



# PRESS RELEASE

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## **BEL-RAY TO TITLE SPONSOR DARRYL ATKINS AT X GAMES 15**

**July 30, 2009 – Farmingdale, NJ** – Bel-Ray is proud to announce that 7-time New Zealand MX and SX Champion, Darryl Atkins, will be competing at X Games on a Bel-Ray sponsored Honda CRF 450, Saturday, August 1, 2009, live on ABC from 3–6 pm EST.



Atkins will be one of 20 riders invited to race for gold at X Games 15 as he goes head-to-head with some of the best SuperMoto riders in the world like James Stewart, Jeff Ward, Brandon Currie and Micky Dymond. He has been absent from the SuperMoto scene for the last six months as he announced his retirement at the beginning of the 2009 season. At X Games 15, Atkins returns to show the world he still has the speed and determination to stand atop the podium with the help of Bel-Ray lubricants. His pit area will provide the opportunity for fans to get a signed autographed poster from Darryl himself and talk about the Bel-Ray products he is using.

“I’m excited to have Bel-Ray as my title sponsor for X Games,” says Atkins. “This is giving me a great opportunity to build a one-of-a-kind X Games specific bike. After dominating the AMA SuperMoto Unlimited Series, and winning my last National, I feel very confident going into X Games 15. I’m right where I want to be jumping back into pro racing where I left off, and look forward to the festivities!”

Bel-Ray’s Channel Marketing Manager, Carter Olcott, adds, “When Darryl approached us to title sponsor his X Games SuperMoto efforts, we jumped at the chance to back him 100%. Darryl is a professional on and off the track and the ideal representative for our brand and he still has the speed to bring home gold in front of the millions that will be watching on ABC.”

Originally from New Zealand, Atkins is no stranger to the world of competition. After a 1994 car accident that left him with detached nerves in his neck, Atkins surprised his doctors by returning to racing capturing multiple national MX, SX and SuperMoto Championships in New Zealand and the United States. More recently, he raced for the Factory Aprilia SuperMoto Team through 2008 and had several race wins under them.

Bel-Ray has been a part of the motorcycle industry for more than 30 years. Bel-Ray is one of the world’s most recognized high performance lubricant brands thanks to outstanding products like the unique Bel-Ray Thumper 4-Stroke Racing Motor Oil, Bel-Ray Super Clean Chain Lube, and the exceptional Bel-Ray Foam Filter Oil. Bel-Ray’s innovative research and development continue to provide motorcycle customers with lubrication solutions that help reduce consumption, increase machine life, and provide long-term value.

**FOR MORE INFORMATION PLEASE CONTACT:**

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