13th November 2013

**It’s Baja 1000 Time for YOKOHAMA´s Off-Road Racers**

Heidi Steele will qualify first in the Trophy Truck division; husband Cameron looks to move up in the standings in the 14th – 17th November season finale. Both will be competing on YOKOHAMA GEOLANDAR A/T-S tyres.

There’s lots of excitement building for YOKOHAMA off-road racers as they head to Mexico for the 46th SCORE (Southern California Off-Road Enthusiasts) Baja 1000, 14th – 17th November 2013 in Ensenada. YOKOHAMA´s team, the Desert Assassins, will once again be led by the husband and wife duo of Cameron and Heidi Steele, who will compete on purpose-built YOKOHAMA GEOLANDAR A/T-S tyres mounted on 800-horsepower Geiser Brothers trucks.

This year marks the first time there will be a qualifying session prior to the race. Heidi, who is a four-time SCORE Class champion and won the iconic race in 2009 (in the Class 6 division), drew the No. 1 position for qualifying, which is scheduled today.

Heidi made history this season by partnering with co-driver Jessica McMillin – also a SCORE champion – to form the first all-woman Trophy Truck driver tandem in SCORE racing. When the flag drops, they will become the first female Trophy Truck team to tackle the tough Baja 1000. They finished 15th at the Baja 500, beating 70 percent of the field.

Cameron, a veteran Trophy Truck driver and two-time SCORE Person of the Year, won the Baja 1000 in 2003 in the 1/2-1600 Buggy Class. He will team with co-driver Josh Daniel in the No. 16 truck over the 883-mile course, the longest non-peninsula run in Baja history.

A strong outing in Ensenada could propel Cameron as high as second place in the final World Championship of Desert Racing standings, which combine the three SCORE races in Mexico and four HDRA (High Desert Racing Association) events in the United States to crown the overall world champion.  Cameron won the HDRA season opener at the SouthPoint 250 outside of Las Vegas in January.

“The Baja 1000 is a brutal and gruelling event,” said Duane Sampson, YTC motorsports manager, “which gives YOKOHAMA a perfect place to develop our tyres. The GEOLANDAR A/T-S tyres have really proven themselves over the course of the season.”