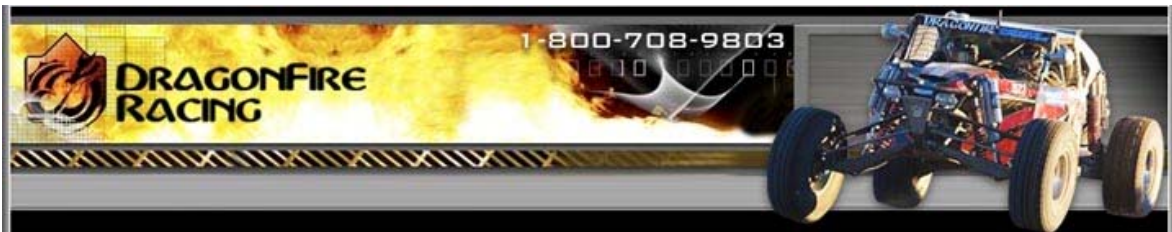


# Motorsport Aftermarket Group, Inc. Announces the Acquisition of DragonFire Racing



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Press Release Author: Todd Romano

Industry: [Automotive](#)

**Press Release Summary:** MAG, a group of businesses that design, build and sell Street and Off-Road motorsport products expands their off-road market with DragonFire Racing launching into the attractive UTV segment



Press Release Body: IRVINE, California, December 19, 2008 – **Motorsport Aftermarket Group, Inc. ("MAG")** is pleased to announce its acquisition of **DragonFire Racing**, a leading supplier of [aftermarket racing parts](#) and performance parts for ATVs and UTVs.

**Brian Etter, President and CEO of MAG** said, *"We are excited to continue our expansion into the Off-Road market with the addition of DragonFire Racing. DragonFire Racing, with its comprehensive line of [performance parts](#) and accessories, launches us into the attractive UTV segment. We are confident that Todd Romano and his team will continue to deliver quality products and services for our combined company."*

**Todd Romano, President of DragonFire Racing** said, *"DragonFire Racing is recognized as an industry leader in performance parts and accessories for [Side-by-Side UTVs](#), Desert Race Cars, Pre-Runners and ATVs. I am looking forward to working with the design, engineering, manufacturing and financial resources that MAG brings to our business. Our growth and success have come from the ability to consistently bring exciting new products to market. Our OE Partnerships, Direct to Dealers and Distribution Channels will see growth from our current product offering, as well as expansion to Street, Mud, Hunt and introduction of the DragonFire SXS. In addition to being great for growing our business, it also opens up new opportunities to our talented and dedicated employees."*

#### **About**

MAG is a group of businesses that design, build and sell products for Street and Off-Road motorsport markets. The MAG family of companies includes Renthal, Vance & Hines, Kuryakyn, Mustang Motorcycle Products, Performance Machine, Forge-Tec Motorcycle Wheels, Progressive Suspension, MAG Europe, and J&P Cycles. Visit them at [www.maggroupp.com](http://www.maggroupp.com) and [www.dragonfireracing.com](http://www.dragonfireracing.com).

#### **MAG**

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