



## Off-Road Rockstar Stumph to Ride the Rhino at SEMA

*UROC Founder Craig Stumph to Drive the Rhino RTV in SEMA Proving Grounds Event.*

Las Vegas, NV ([PRWEB](#)) October 28, 2004 -- Rhino Linings-sponsored Rhino Off-Road Industries (ROI) and UROC founder and manager of the Maxxis Rockstars Craig Stumph have teamed up to bring the best in off-road together, a world class off-road competition driver in the next generation of off-road vehicle, the Rhino RTV. Craig will be driving the RTV on a specialized course designed by UROC specifically for rock crawling.

“Rhino is very excited to have a world class driver like Craig, whose abilities and reputation are so well known, showcasing the RTV. We feel that Craig can put the RTV through its paces better than anyone, and we feel very confident in the RTV ability to meet and surpass all expectations for an off-road performance vehicle,” said Howard Pearl, president of ROI.

Craig Stumph is an off-road and rock crawling legend and one of the best-known personalities in the sport. He has over 30 years of off-road experience and has competed in numerous competitions. Craig competed in the first Warn Rock Crawl Competition 1998, in ARCA 1999 – 2001, UROC Pro National Series in 2004 and founded and managed the United Rockcrawling and Off-Road Challenge (UROC). Craig went on to originate the modern rock crawling format used currently in 2002 and organized the first SuperCrawl World Championship rock crawl 2002. Craig helped establish and managed the world’s largest off-road team – ROCKSTARS – 2003 and continues to work in development and advancement of off-road and rock crawling-related equipment.

The Rhino RTV combines features and benefits of an ATV with those of a monster truck. The RTV is designed to meet the challenges of the most aggressive off-road and rock crawling environments, while at the same time delivering enough power and performance to safely navigate desert trails at speeds up to 70 MPH. ROI’s commitment to providing affordable, innovative and industry-leading products is clearly evident in the RTV. Every Rhino RTV comes with a full racing compliant roll cage, emission and noise standards designed to meet or exceed California Green Sticker requirements and a National Forestry Service-approved spark arrester. Simply stated, the Rhino RTV offers the highest level of safety and ride-ability with a maximum performance envelope. See Rhino Linings-sponsored Rhino Off-Road at the SEMA Show in Las Vegas November 2 – 5 at the Las Vegas Convention Center. The future of off-roading is here, the Rhino Rough Terrain Vehicle.

### About Rhino Off-Road Industries

Rhino Off-Road Industries is based in Henderson, NV, known as a center for off-road enthusiasts with the specialized and educated workforce needed to fulfill the Rhino Gold Standard. Rhino Off-Road Industries has redefined the off-road experience by combining the ATV and monster truck. The Rhino Rough Terrain Vehicle or RTV is an innovative new class of off-road vehicles that offer the highest level of safety and ride-ability in a production performance vehicle. ROI’s experienced management and design professionals are committed to providing affordable, innovative, safe performance products with the highest quality customer service. If you would like more information about Rhino Off-Road Industries vehicles, please e-mail us and complete our response form or call us at 1-877 RHINO RTV (1-877-446-6788). [www.rhino-offroad.com](http://www.rhino-offroad.com)

### About Rhino Linings USA, Inc.

Rhino Linings USA, Inc. (RLUSA) was founded in 1988 and with it an industry was born: Sprayed-on polyurethane truck bed linings. Since its inception, RLUSA has been the industry leader, confirmed by industry



consultants, Frost and Sullivan. Today, RLUSA has over 1200 dealers in 50 countries and has expanded to include an Industrial Division for commercial and industrial applications. For more information about RLUSA, go to [www.rhinolinings.com](http://www.rhinolinings.com) or call us at 1-858-450-0441.

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