



## **Poison Spyder Customs to Compete In and Support New Classes at 2012 King of the Hammers**

JUNE 9, 2011 • BANNING, CA — Poison Spyder Customs announces a 4-point plan for involvement in next year's King of the Hammers races, with special emphasis on the brand new "Stock" and "Modified" classes. "We had great success last year with the JKOH racer," says Poison Spyder's president Larry McRae, "but we're excited about the opportunities that are opening up with these new classes." Through the following initiatives Poison Spyder Customs plans to fully support the new classes, as well as provide assistance to as many class participants as possible:

### **Poison Spyder's "BFH Racer" Entry in Modified Class**

Poison Spyder Customs will put its full weight behind its own racing effort in the new Modified class of King Of The Hammers. Champion rockcrawler and veteran King of the Hammers driver Larry McRae will pilot an all new race vehicle purpose-built for the 2012 KOH. Based on the current model Jeep JK Wrangler, the new racer will be dubbed the "BFH Racer", after Poison Spyder's proprietary "Built For the Hammers" branded product line. Product manufacturers and other organizations interested in participating in the BFH Racer project are encouraged to contact Poison Spyder to discuss co-marketing opportunities. Last year's JKOH build was a huge promotional boon to all who were involved, and the BFH project looks to be even better!

### **Poison Spyder Seeks Marketing Partner to compete in Stock Class**

In addition to the BFH Racer in the Modified class, Poison Spyder seeks to partner with a second driver and vehicle in the new Stock class of the 2012 King of the Hammers. The Stock class will be a great showcase for the Poison Spyder product line, and the company is seeking marketing proposals from dedicated drivers and teams looking to competitively field a Jeep Wrangler in this new class. Interested parties are encouraged to contact Poison Spyder Customs via email at [racing@poisonspyder.com](mailto:racing@poisonspyder.com) for more information and to submit proposals.

### **Poison Spyder To Offer Racer Pricing to King Of The Hammers Participants**

In an effort to encourage widespread participation in the two new classes, Poison Spyder will be offering Racer Pricing to qualified race teams intending to compete in the 2012 King of the Hammers and other major rock sports events in the coming season. Details of the program will be published soon, but in broad strokes it will consist of a tiered discount structure on Poison Spyder products based on event participation and level of Poison Spyder product representation.

### **Poison Spyder Contingency Program for King Of The Hammers**

As a way to reward all participants, even those not otherwise partnered with Poison Spyder Customs, the company will be implementing a generous contingency program for the 2012 King of the Hammers. Class winners sporting designated Poison Spyder stickers, as well as Poison Spyder products on their race vehicle, will earn a substantial cash payout from Poison Spyder Customs. Details of the Contingency Program will be published soon.

With these four separate programs, Poison Spyder Customs seeks to be the premiere presence among Jeep aftermarket manufacturers at the 2012 King of the Hammers. "We're involved in King of the Hammers for two reasons," McRae explains, "First of all, its damned fun and we couldn't imagine being anywhere else on those dates. But just as importantly, there's no better showcase for Poison Spyder Customs, what our company stands for, and the products we manufacture."



*ABOUT KING OF THE HAMMERS: The 2012 King of the Hammers races will be held February 6 through 10, 2012 in Johnson Valley, CA. For more information about King of the Hammers, see <http://www.ultra4racing.com>*

*ABOUT POISON SPYDER CUSTOMS: Poison Spyder Customs has been at the forefront of off-road innovation since its inception. From its Banning, California facilities Poison Spyder Customs designs, manufactures and markets a growing line of off-road accessories and performance modifications for Jeep® vehicles. The majority of its sales are made through an extensive dealer network, and the company maintains a high visibility among off-road enthusiasts through heavy participation in off-road events, clubs and online enthusiast forums. For more information about Poison Spyder Customs, see <http://www.poisonspyder.com>*