



Motocross Resource Guide Finds a "Niche"

Motocross Resource Guide sales are being driven not only by fans and riders, but also by motocross industry professionals who like having all their information in one place.

El Cajon, CA ([PRWEB](#)) July 8, 2004 -- Less than one month after its release Motocross Marketing USA's, Motocross Resource Guide is appealing to industry veterans, riders, fans and 'the average joe' alike.

Rick Witt, of Motocross Marketing USA, made these comments over the Fourth of July holiday weekend about the initial response to the Motocross Resource Guide.

"Perhaps one of our biggest concerns was how the guide would be received within the motocross industry. We were very comfortable that all the information we have compiled in this first issue would be very useful for fans and motocross beginners. It was the core motocrosser we didn't have a real idea about. After the first weeks sales, all our concerns were dispelled as industry insiders from manufacturing, publishing, marketing and others were some of the first to purchase copies of the guide.

One of the more exciting moments right after the guide went on sale was the opportunity to talk live to Kevin, David and Joey of DMXS Radio. I've listened to their show for over two years and not only was being on the show a real honor, but their excitement about the guide was added validation that we are on the right track."

When asked to sum up his first month as a published 'author' Rick had the following to say. "Over the years I've had articles and stories published here and there, but to have so much of your work in one place is a little daunting. The upside has been all the positive feedback we've received while at the races, emails from all over the world, and of course the steady stream of orders. I've said many times the hardest part of putting this first issue together was that we just had too much information. What originally had been scheduled to be 92 pages quickly exploded to over 650 before we were able to get the first issue trimmed down to its current 331 pages.

Being in Southern California and going to all the tracks puts the company and the guide in front of some of the motocross industries real heavyweights. Former champions, team mangers, publishers, writers, photographers, current pros, all have had the opportunity to look at the guide. It is a real tribute to the work both my wife Susan and I have put into this first issue when you try to give a copy to a multi-time national champion and he 'makes' you take his money because he appreciates what you are trying to give back to the sport of motocross."

The inaugural issue of the Motocross Resource Guide is available for sale at www.motocrossguide.com, at select amateur and professional events across the country, and at dealers across the country.

For More Information Contact:
Susan Dale Witt or Richard Witt
Motocross Resource Guide
7918-N El Cajon Blvd. #332
Tel: 619-749-9543
FAX: 619-401-1610
Internet: WWW.MotocrossGuide.com



Contact Information

Richard Witt - Susan Dale Witt
MOTOCROSS MARKETING USA
<http://www.MotocrossGuide.com>
619-749-9543

Online Web 2.0 Version

You can read the online version of this press release [here](#).