

**Media release**

**05 August, 2009**

### **RoadCraft back on board with K2 cycle race**

RoadCraft is proud to announce the continuation of its naming right partnership with the prestigious RoadCraft K2 road cycle race set to take place on October 31<sup>st</sup> 2009 on the Coromandel peninsula.

RoadCraft, designers and manufacturers of Overland Camping Vehicles (OCVs) will continue to support this demanding event offering a partnership built on the pursuit of adventure and celebration of all things kiwi.

RoadCraft Marketing manager Gray Borrell says the RoadCraft K2 is a unique event on the New Zealand sporting calendar and really captures the spirit of the RoadCraft Base Jumper range.

“RoadCraft is passionate about getting out there and exploring New Zealand’s challenging landscapes. The RoadCraft K2 has the reputation for being an iconic event and is a great showcase for some of the country’s more unique and rugged scenery. We’re excited to build on the event’s success last year and are really looking forward to making the 2009 RoadCraft K2 one to remember.”

Andy Reid from Adventure Racing Coromandel (ARC) welcomes the return of RoadCraft and is confident participant entries will exceed last year’s turn out. Entries are currently running 10% above the same time last year and the organisers are expecting in excess of 1,600 riders this year.

“We are already seeing heaps of riders training on the course every weekend as we build towards race day. If you haven’t started training, it’s not too late” says Reid. As an added incentive RoadCraft is giving participants the chance to win a training weekend away in a RoadCraft Base Jumper. All race entries received up to the 21<sup>st</sup> August will go into the prize draw.

#### **Ends**

*For further information, please contact:*

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#### Background

RoadCraft manufacture and distribute NZ made Overland Camping Vehicles to the domestic leisure market. Outdoor junkies choose RoadCraft – people who are serious about getting out there and doing it. They want the best – the drive, the gear, the place. Getting in the zone has never been this exhilarating – until RoadCraft.

RoadCraft is no stranger to pushing the boundaries and are the proud sponsors of RoadCraft K2, 2009 RoadCraft FIM Junior World Motocross Championships, Junior MX rider Brandon Tipene, Mizone 7 in 7 Challenge and Team RoadCraft MTB Tour.

*roadcraft.co.nz*