



TRAIL RIDER NEWSLETTER

28th Annual SOBOBA Trail Ride - February 11, 2007

STRONG TRADITION

For over a quarter of a century riders have enjoyed the challenge of the special trails on the SOBOBA Indian Reservation. The ride began as a competition event in the early 70's when Benny Helms, then Chief of the Tribe, started the first SOBOBA Grand Prix.



The SOBOBA GP enduro soon began to draw hundreds of riders and the event outgrew its original course. After about ten years of growth, Bob Graziano, cousin (through marriage) of Chief Helms and a resident of the reservation, teamed with off-road wizard **Malcolm Smith** to revise the racing event into the non-competition ride re-named the **SOBOBA Trail Ride**.

Changing the event from a race to a trail ride just increased its popularity. The buzz about the ride quickly spread across the country. Now riders could enjoy the private, unique trails of the reservation without the pressure of competition. Racers found themselves out on the trails with stunt-men, movie stars, doctors and housewives! **STR**

CLOSE TO THE BURN

SOBOBA's trails are seldom used and route through wild country. This summer the reservation was threatened by a large brush fire pushed into an inferno by dry vegetation and high winds. The infamous **Esperanza Fire** started on October 26, 2006 near Palm Springs and quickly began to burn towards the reservation. It took a week to control and by that time the fire had consumed over 40, 000 acres of land and destroyed 35 homes. In the end the fire stopped short of the trails used for the ride.

TRAGIC LOSS

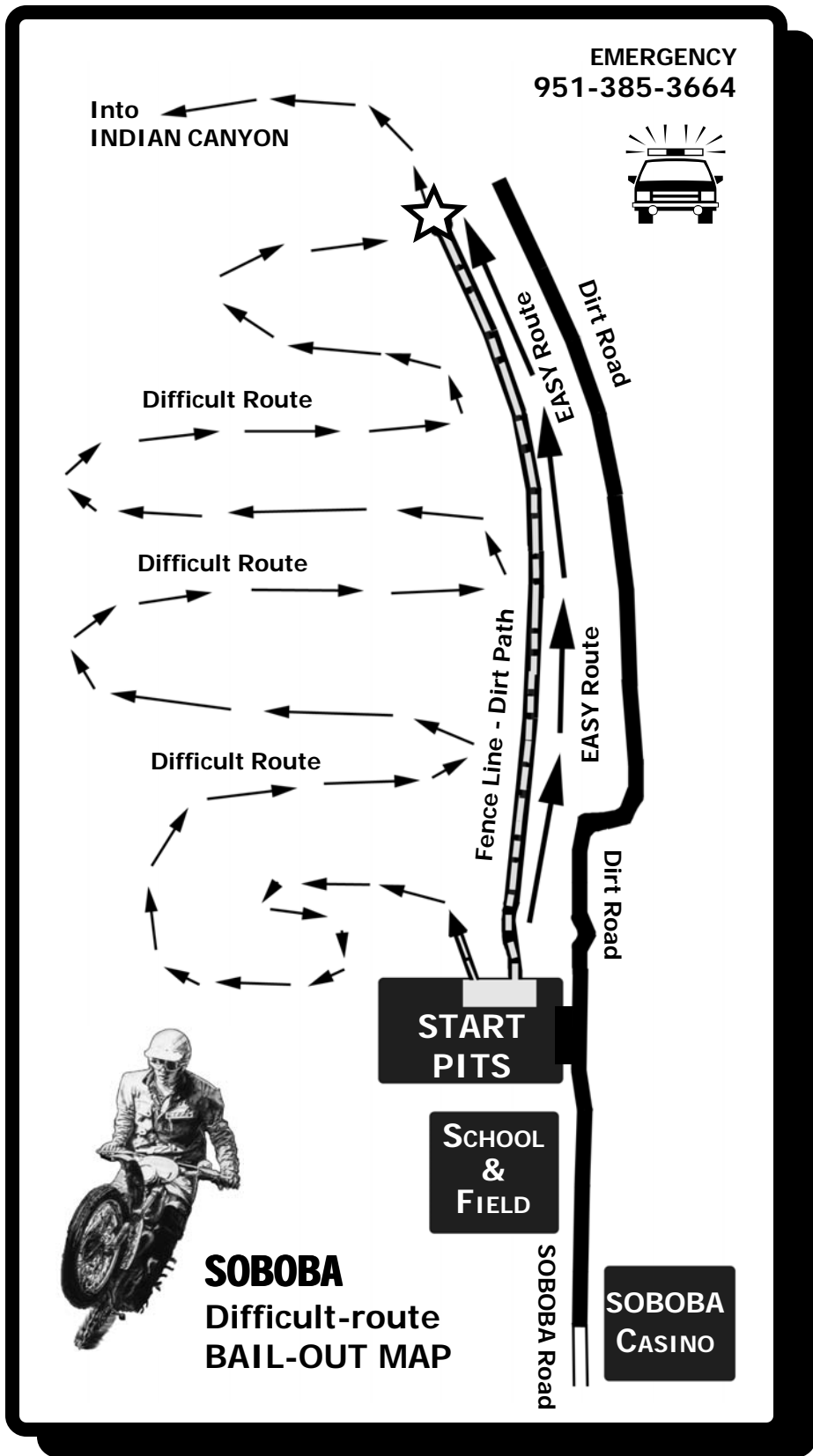
Early in the fire fight five USFS firefighters were overwhelmed by flames as they tried to seek shelter in their fire rig. Four of the brave men lost their lives immediately, while a fifth firefighter bravely held onto life for a number of days but eventually passed away.

YOU CAN HELP

The Riverside County Board of Supervisors established an "Esperanza Firefighters Assistance Fund" where donations to help families of the fallen fighters can be sent: Attn.: Firefighters Assistance Fund, P.O. Box 1645, Riverside, CA, 92502. You can also call 951-955-1010. **STR**

**CHECK
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NEW EASY BAIL-OUT

A new feature of the trail ride is a easy **BAIL-OUT** section that by-passes the first four, difficult miles of the ride.

The standard tough section, some of which has been used in previous rides, contains steep hills and the same challenges that SOBOBA veterans will enjoy.

Riders that are new to the tough SOBOBA challenge, or who may be unsure how their riding talents are doing that day, can ride the dirt path along the fence line from the start and rejoin the regular ride route as it turns into Indian Canyon (at the "star" on the map at left). Please, **DO NOT** ride down the Dirt Road, as this road is for normal traffic. **STR**

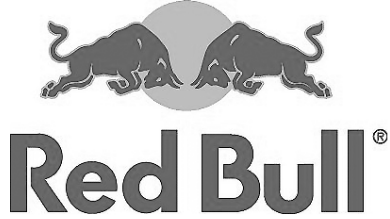
DON'T FORGET THE SECOND LOOP !

Okay, you've worked all week to get your bike ready, got up at the crack of dawn, polished your goggles with a full bottle of Rain-X and now you say you're leaving after the first loop of the SOBOBA Trail Ride?

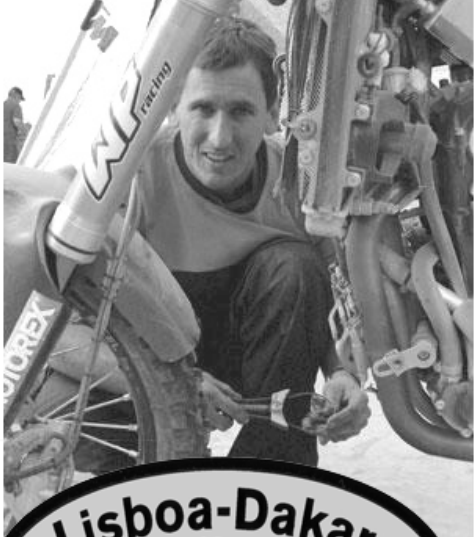
Yeah, we know that the second loop is known to be a real tough "hero-loop", but take stock of your condition, your equipment and enjoy a SOBOBA lunch and then seriously consider running the second loop. If you have questions about the "hero-loop", seek out one of the SOBOBA track officials in the pits. **STR**

READY FOR A BREAK - RED BULL IS HERE !

The SOBOBA Trail Ride Team came up with a great benefit for riders this year as RED BULL will be set-up in the paddock and out on the course to offer riders a cold, reenergizing dose of one of their famous energy drinks. RED BULL gives you wings, and the push to tackle the SOBOBA Trail Ride challenge! *Thank you RED BULL!* **STR**



SOBOBA & Off Road Racing Loses a Friend



The SOBOBA Trail Ride and the off-road motorcycling world recently lost one of its very special people; Elmer Symons. Elmer died from injuries as he was competing in the rigorous 2007 Dakar Rally. Competing in the rally, which is universally accepted as the most difficult off-road competition in the world, was the Elmer's lifelong goal.

Elmer was born in South Africa 29-years ago and had earned multiple championships in his country including the rugged Roof of Africa Rally. Approximately five years ago Elmer came to the United States where he quickly became a student and house guest of Malcolm Smith. Elmer also accompanied Malcolm in pre-running and leading several SOBOBA Trail Rides.

Known for his infectious smile and bubbling, accent-rich voice, Elmer gained friends and support quickly in the United States. Elmer paid his Dakar-dues by twice serving as a technician for the US Red Bull KTM team.

Elmer Symons - *continued*;

In order to finance his Dakar expenses, Elmer and his brother Phillip, incurred several large loans. Elmer intended to repay these loans after the rally, but that opportunity is now lost. To help reduce the debit and raise money for the Symons family, Malcolm Smith Motorsports hosted a party in Elmer's memory in January that raised over \$9,000. However, there is still debit that must be resolved and donations are still welcome and needed.

Donations can be sent directly to Malcolm Smith Motorsports (attn. Elmer Symons Memorial c/o Malcolm Smith Motorsports, 7599 Indiana Ave, Riverside, CA 92504). Other information on Elmer and further donations can be found at www.elmee.com. STR



OFFICIAL ATV OF THE SOBOBA TRAIL RIDE
www.suzuki.com



NEW
KING QUAD 450 4 x 4 **\$6499.00**

The SOBOBA Trail Ride Team has again been fortunate enough to be provided the use of a strong ATV by the American Suzuki Motor Corporation. Ideal for paddock patrol or laying ribbon, the new King Quad 450 has all the award-winning features of the Suzuki flagship ATV; the King Quad 700, but in a rugged 450cc package.

While in the pits check out this capable ATV. This new model for 2007 brings impressive features to the class: styling, engine performance, electronic fuel injection, independent rear suspension, locking front differential and a host of other valuable features to make it a class leader in value and performance. Make sure you think about a Suzuki, the inventor of the four-wheel quad, when you're planning your next ATV purchase. STR

MALCOLM SMITH MOTORSPORTS STEPS IT UP



Off-road legend Malcolm Smith invited the Powersports Industry, the California motorcycling community and his "On Any Sunday" co-star Mert Lawill, motocross star Mike "Too Tall" Bell, and Special Master of Ceremonies; Larry Huffman to a Grand Opening celebration of his new 68,000 square foot Riverside Superstore in November 2006.



While Malcolm is renown for his riding ability and worldwide adventure exploits, he's also a shrewd business man as evidenced by the design effort that he, his wife Joyce, and his management team put into their new facility. Rather than just building a box and fitting product inside as an afterthought, considerable time was invested in analyzing the most efficient methods to operate a business while offering a world-class buying and service experience for their customers.

A two-year custom design and construction project produced an impressive building that sits next to Malcolm's former dealership building (which has been refurbished and has now become the **MALCOLM SMITH OUTLET** store, specializing in accessory sales at near-wholesale prices).

The dealership's new facility features a modern industrial look with a special emphasis on work stations and displays that permit the staff to easily interact with customers. One of the structure's highlights is a second floor mezzanine to present select products and display various machines from Malcolm's personal motorcycle and unique vehicle collection.

Shopping for the latest gear? A wide selection of accessories and apparel are intermixed in portions of the main showroom and the service department was developed to house a large staff of service advisors and technicians in a work environment that permits efficient processing of motorcycles, ATVs, watercraft and side-by-side units.

Malcolm Smith Motorsports is a authorized dealer for Bombardier (Sea Doo & Can Am) Husqvarna, KTM, Kymco, Suzuki, Star and Yamaha motorcycles, ATVs, scooters and watercraft.

The main superstore is located at 7599 Indiana Avenue in Riverside, California (92504) and can be reached at 951/687-1300. Both the main store and the Outlet Store are open seven days a week. The dealership's web-site offers additional information and easy on-line shopping at www.malcolmsmith.com. **STR**

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