

SPEED BEARING REINVENTS THE WHEEL

Anyone who has changed a wheel bearing will tell you that the process is time intensive, usually taking two to three hours. But what if it wasn't? What if you could easily change a bearing in less than 30 minutes?

That's exactly what Phillips Enterprises, LLC, set out to accomplish. The company is pleased to announce the unveiling of their patent-pending status Speed Bearing, which reduces time and costs associated with bearing replacement by substantial margins.

The Speed Bearing was designed as a simple modification to existing bearing parts to solve problems of time constraints, part wear and tear, and frequency of replacement.

The invention is especially advantageous in remote locations. Since it does not require the removal of brake drums or brake housings, the Speed Bearing eliminates the need for a garage or service area to complete bearing replacement.

Shane Chapple, Vice President of Steve Phillips Enterprises, LLC, states, "We're excited about what the Speed Bearing will do for the ATV industry, because we feel like we've reinvented the wheel. This innovation will have his-

torical impact on how ATV's are manufactured and purchased. The Speed Bearing will definitely set a new standard for the industry".

The bottom line? Reduced labor costs, time spared, extended product life cycles, portability, and a wide range of uses. Though the speed bearing is currently focusing on the all-terrain vehicle market, the concept can be easily adapt-

ed for bearing markets for cars, trucks, and after market parts.

The MSRP is \$80-\$100. This includes the entire unit, including the bearing, spindle and the unique tool used to install it on existing parts.

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Northeast Powersports Rally Predicts 5,000-6,000 Attendees in 2005: Forced to Find Larger Venue!

The Northeast Powersports Rally announces that in its 2nd year, the total attendance is expected to double, totaling 5,000-6,000 ATVs.

Following strong reviews from attendees and the media, the rally is preparing for a nearly 100% increase in crowd size. As a result, the Northeast Powersports Rally was forced to search for, and help develop, a much larger trail system. A nearby solution was found, providing an excellent facility for this year's ATV events.

Four of the rally's events are generating much of this interest: The John Deere Poker Run (offering cash prizes and a grand prize of a 2005 John Deere Buck 500!); the Kenda USA Mud Bog ("The Beast"); excellent trail riding (sponsored

by TrailPass) with views of the nearby Adirondack Hot Air Balloon Festival; and the Northeast Powersports Expo (with thousands of ATV products for sale/display). Additional events include the Answer/MSR/Protaper ATV Rodeo, the QuadBoss/Duck's Unlimited ATV Drag, and the Tucker Rocky Uphill Giant Slalom.

4 Factory Demo Teams from Arctic Cat, Polaris, Bombardier and John Deere will also be onsite, offering demo rides to interested attendees.

The Northeast Powersports Rally's new riding area for most of their ATV events will be West Mountain Ski Area, an area offering approximately 25 miles of scenic riding, a Mud Bog area with excellent viewing, a restaurant and close to a

major interstate (I-87). "We contacted West Mountain," said the event director, Chris Dutcher, "and discovered they had 3,000 acres of untouched forest behind the ski trails. I immediately thought that the combination of excellent trails, available parking, onsite facilities, and West's willingness to work with us could provide the ideal solution to an ATV rally our size." With the assistance of TrailPass (a private company that helps open trail systems for ATVs), West Mountain's is now ready to host this year's rally.

The 2nd Annual Northeast Powersports Rally is scheduled for September 23-25, 2005. Visit www.powersportsrally.com or call (518) 798-7888, ext 213, for more information. ■