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## FOR IMMEDIATE RELEASE

### High Performance Lubrication Company Partnering With High-Performance Snow Bike Racing

**Boise, Idaho, January 9, 2017** – World-class oil company, Nitro Lubricants, based out of Forest Lakes, Minnesota, has joined the 2017 AMA Championship Snow Bike Series as the title partner. The snow bike racing series is the globe’s premier stage for snow bike competition, featuring nine rounds in seven states, that includes not only world-caliber athletes such as: freestyler Ronnie Renner, and 2-time National GNCC Champion Jimmy Jarrett, who won the National Snow Bike Series title in 2016, but also provides a racing platform for riders over 40, women, and a new mini, kids class called “Ripper.”

Snow-biking is a futuristic new kind of winter recreation, where a ski and a lightweight track are fitted to current, high-end, off-road motorcycles. This is the first year that snow bike events have run under the American Motorcyclist Association (AMA) flag and AMA Motocross Director, Kip Bigelow stated, *“The AMA is excited to be getting involved in this new and innovative sport. We have been watching it with interest for several years and decided that it is time for us to jump into this interesting new segment in the motorcycle world.”*

*“Everyone will benefit from this partnership,”* said series director, Ron Dillon. *“It makes perfect sense to bring a premier, cutting edge Company like Nitro Lubricants to a premier, cutting-edge sport like snow bike racing. Because our races include athletes of all abilities, lubrication needs will vary, but the quality of Nitro Lubricants will help all of our racers and their support crews to operate in an extreme cold and weather environment all season.”*

Nitro Lubricants owner, Mark Hauge, a lifetime racing enthusiast said, *“We are excited to be involved with the AMA Championship Snow Bike Series and to support this interesting new sport to the highest degree possible as their title partner. Our company’s mission is to provide premier oil and lubrication products for high-demand applications. Our background is in the transportation and heavy equipment industry, so Nitro Lubricants understands, first hand, the characteristics necessary to get the job done and prevent equipment failures. Snow Bike racing is a perfect platform for us because these machines have some unique lubrication needs and connecting snow bike racing to the AMA and their 215,000 members will bring a huge new amount of exposure and respect to the sport and to our company and will help everyone elevate things to an entirely new level.”* For more information about the AMA Championship Snow Bike Series, and to check out the Nitro Lubricants website visit

[www.amachampionshipsnowbikeseries.com](http://www.amachampionshipsnowbikeseries.com) or contact series director Ron Dillon at (208) 573-4255.