



Haro and Promax Team Up to Sponsor Donavon Long's Phantom Team

ANAHEIM CA—Haro Bikes and Cycle Group, Inc. (CGI) are pleased to announce that they will take over the sponsorship of Donavon Long's legendary Phantom/OnTrac Team in 2013. The team will be known as Haro/Promax. Bell Sports also comes in as a major sponsor and the helmet supplier.

"I have been considering starting an amateur team for a while now, but it would have been no more than three to five riders. I asked Nic [Long] who would be good for the team, and the next thing you know, his dad was beating on our door," said Derek Betcher, Haro Bikes' BMX Team Manager.

"Donavan has been running one of the most competitive amateur programs in the sport for about 100 years now, so it was a no-brainer to want to get his crew on Haro bikes. Fast forward a few weeks and we've wrapped a deal alongside Promax and Bell Helmets to form what will be the Number-One Factory Team in USA BMX for 2013. We are hyped," he added.

Toby Henderson, founder and executive director of CGI, Promax's parent company, worked with Donavon for many years when he owned VSI and Intense BMX, the team's sponsor for the last seven years.

"We're really looking forward to working with Donavon and the team again. He has put together an amazing program. Our relationship will benefit Promax as we develop and introduce new products. It also will help the riders win since many of our products have been proven to provide measurable advantages in races," Henderson said.

The team has won multiple National Number One Titles and is stacked with NAG riders. It is once again poised to take the National Number One Title year's USA BMX Grand Nationals in Tulsa.

"I'm very excited to be working with Haro and Promax to help continue the legacy of the Phantom Team. Haro and Promax will bring a whole new level to the Factory Title hunt for 2013. We put together some of the fastest riders in the world and they will all be ready to help take Haro, Promax and BMX to the next level," Long said.

The Haro/Promax Team will ride Haro frames with a range of Promax components such as cranks, stems, brake sets, headsets, seatclamps, bottom brackets and seatposts, as well as BOX components like rims, number plates, one-piece saddles/seatposts and bottom brackets. Some riders will use Cliq chromoly forks.

Among the riders on the team are Rusty Nesvig. New members of the team include, Walker Finch, Hunter Pelham and Andrew Townsend.

Other team sponsors include Bell Sports, Fly Racing, BOX Components, Stealth and ODI Grips.

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