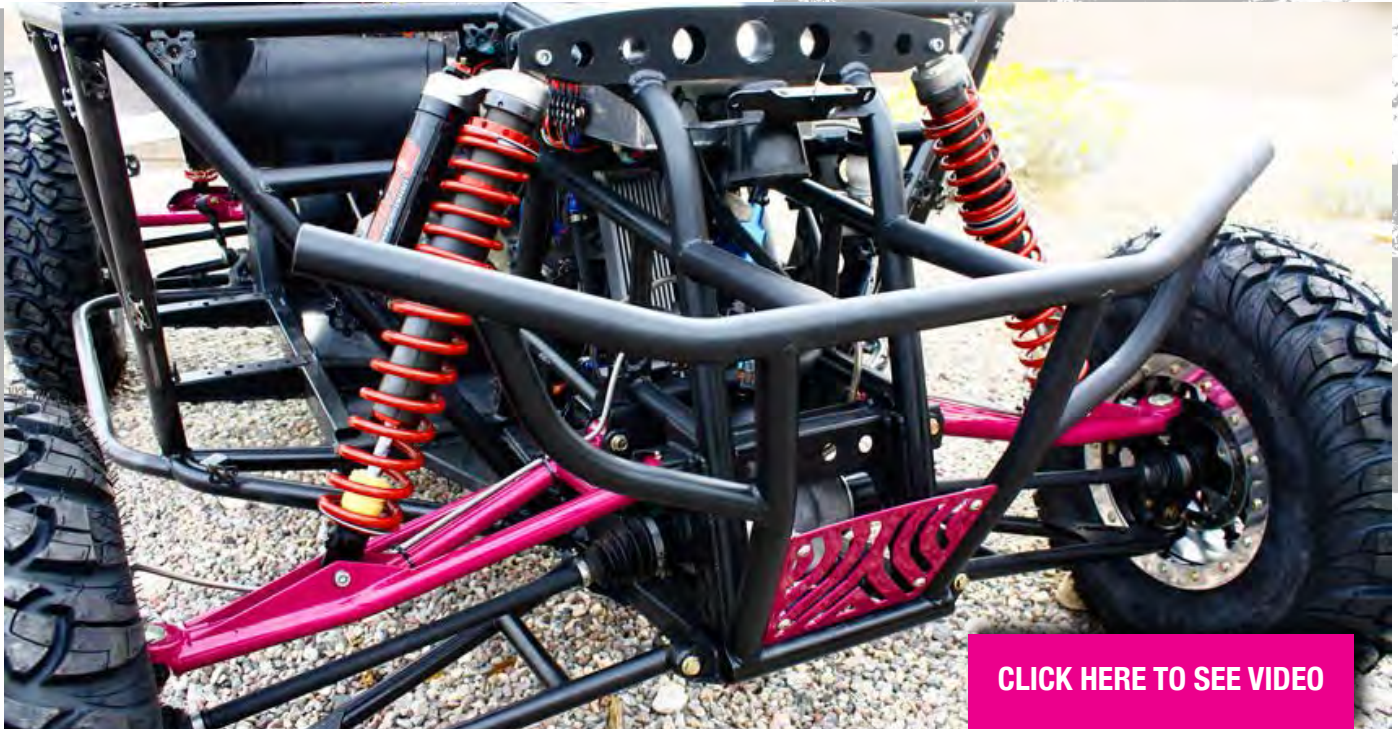




SHOCKING NEWS FOR TEAM DRAGONFIRE

ELKA SUSPENSION BACKS BEURRIER AT THE MINT 400



Chandler, AZ March 6, 2014 — In off-road racing, suspension is everything! Team DragonFire is proud to announce that the shocking pink trim of 2X Sportsman UTV Champ Lacreia Beurrier's Best in the Desert Pro 1000 UTV racer has been complemented by bright red Stage 5 shocks from Elka Suspension. The Team DragonFire/RideNow/Can-Am Maverick is now ready to tackle the toughest terrain in North America at the infamous Mint 400. Suspension was the missing link as Lacreia looks for a third victory at The Mint 400... problem solved!

"We are getting down to the wire here with this race car," admits Lacreia. "But we have our Stage 5 Elka shocks all dialed in and ready to go. I couldn't be happier... They are sweet!" In keeping with Elka's pro-level concept for everyone, pre-load, high- and low-speed compression and rebound adjustment clickers are built into the body of the shock, enabling anyone to set-up their suspension to suit their specific driving style and type of terrain — even The Mint 400!

When asked about the new Elka shocks crew chief Eric Beurrier made a rare cameo, saying simply, "Look at them! They speak for themselves." Well said, Eric. Seriously though, a bare bones sneak peek at the new shocks in place has been leaked here: <http://www.youtube.com/watch?v=nMQqxNFMCD8&feature=youtu.be>

"It shouldn't be a surprise that we teamed up with Elka," says DragonFire marketing guy-turned Mint 400 co-driver Chris Moore. "The real shock is why we took so long." Moore says the Stage 5 shocks were well worth the wait. "They are fully adjustable and designed to deliver superior performance." Working in conjunction with ITP's massive 30 x 10 Ultra Cross tires, the Elka shocks should provide great ground clearance. Better yet, the built-in oversized reservoirs help dissipate heat, greatly reducing shock fade during the 400 mile torture test!

"Make sure you come by the Can-Am display on contingency row on Fremont Street to see this car live and in person at The Mint," says Lacreia.

Elka Suspension joins a growing list of sponsors for Lacreia's Pro 1000 BITD campaign, including DragonFire, RideNow, Can-Am, Bell, CP-Carillo, ITP, Mothers, Rockstar Customs and Royal Purple. For more info about The Mint 400, click on <http://themint400.com>

DragonFire

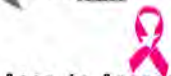


Lacrecia Beurrier

#1924 PRO 1000 UTV



can-am



Race to Support the Cure

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ABOUT LACRECIA BEURRIER:

This two-time Mint 400 winner races for a reason — she is out to honor the survival, determination and compassion of those fighting breast cancer. The pink ribbon for breast cancer awareness is not something Lacrecia just slapped on the car last October during Breast Cancer Awareness Month. “Racing to support the cure is where it all started for me,” she says. “My first race in my old Rhino was a charity event to raise money for the program.” Lacrecia quickly went from charity events and powderpuff racing to the real deal, competing in what is billed as America’s toughest off-road race, the Mint 400! Not only did she finish the race, she won the Sportsman UTV class first time out and then came back to successfully defend her title... proudly running the ribbon and pink trim for both her Mint 400 wins. She is a true champion, on and off track — when she is not ripping it up on the race course, Lacrecia’s “real” job is as a registered nurse in Lake Havasu, Arizona. DragonFire, RideNow and Can-Am are honored to have teamed up with Lacrecia’s Rockstar Custom Motorsports effort this season. See <http://rockstarcustomz.com> for details on Lacrecia Beurrier’s program.

ABOUT ELKA SUSPENSION:

Founded in 2000, the company originally focused on high-performance ATVs. Elka was the first to offer separate external adjusters for high- and low-speed compression for ATV applications. The company quickly became one of the leading suspension manufacturers based on a unique philosophy: every customer deserves the same high-quality products and attention as any professional racer, regardless of their riding abilities. Elka continues to use its racing experience to develop advanced shock absorbers and make them available to everyone to this day. Over the years, the company has earned its reputation one customer at a time by offering truly custom-built suspension products, delivered within the fastest turnaround time in the industry and backed by the best customer service. Today, Elka Suspension is a successful company and yet remains true to its roots: designing and manufacturing of high-quality suspension components that address the specific needs of each customer. Call (800) 557-0552 or click on www.elkasuspension.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!