

UTVUnderground Launches “The Legends Rally” with Horsepower Adventures

UTVUnderground and Horsepower Adventures announced today, that they have teamed up to bring you an exciting new, approachable off-road event series in Baja, Mexico, “The Legends Rally”. The events are designed to let participants explore the stunning beauty of Baja, while enjoying gourmet food and drink prepared by local chefs and craft spirit experts. The events will be led by off-road legends including Larry Ragland, Walker Evans, Ivan Stewart and Larry Roeseler who will share their incredible experiences in off-road racing with participants.

Each of the four planned UTV rally events per year will feature a unique route and offer a truly authentic culinary off-road experience and scenery that can only be found in Baja. Participants will stay at the famed Horsepower Ranch, nestled in a quiet valley outside of Ensenada, and experience a full day of riding that includes a gourmet outdoor lunch in a private location, prepared by local chefs.

“Our goal with this series is to preserve, celebrate and share the culture of off-roading. The Legends Rally format is designed to introduce new people to our culture in a fun, exciting and approachable way. UTVs offer the perfect platform to explore Baja and our group will provide a fun, safe environment to experience something special with friends, family and colleagues,” stated Mad Media CEO, Matt Martelli.

The Legends Rally launches its inaugural event September 23rd-25th at Horsepower Ranch, and will be led by off-road legend Larry Ragland. Michelin Star Chef Drew Deckman, who is internationally known for his “slow food” philosophy and using locally sourced produce and meat, will create the menu prepared by associate chef, Claudette Wilkins. Local winemaker Aldo Santini Jr., who is an expert on the local wine, beer, tequila, and mezcal in the region, will provide tastings to pair with Deckman’s dining experience.

“The beauty of Southern Baja is really unparalleled in North America, and there’s no better way to experience it than in a UTV with friends and family,” stated Joey DiGiovanni, CEO and founder of UTVUnderground. “Once you get off the main roads you really get to see Baja’s majestic beaches, mountains, and forests, and of course the people and the food are spectacular!”

Participants of the three day adventure will travel in on Friday afternoon, ride all day Saturday and head home on Sunday, so even the busiest professional can fit this bite sized taste of Baja into their schedule. The event is designed for UTV owners to bring their own vehicles but a limited amount of fully prepared rentals are available from Horsepower Adventures with hassle-free trail support. Guides will meet participants at the American border to ensure a smooth, hassle-free crossing in to Mexico and escort to Horsepower Ranch.

“We are thrilled to partner with UTVUnderground for The Legends Rally!” stated Todd Clement, President and Co-Founder of Horsepower Adventures. “We’ve been missing an entry point for

new people to come learn about the off-road culture in Baja for quite some time. We're really looking forward to sharing the stunning beauty and food of Baja."

Space is limited for this exclusive off-road adventure and culinary experience, so don't wait - register now!

Legends Rally Pine Forest Loop UTV Ride - Lazo de Bosque de Piños September 23rd-25th, 2016

What: Legends Rally Pine Forest Loop UTV Ride - Lazo de Bosque de Piños

Where: Horsepower Ranch, Ensenada, MX

When: September 23rd-25th

Who: Come ride with Off-Road legend Larry Ragland through the stunning beauty of Baja

Featured Chef: Menu by Drew Deckman | Experience led by associate chef, Claudette Wilkins

Featured Spirit Expert: Aldo Santini Jr.

Riding Mileage: 150 miles

Cost: \$1,500 per person (Includes food, hotel and rally entry)

About The Legends Rally

The Legends Rally is an exciting new, approachable off-road event series in Baja, Mexico designed to preserve, celebrate and share the culture of off-roading and introduce new people to the culture in a fun, exciting and approachable way. The Legends Rally is a culinary off-road experience that explores the stunning beauty of Baja, while enjoying gourmet food and drink prepared by local chefs and craft spirit experts from the region. Our events are led by various off-road legends including Larry Ragland, Walker Evans, Ivan Stewart and Larry Roeseler and each event will feature a different 150 to 200 mile loop starting at the famed Horsepower Ranch nestled in a quiet rural valley just outside Ensenada, Baja, CA.

About UTVUnderground.com

The world's fastest growing all inclusive UTV site contributed to by both enthusiasts and manufacturers alike. UTVUnderground is the go-to site for fresh, original content and is known for its dedication to hosting all of the latest news and insight surrounding the UTV industry. Thousands of monthly visitors from over 100 different countries around the world go to UTVUnderground.com for their daily dose of UTV news and information.

About Horsepower Adventures

Todd Clement is the founder and mastermind behind Wide Open Baja, an entity that successfully introduced thousands of people and organizations to the thrill and culture of off-roading in Baja, Mexico. Beginning in 1998, Clement developed the most sophisticated adventure-based touring organization ever conceived, engaging both individual thrill-seekers and Fortune 500 corporations. Leaving Wide Open Baja in 2007, Todd has now returned to the unique business he first pioneered.

Adrian Hoyle, a successful construction entrepreneur, shares a passion for the off-road culture with Clement.

Together, they form a powerful business enterprise of industry experience and business knowledge. With multiple locations planned for Baja and North America, Horsepower Adventures is destined to become the dominant force in the world-class adventure tour industry.