



Serious Explorations to Celebrate 10th Anniversary in 2006 with Multiple Events

Serious Explorations, the Internet's #1 Ford Explorer enthusiast community, will celebrate its 10th anniversary with events in Utah, Indiana and Virginia.

Phoenix, AZ ([PRWEB](#)) December 28, 2005 -- Serious Explorations, the Internet's #1 Ford Explorer enthusiast community, will celebrate its 10th anniversary in 2006 with events in Moab, Utah; Attica, Indiana; and Crozet, Virginia.

Serious Explorations was launched in 1996 by Rick Horwitz of Phoenix, Arizona. Horwitz wanted to show how capable the Ford Explorer could be.

"As the term 'sport utility vehicle' replaced 'four-by-four,' many owners also thought the ruggedness of the four-wheel drive vehicle was lost," said Horwitz. "In actuality, the Ford Explorer was as capable as any four-wheel drive predecessor. I knew it, and thought others should, too."

Horwitz's creation, which includes multiple interactive forums, blossomed to over 40,000 members. These members represent stock as well as highly-modified off-road and street-cruising Ford Explorers, Mercury Mountaineers, Mazda Navajos, and Ford Rangers. Owners and fans of the vehicles share maintenance tips, modifications, and plan enthusiast events across the country and globe.

The success of Serious Explorations has not gone unnoticed. Ford Motor Company engineers accompanied members in their off-road explorations of Moab, Utah; Colorado's ghost towns and 13,000 foot peaks; and the Southern California desert's Truck Haven Hills.

"In addition to having a great time," Horwitz commented, "the engineers learned much about how we challenge our vehicles off of the pavement."

In 2006, the community will celebrate the success of Serious Explorations with three off-road events across the United States. The first, on May 13-14, will be held in Moab, Utah, where owners will explore Utah's famed slickrock trails. On June 17-18, owners will traverse the Badlands Off-road park in Attica, Indiana. Finally, on June 24-25, owners will gather in Crozet, Virginia. Each event will be highlighted by a dinner and raffle.

Horwitz can't help but show pride in the online community. "Even though the group became quite diverse, it never lost its community feel," said Horwitz. "We have unmodified vehicles, some of the lowest low-riders, and some of the most capable four-by-fours you will ever see. "For as different as our vehicles can be, we all share a common enthusiasm for the vehicles and a common bond between community members."

Serious Explorations can be located www.explorerforum.com and www.explorer4x4.com.

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SERIOUS EXPLORATIONS

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Online Web 2.0 Version

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