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FOR IMMEDIATE RELEASE

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**Kenda Tire Presents 9 Hours of Havok ATV Endurance Race**  
Event to Challenge ATV Competitors in Southwest Pennsylvania

**REYNOLDSBURG, Ohio** – ATV competitors and fans will converge on Berlin, Pennsylvania, on Saturday, July 9 for the inaugural Kenda 9 Hours of Havok race -- a unique and challenging cross-country ATV event hosted in partnership with The New East Coast XC (NECXC). Located approximately 75 miles southeast of Pittsburgh, the event will test racers' endurance, in a team format. Competitors can also visit the Kenda Tire display onsite for tech advice and rider support.

The adult race is shaping up to be a 9-mile course that will run for 9 hours. On race day, racers will use a LeMans-style start at 11 a.m. Teams can consist of two or three riders, or individuals can compete in the Ironman class. Entry is \$100 per amateur rider. Pro riders are \$200 per rider.

The youth race is 2.5 hours in length and will run prior to the adult race. Youth start time is 7:30 a.m. Teams can be two or three riders or individuals can compete solo in the Ironman class. Youth will race on a course approximately 4 miles long, and entry is \$50 per rider.

"The demand for an event like this to be hosted on the East Coast of the United States has been built up for years," said Drew Blackley, Aftermarket Sales & Development Manager for Kenda Tire. "ATV racing is a core focus for Kenda Tire, and being able to support this community is a natural fit for us. The idea of hosting a one-of-a-kind ATV endurance race should bring together a huge number racers and spectators of the ATV racing community, so this is a great opportunity to showcase Kenda Tire in front of a core group of enthusiasts and generate lifelong memories for the individuals attending. The Wilson family and their team at NECXC put on excellent events, so we're excited to integrate Kenda into a unique ATV race like this."

Pre-registration for this event is encouraged. Sign up at [kenda9hrsofhavok.com/pre-registration](http://kenda9hrsofhavok.com/pre-registration). Onsite registration is available on Friday from Noon-8 p.m.

**Youth classes include:**

- Super 11-15
- Intermediate 8-11
- Girls 8-15
- 90cc
- Ironman (solo rider)

**Adult classes include:**

- Pro: \$6,000 payout for the winning team
- 4x4 Pro: \$1,000 payout for winning team
- WXC: \$1,000 payout for winning team
- A
- B
- C
- C 30+
- 4x4
- Women's
- Vet 30+
- Senior 40+
- Ironman (solo rider): \$1,000 payout for winning rider

When choosing a class, racers should choose based on the highest skill level of their teammates. Example: If a rider competes in A-class and their teammates run B-class, for this event the team must run A-class.

Racers may share or use their own machines. Teams can switch racers as many or few times as desired throughout the race, but the team must consist of the same racers for the duration.

View detailed race rules at [kenda9hrsofhavok.com/rules](http://kenda9hrsofhavok.com/rules).

The event is located at 1658 White Horse Rd, Berlin, PA, 15530. Gate fee is \$20 per person for weekend access. Ages 5 and under are free. Gate hours are 8 a.m.-10 p.m. on Friday, July 8 and the gate reopens at 6 a.m. on Saturday, July 9.

Join the event group on Facebook at [facebook.com/groups/7698323076874385](https://facebook.com/groups/7698323076874385)

**About Kenda Tires**

Kenda Tire was founded back in 1962 and announced in 2010 that they were the 27th largest tire maker in the world. Kenda makes tires for bicycles, motorcycles, ATVs, trailers, automobiles and industrial equipment. They continue to engineer

tires for performance and value across a wide range of interests. Check out Kenda Tires online [HERE](#), at the events this year and on social media.

- Facebook: [@kendatiresusa](#)
- Instagram: [@kendapowersports](#)

### **About High Gear Success**

High Gear Consulting LLC DBA High Gear Success is a motorsports communications and marketing strategy company located in Pataskala, Ohio, that seeks to help motorsports businesses, event organizers and riders get noticed and make more money. Fueled by passion, Heather Wilson, CEO, focuses strategies on engagement and awareness in order to drive results. Learn more at [HighGearSuccess.com](#).