



TEAM DRAGONFIRE READY TO BRING THE HEAT

WORCS UTV Series Comes To The Dragon's Lair



Mesa, AZ January 24, 2013 — Although DragonFire has really been exploring new ground with its RockSolid line of extreme adventure accessories, the firm's racing roots still continue to show, especially this weekend. Round 1 of the 2013 World Off Road Championship Series (WORCS) UTV racing is set to go off January 25-27th right in DragonFire's backyard at Canyon MX Park in Peoria, Arizona.

"It seems like the UTV racing season just ended, but we were getting cabin fever here at the Dragon's Lair," says Chris Moore, DragonFire's marketing go-to guy. "We spent the off-season collaborating with Ken Benson on ways to make the Team DragonFire Class 1 racecar even better." Speaking of better by design, DragonFire's proprietary Vance & Hines exhaust and Pro-Spec shocks by Elka provided the perfect building blocks, according to Moore. Additional sponsors onboard for the 2013 season include CP pistons, Dirty Dawg Performance, Gates G-Force drive belts, HiPer wheels and ITP tires.

"Ken and our engineers have redefined 'state-of-the-art' with this RZR," says Moore. "While it might sound cliché, we really do race what we sell and sell what we race, from DragonFire's SFI-approved 5-point harnesses to our quick release steering wheel systems and RacePace bumpers." Suffice to say, DragonFire plans to bring the heat to the competition at Canyon MX Park this weekend.

"We might have some other surprises in store as well, but you will have to see us at the track," suggests Moore. Or for a sneak peek at the new WORCS racecar's very first shakedown run, click here:

http://www.youtube.com/watch?v=V_MB7pZV64E

Are you ready for another action-packed season of racing? Get more details at: www.WORCSRACING.com

###



FEEL THE HEAT!

The name says it all! DragonFire continues to crank up the heat when it comes to the best products in the UTV business. DragonFire has everything from engine and suspension components to bolt-on accessories! We feel your passion, so when you think of UTV parts and accessories think of the Dragon... and feel the HEAT!