
The Rockford Fosgate team will outfit the winner in Scott MX racing gear, which they get to keep at the end of the event. Once suited up, they'll get checked out on a custom-built Yamaha Racing bike, and Ryan Sipes will get them moving for an afternoon tearing up the track. The contest is open to anyone, nationwide, and if the winner is from elsewhere, they will be flown, accompanied by a guest of their choice, to Phoenix.

"Imagine actually talking with a rider, doing laps on the track with him, and hearing his perspective on racing," said Theresa Hephner, senior director of product development and marketing for Rockford Corporation. "Now that's a day to remember! This experience is what

we are bringing to our Rockford Fosgate fanatics with RIDE LIKE A PRO." *Racer X* magazine will document race day with photography and videography. But the day doesn't end there. After their track time, the winner and guest will join Ryan for dinner, where they can recap the day's ride, trade racing tips and get to know what it's really like to be a Pro Motocross athlete.

"This is a great opportunity for fans to get the best of both worlds—motocross and audio," says Sipes. "I'm really excited to be a part of this experience, and it'll be a great day spent, Rockford style."

And if you're not the lucky winner? Come to the track on October 20, from 10 am to 2 pm, anyway, as Rockford Fosgate will open the gates to the public so they can watch Sipes mentor the winner. Fans will have a chance to get an autograph or a photo taken with Sipes, as well as the opportunity to check out custom Rockford Fosgate demo vehicles, visit vendor booths and more. ■



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