

Transamerican Auto Parts Announces Life Is Better Off-Road™ Award Host and Judges

[Transamerican Auto Parts](#) has announced the expert panel of judges who will select the winner of the 2016 “Life is Better Off-Road™” SEMA builder award in addition to naming the host for the award presentation. The highly respected collection of industry professionals selected, represent multiple facets of the off-road industry while including many of the most notable names in off-road vehicle engineering and development, fabrication, journalism and off-road motorsports.

Compton, California ([PRWEB](#)) October 28, 2016 -- [Transamerican Auto Parts](#) has announced the expert panel of judges who will select the winner of the 2016 “Life is Better Off-Road™” SEMA builder award in addition to naming the host for the award presentation. The highly respected collection of industry professionals selected, represent multiple facets of the off-road industry while including many of the most notable names in off-road vehicle engineering and development, fabrication, journalism and off-road motorsports.

To be presented for its second year at the SEMA Show in Las Vegas, Nevada, the “Life is Better Off-Road™” award is an annual industry prize awarded by Transamerican Auto Parts to the best presented, truly off-road capable truck, Jeep or SUV on display at the show.

Hosting the award presentation will be legendary Motocross, Supercross and off-road racing champion, Ricky Johnson. As one of the most honored Motocross and Supercross athletes of all time, Johnson has made his mark in the deserts of North America and Baja with victories in the Baja 500, Baja 1000 along with multiple victories and championships in both Pro 2 and Pro 4 divisions in short course off-road racing. Today, Johnson remains active in the sport along with his duties as television host of TORC off-road racing and select Red Bull Signature Series events.

As one of the most recognizable names in action sports, Brian Deegan kicked in the door of the highly competitive world of short course off-road racing to collect championships in the Pro Lite and Pro 2 Divisions while establishing one of the leading teams in the sport as an owner. Deegan also has collected numerous victories in the Global Rally Cross Series with the support of Ford as part of the Chip Ganassi Racing team while also directing the motorsports careers of his children who compete on both two and four wheels. As he returns to the panel for the second year, Deegan brings a wealth of experience that comes with being a multi-discipline competitor who has parlayed his experience into a successful off-road aftermarket brand.

Renowned as a true innovator, Rick Geiser and his brother Jeff have collected more off-road overall victories than all other vehicle builders combined. Together with their company, Geiser Brothers Design and Development, they have cornered the market on the elaborate, technically advanced, seven figure Trophy Trucks designed to fly across the desert at speed. Joining the panel for his second year, Rick Geiser brings an unparalleled level of expertise in the analysis of off-road capable vehicle builds.

New to the panel this year is Bill Caswell. In 2010, Caswell rose to internet fame as he purchased a \$500 vehicle on Craig’s list and competed in an FIA-sanctioned WRC event, taking a podium finish in class. In the midst of the economic downturn, Caswell left his lucrative career in finance to fabricate and race in multiple disciplines on a realistic, do-it-yourself budget including rally events and competing in the Baja 1000 in a

vehicle he constructed in just 14 days. He will be returning to the Baja 1000 in 2016 in a home-built BMW racecar under the auspices of his DIY Baja program.

Completing the panel experts are noted truck, Jeep and off-road journalists Sean P. Holman and Craig Perronne. In Holman's role as Content Director, Truck & Off-Road Group at TEN: The Enthusiast Network, he oversees the editorial content, production and strategy for the group's seven brands while Perronne, who has had an extensive career as an off-road journalist, is Editor and Publisher for 4 Wheel Parts' Off-Road Adventures magazine.

The group will be selecting 10 semi-finalists from among previously submitted entries based on such criteria as off-road reliability and capability, real-world functionality, quality of craftsmanship and overall vehicle presentation. From these contenders, one Jeep and one truck or SUV will be chosen as the two finalists to vie for the designation of being named the most authentic off-road-capable vehicle at the [SEMA Show](#).

The award, a custom designed trophy, will be presented by Transamerican Auto Parts President and CEO, Greg Adler, at 2 p.m. on Thursday, November 3 at the ProComp /Transamerican Auto Parts Booth #62112 within the SEMA SCORE Baja 1000 Experience Area (Located outside of the South Hall in the Silver Lot).

As part of the award package, the winner will receive a cover feature and multi-page vehicle spotlight in ORA Magazine, recognition across the spectrum of Transamerican social media and digital channels, a promotional email campaign highlighting the award and winners, an invitation to be displayed in feature locations at TAP-sponsored events, tradeshow and Truck & Jeep Fests, along with the benefits of extensive partner media coverage of the award. The 10 semi-finalists will also be mentioned in the full media campaign as well as receiving ribbons in recognition of the achievement.

To submit your off-road SEMA display vehicle for award consideration please visit transamericanautoparts.com/award. There you may complete your entry on-line or download the PDF application that may be completed and emailed to [lifeisbetteroffroadaward\(at\)transamericanautoparts\(dot\)com](mailto:lifeisbetteroffroadaward(at)transamericanautoparts(dot)com).

For more information, complete rules, terms and conditions for the Transamerican Auto Parts "Life is Better Off-Road™" SEMA builder award please visit www.transamericanautoparts.com/award.

Life is Better Off-Road™

There are those among us who believe that pursuing life off-road means rock crawling, trail running, and mud bogging, or maybe storming across the open desert at speed. We agree. Setting off to conquer the earth is why you built your ultimate truck or Jeep. To others, the ultimate adventure is finding the wave, hiking a new trail, kayaking down a roaring river or skiing the impossible run. Your adventure could be loading the family into your truck and heading out to camp under the stars, pulling your boat to a lake, or carrying your dirt bike to a remote trail. Whatever your adventure, make the journey as exciting as the destination. Get outside. Explore, unplug, play in the dirt and go further. Because Life is Better Off-Road.™

About Transamerican Auto Parts: Transamerican Auto Parts is the world's leading manufacturer, wholesaler, and retailer of aftermarket parts and accessories for trucks, Jeeps, SUVs and four wheel drive vehicles. Transamerican operations are comprised of 75 4 Wheel Parts retail locations in North America, Transamerican Wholesale sales and distribution, Dealer Services International and the Transamerican Manufacturing Group which includes Smittybilt, Rubicon Express, G2 Axle & Gear, Pro Comp, LRG Wheels and Poison Spyder. We



Sell It. We Own It. We Live It. For more information about Transamerican Auto Parts, Dealer Services International and Transamerican Manufacturing Group, please visit: transamericanautoparts.com.



Contact Information

Patrick Wagenbrenner

4 Wheel Parts

<http://4wheelparts.com>

+1 310-900-8731

David Beran

4 Wheel Parts

<http://4wheelparts.com>

310-900-3882

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