

Transamerican Manufacturing Group Brands Sign On for Off-Road Racing Events

[Smittybilt](#), [Pro Comp](#) and [Rubicon Express](#), divisions of Transamerican Manufacturing Group (TMG), have announced extensive engagement as partners and sponsors of multiple off-road racing events for the 2016 season. Activities include Smittybilt sponsoring and offering contingency funds for the upcoming King of the Hammers' Every Man Challenge, Pro Comp's launch of their Tire Racing Program and Rubicon Express re-signing as title sponsor of veteran racer Jason Scherer's Ultra4 racecar.

Compton, California ([PRWEB](#)) January 22, 2016 -- [Smittybilt](#), Pro Comp and Rubicon Express, divisions of Transamerican Manufacturing Group (TMG), have announced extensive engagement as partners and sponsors of multiple off-road racing events for the 2016 season. Activities include Smittybilt sponsoring and offering contingency funds for the upcoming King of the Hammers' Every Man Challenge, Pro Comp's launch of their Tire Racing Program and Rubicon Express re-signing as title sponsor of veteran racer Jason Scherer's [Ultra4](#) racecar. Additionally, Pro Comp and Rubicon Express are sponsoring the King of the Hammers' stock and modified classes, respectively.

"TMG is committed to supporting many aspects of off-road racing and our engagements in the sport are a reinforcement of our dedication to the drivers and racers who confirm our products' reputation for excellence in a competitive environment," says Chloe Eady, TMG Brands Marketing Manager. "From King of the Hammers, to Easter Jeep Safari, to Lucas Oil Off Road Racing Series events, we're passionate about the industry and here to support members of the off-road community."

Transamerican Manufacturing Group (TMG) brand engagements include:

- Smittybilt's sponsorship of the Every Man Challenge at the 2016 Nitto King of the Hammers
- Pro Comp's introduction of a new Tire Racing Program for off-road competitors
- Rubicon Express' re-signing as title sponsor of Jason Scherer for 2016

Pro Comp's Kevin Adler is heading up the new Tire Racing Program offering racers in assorted classes special pricing on select Xtreme MT2 tires. "The Tire Racing Program is gaining traction and as of now we have 15 teams signed up to take advantage of it for King of the Hammers," says Adler. "Recently our contingency funds have not only increased in dollar amount, but teams racing on Pro Comp tires will receive an extra \$500 if they reach the podium. Make sure you are registered with Pro Comp to be eligible."

Ben Swain, an Ultra4 4400 class competitor, will race on Pro Comp 40-inch Xtreme MT2 sticky compound tires in the Hammers marquee event on Friday, February 5. Kevin Adler himself is slated to race in the Smittybilt Every Man Challenge on Thursday, February 4.

Pioneer in trail-rated suspension options, Rubicon Express, is once again sponsoring Jason Scherer's #76 Ultra4 racecar. "I'm thrilled that we will have the backing of Rubicon Express behind us as we tackle the King of the Hammers," says Scherer. "Their off-road suspension products are battle-tested on the most extreme terrain. Along with their support on our competition rig, I'm proud to say that I run Rubicon Express on my daily driver as well."



Presented by [Nitto Tire](#), King of the Hammers week spans from January 29 – February 6 and takes place in Johnson Valley, California. The “Ultimate Desert Race” is celebrating its 10th year and TMG brands will have a strong retail presence and organize promotions including Pro Comp providing free tire mounting and G2 Axle & Gear servicing drivetrains. For spectators attending the event, Smittybilt will be awarding daily prizes including a 10,000 lb. X20 winch, an RC Axial Jeep outfitted with Smittybilt accessories and free hot dogs courtesy of Wienerschnitzel.

About Transamerican Manufacturing Group: Transamerican Manufacturing Group (TMG) includes Smittybilt, Rubicon Express, G2 Axle & Gear, Pro Comp, LRG Wheels, Trail Master and [Poison Spyder](#) Customs brands. Transamerican Auto Parts operations are comprised of 72 4 Wheel Parts retail locations in North America, Transamerican Wholesale sales and distribution and Dealer Services International. For more information about Transamerican Auto Parts and Transamerican Manufacturing Group, please visit: transamericanautoparts.com.



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