

## Press Release



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### For Immediate Release

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### **Baja Designs, Grote Industries Team, Introduce New Off-Road Racing Light**

*Soltek™ LED Lights Revolutionizing Driver, Vehicle Performance*

LAS VEGAS, Nevada, USA (Nov. 1, 2007) – Baja Designs, Inc., the leader in high performance off-road racing and adventure lighting has teamed up with Grote Industries, the experts in LED WhiteLight technology to introduce a revolutionary innovation in forward lighting solutions. Together, the parties are unveiling the Soltek LED light just days before the upcoming 40th anniversary running of the rugged Baja 1000.

After successfully testing prototypes of the light in last November's Baja 1000 race, Baja Designs and Grote were able to collaboratively refine and package the new light at a break-neck speed of less than 9 months. Baja Designs is introducing the finished product, Soltek LED, to the market during the 2007 SEMA Show (Booth #31934).

“When you are driving 80 miles per hour, off-road, at night, on one of the most brutal race tracks in the world, you need a light that won't quit; one that maximizes your performance,” said Deanne Moore, CEO of Baja Designs. “Soltek LED lights are durable and reliable, providing the brightest, whitest LED light, optimizing near-field vision.”

With 2880 lumens of raw lighting horsepower, the Soltek LED's proprietary, off-road specific beam pattern provides unrivaled smoothness and evenness. In addition, Grote's LED WhiteLight technology provides a perfect color temperature that produces a natural contrast most like sunlight. The pattern and color temperature combine to reduce eye fatigue and optimize a drivers' ability to push their machines and themselves to higher limits.

The new Soltek LED light is revolutionizing off-road racing. In fact, the superior LED forward lighting prototype doubled the number of lumens from any previous LED offering in the market. The refined product available today provides focused light for more than 35,000 hours of operation compared to 2,000 hours for HID and 500 with halogen lights.

“Designed, engineered and manufactured for maximum output, the Soltek LED light easily rivals HID and blows away halogen competitors. Solid-state construction and encapsulant potting provide shock and vibration resistance. Everything about this light says high performance. From the die cast aluminum housing and solid-state electronics, to the tough polycarbonate lenses, the Soltek LED light is quite

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literally designed to outlast the vehicle,” said Scott Robertson, special lighting sales manager for Grote Industries.

Additionally, Baja Designs has found a way to provide a more robust product to the off-road racing teams with their patented 3-point mounting system. The only tool-less mounting system in the industry, Aim-n-Go allows for quick adjustments and prevents the Soltek LED lights from vibrating out of adjustment while racing through punishing landscapes.

“We are thrilled to continue the relationship with Grote and look forward to delivering the best LED forward lighting solutions, now and for years to come,” added Moore.

For more information about Soltek LED forward lighting, visit [www.bajadesigns.com](http://www.bajadesigns.com) or call 800-422-5292 or 760-560-BAJA (2252)

Editors Note:

Baja Designs has been developing high-end aftermarket lighting systems and other adventure products for the off road industry for 14 years. They are the industry leader in high-quality motorcycle Dual Sport Kits, and lights for off-road motorcycles, ATVs, UTVs, trucks & buggies. Baja Designs is headquartered in California. Go to [www.bajadesigns.com](http://www.bajadesigns.com).

A high-resolution photo of the interior of the facility can be obtained at <http://www.grote.com/images/mediaimages/SolTek.jpg>, you will have to right click on the image to download it.

Grote Industries is a QS-9000, TS16949 and ISO 14001 certified company. The leading manufacturer and marketer of vehicle safety systems products, Grote Industries makes LED, fluorescent and incandescent lamps, mirrors, wiring systems, turn signal switches, connection accessories and reflective accessories. For more than 100 years, Grote has provided state-of-the-art solutions for OEM and aftermarket customers worldwide. Headquartered in Madison, Indiana, USA, Grote also maintains locations in Canada and Mexico, and operations in Europe and Asia. Go to [www.grote.com](http://www.grote.com).

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