

**SPEED
SPORT**
THE LIVE RACING NETWORK



Friday, June 21 — For Immediate Release

SPEED SPORT 1 IS THE NEW TV HOME FOR THE MINT 400

SPEED SPORT 1, the live racing network and Unlimited Off-Road Racing announce plans to deliver unprecedented access to the most prestigious off-road races in the U.S., including the Mint 400, Parker 400 and the California 300.

MOORESVILLE, N.C. — Unlimited Off-Road Racing has partnered with the live motorsports network SPEED SPORT 1 to distribute and market its marquee live off-road events, as well as its vast library of past events, documentaries and off-road lifestyle programming. Each of the three major events — the Mint 400, the Parker 400 and the California 300 — will air LIVE in their entirety on SPEED SPORT 1.

Series CEO and co-owner Matt Martelli has stated that this distribution deal creates the broadest distribution reach these events have envisioned since their inception.

“We are thrilled to partner with SPEED SPORT 1 to bring our marquee events to a global audience. This collaboration significantly enhances our ability to reach off-road racing enthusiasts around the world, solidifying our position as the definitive desert off-road racing league,” said Martelli. “Our racers, partners and sponsors will benefit from unprecedented exposure through SPEED SPORT 1’s extensive reach, which spans over 200 million households. This partnership not only showcases the thrilling action of our events but also highlights the vibrant off-road lifestyle, creating more opportunities for our community to engage with fans and supporters worldwide.”

The Mint 400 has historically attracted global attention and racers from various racing disciplines ranging from IndyCar to NASCAR, motocross, rally and even sports car racing. First run in 1968, it has been a Mecca for the biggest names in off-road racing, auto industry partners and Hollywood celebrities. Its annual Las Vegas Strip parade and Fremont Street gathering is one of the most exciting pre-race events in motorsports.

SPEED SPORT recently launched its television network, SPEED SPORT 1, which has been steadily rolling out on major platforms over the past year. SPEED SPORT 1 is a Free Add Supported Television (“FAST”) network. No subscription or fees are required as it is supported entirely by advertising. It is already a leader in delivering free, live racing action from across the globe.

The app is available for every mainstream device (iOS, AppleTV, Amazon Fire, Roku, etc.), and is available free on Amazon Prime, SlingTV, LocalNow, SportsTV and more. SPEED SPORT 1 is also available over-the-air in more than 100 cities, including the top 40 television markets in the U.S. Whether via connected device, app, or over-the air, SS1 is available in more than 200 million households, allowing anyone with a connected device or smart TV free access.

SPEED SPORT will be providing crucial marketing and editorial support of the events through its cornerstone motorsports news website SPEEDSPORT.com, its wildly-popular daily racing newsletter “The Daily,” social media, and via its news and studio television programming.

“We are excited to add The Mint 400, Parker 400 and California 300 to our rapidly-expanding portfolio of high-caliber live and produced motorsports programming,” said Joe Tripp, SPEED SPORT CEO. “These are the best off-road races in the United States — arguably the world. Furthermore, the prestige and high production standards of these events provides great balance to other marquee endurance racing on SS1, including the 24 Hours of Nürburgring, the Bathurst 1000, the 24 Hours of Spa, The Road to LeMans, and more, all of which are carried live in their entirety.”

2024 - 2025 Unlimited Off-Road Racing League Schedule

Broadcast times will be announced soon. See SPEEDSPORT1.COM for listings.

- California 300 – October 2-6
- Parker 400 – January 18-19
- Mint 400 – March 7-8
- California 300 – October 1-5

About Unlimited Off-Road Racing League

The Unlimited Off-Road Racing league was formed by The Martelli Brothers in 2023, after more than a decade of successful desert off-road race promotion, including The Mint 400, The UTV World Championship, the California 300 and the Parker 400. The league was formed to promote the sport of desert off-road racing, the off-road industry and to expand the reach of off-road companies beyond the industry and into the homes of every off-road race fan, globally. Key attributes of the newly formed league include large racer car counts, competitive and challenging race courses, safe and family-friendly spectating areas, multiple days of racing and off-road festivities all located near major cities and markets that positively affect the off-road industry. The Martelli Brothers, owners of the motorsports powerhouse production group Mad Media, have made it their mission to showcase the best off-road racers in the world, on the best courses in North America. For more information, visit unlimitedoffroadracing.com.

About SPEED SPORT 1

SPEED SPORT 1 is the first network dedicated to FREE, LIVE motorsports, presenting hundreds of live events and thousands of hours of premium motorsport content and lifestyle programming from around the globe annually. Designed for the sport’s most passionate fans, SPEED SPORT 1, along with SPEED SPORT, America’s oldest and most trusted motorsports media brand, celebrating its 90th anniversary in 2024, has assembled a team with backgrounds at ESPN, Speedvision, Speed Channel, FS1, NASCAR, MTV, Disney, and MAVTV to develop a television network dedicated to motorsports most passionate fans.

For more information, visit SPEEDSPORT1.com.

