



## ***Introducing the Kenda Tennessee Knockout!***

### ***An American Extreme Enduro Set to Test the World's Best Riders***

**Sequatchie, TN (June 1, 2011)** – On Sunday, August 28<sup>th</sup>, many of the World's top Off-Road motorcycle riders will face a brutal test of man and machine at the inaugural Kenda Tire Tennessee Knockout, presented by Monster Energy. This new event is the creation of Dan Brown, the owner of the Trials Training Center, which has hosted National and World Championship Trials events with assistance from Eric Peronnard, the founder of EnduroCross. The event will feature a multi round "Knockout" format. Each round will be different as the riders will race against the clock in some rounds and head to head in others and they will do so on both short and long courses consisting of extremely difficult terrain. All of the action is designed to be very spectator-friendly with easy viewing access to many of the most challenging sections.

Many of the top riders in the world have been invited including the top 20 AMA EnduroCross riders that will automatically qualify for the event (And all expert riders qualified for the GEICO EnduroCross round in Indy Friday August 26th). Among the riders that have already committed to racing is the current king of both indoor and outdoor Extreme Enduro racing, KTM's Taddy Blazusiak. "I competed in the World Trials events at the TTC a few years ago and really look forward to this new event" stated Blazusiak. He will be looking to take the lion's share of the nearly \$10,000 purse that will be up for grabs.

The Kenda Tennessee Knockout will also include amateur classes on Saturday, August 27th and the top 25 finishers will earn the opportunity to compete in Sunday's expert class. Check out the event flyer for additional details.

This exciting, spectator-friendly event should attract extensive media attention and is conveniently taking place just two days after round three of the GEICO EnduroCross series in nearby Indianapolis, Indiana. Throttle Entertainment will be on location to film the event for their upcoming television series, "Enduro Kings." This new show documents the world of Extreme Enduro and the riders who compete in this difficult and demanding sport. In addition to the TV series, Throttle Entertainment will also be filming TKO for segments in their new "Man and Machine" Extreme Enduro DVD series that comes out in 2012.

For more information about the 2011 Kenda Tennessee Knockout, presented by Monster Energy, please visit: <http://tennesseeknockoutenduro.com/>

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