
RoadCraft secures naming right partnership with iconic K2 cycle race.

Adventure Racing Coromandel (ARC), organisers of the prestigious K2 road race, is proud to announce a naming rights partnership with RoadCraft.

RoadCraft, manufacturers of Overland Camping Vehicles (OCV's) offer a partnership built on the pursuit of adventure and drive to continually challenge. The RoadCraft K2 cycling event will continue to push conventional boundaries and set the pace for endurance and peak performance.

RoadCraft founder John Managh says the RoadCraft K2 association is a great opportunity to support a community based event and encourage active participation in outdoor pursuits.

“RoadCraft is passionate about getting out there and exploring New Zealand’s unique and challenging landscapes. The RoadCraft K2 has a well deserved reputation as one of the most gruelling and demanding events of its kind. A sense of adventure and unyielding drive to challenge are common themes we both share.”

The RoadCraft K2 which takes place on the 1st November 2008 has been described as the toughest one day cycle race in the southern hemisphere.

Andy Reid from ARC welcomes the partnership with RoadCraft seeing the association as a long term commitment to the Coromandel region and the K2 event.

“It’s a real pleasure to be involved with an innovative NZ company that’s driven by a passion to create extraordinary experiences for its customers. We’re looking forward to being part of the RoadCraft success story.”

For further information, please contact:

Gray Borrell
Marketing Leader
RoadCraft
www.roadcraft.co.nz
021 271 5300



RoadCraft manufacture and distribute NZ made Overland Camping Vehicles (OCV's) 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. The RoadCraft Base Jumper offers a revolution in design and functionality. Getting in the zone has never been this exhilarating – until RoadCraft.