



APRIL 27 — MAY 1, 2013

HONORING THE PAST.

4 DAYS. 1,100 MILES. 10,000 SMILES. A MILLION MEMORIES.

FORGING THE FUTURE.

Mexicali~Bahia de Los Angeles~Loreto~La Paz~San Jose del Cabo

NORRA ANNOUNCES NEW “AZUÑIA TEQUILA SPIRIT OF NORRA” AWARDS FOR 2013 GENERAL TIRE NORRA MEXICAN 1000 RALLY

-- HANDCRAFTED TROPHIES TO RECOGNIZE VINTAGE AUTHENTICITY AND SPORTSMANSHIP --

MARCH 6, 2012: Created as a fitting tribute to the distinctive vintage flavor that has helped define and grow the annual General Tire NORRA Mexican 1000 Rally, the National Off Road Racing Association (NORRA) and event sponsor **Azuñia Tequila** have announced the creation of a new “*Azuñia Tequila Spirit of NORRA*” awards program.

Specially crafted awards will be given to the most authentic, period-correct vintage finishers of the 1,200-plus mile on and off-road rally and the vintage entries that also best display the spirit of camaraderie and sportsmanship that are the hallmarks to an event now known as “*The Happiest Race on Earth.*” The annual General Tire NORRA Mexican 1000 is scheduled to take place from April 27th to May 1st, with competitors taking four days to enjoy the exotic Baja peninsula from Mexicali to land’s end at San Jose Del Cabo.

The “*Azuñia Tequila Spirit of NORRA*” will be divided into four distinctive categories for race/rally vehicles dating back from 1993 with awards going to historic **Bikes, Buggies, Trucks, and Sedans**. Candidates will be judged during Tech Inspection at the historic bullring in downtown Mexicali, Baja for period-correctness. However, all candidates **must finish the all of the “Mexican 1000” mileage** in order to qualify for the new awards, which will be announced at the rally’s huge seaside “Post Party” after the finish in San Jose Del Cabo.

The *Azuñia Tequila Spirit of NORRA* trophies are in addition to the now iconic brass competition trophies (which are open to all types and ages of vehicles).

“There is no question that our annual participation in the General Tire NORRA Mexican 1000 has become one of brightest spots on Azuñia’s marketing and motorsports calendar,” explained company founder and veteran off-road racer Jim Riley. “We are proud to be the Mexican 1000’s ‘Official Tequila’ for a reason – this is one of the most authentic and unique adventures in the world. This year we will celebrate the spirit of what makes this event so very special”.

Candidates must declare their desire to be entered into this special judging and must specify the point in time against which they wish to be judged (what race or date). **Candidates are encouraged to provide supporting documentation** such as period photos or period tech articles to support their entry if their vehicles are original off-road motorcycles, four-wheel vehicles or rally cars.

Updates for safety in the following areas will not detract from the judging such as; fuel cells/plumbing, seats, harnesses, nets, brakes, cage repairs and upgrades, roof roll over protection. Items that will be judged for authenticity shall include chassis/authenticity, suspension/shocks, layout/design, body/paint, drivetrain, fuel delivery, wheels, tire size (but not tire age/brand), lighting and interior (not including race radio and GPS). **Extra points can be earned if the original rider, driver or navigator is entered in the event.**

For more information on the General Tire NORRA Mexican 1000, visit: www.Mexican1000.com



**American
Racing®**
Custom Wheels

Azuñia
TEQUILA

SOUTH POINT



**Walker Evans
Racing**

KC KILITES

MasterCraft
SAFETY

www.MEXICAN1000.com