



**Truck performance products leader Bully Dog is on board with the AMSOIL Championship Snocross Series**

*Takes a truck to haul the sleds in pursuit of snow and Bully Dog allows ISOC's legions of snowmobilers the ability to harness the full potential of their trucks*

For more information contact:  
Pat Schutte, PR Director, ISOC Racing  
pat@ISOCRacing.com

**Minneapolis, Feb. 16, 2012** - The International Series of Champions (ISOC) is pleased to welcome truck performance leader **Bully Dog** Technologies to the AMSOIL Championship Snocross Series- lending its expertise to the legions of snowmobilers that utilize their trucks to tow & haul snowmobiles for countless miles in pursuit of snow.



**BULLY DOG**  
*MAKING EVERY RIDE A BULLY!*

Based in Aberdeen Idaho, Bully Dog Technologies is an innovation leader in the aftermarket performance industry. They are an award winning manufacturer of quality tuners, downloaders, programmers, and chips for a broad range of vehicle applications designed to dramatically increase vehicle performance.

In 2006, the award winning company expanded beyond its diesel origins to include performance products for gas powered engines. Bully Dog is the only provider of aftermarket engine tuning for the all new Ford F150 EcoBoost and the entire line of 2011-2012 domestic diesel trucks (Ford, Dodge and Chevy). Team owners will be glad to know that Bully Dog recently launched a Class 8 side to their business, with applications for most of the CAT, Cummins and Detroit engines - offering improved fuel economy and more power to the Big Rig side.





"The vast majority of AMSOIL Championship Snocross Series fans that own snowmobiles also own trucks to haul their sleds. And Bully Dog's innovative and proven product line stands to benefit ISOC's massive truck-owning client base," said ISOC's Doug Rust. "We welcome Bully Dog to AMSOIL Championship Snocross and look forward to not only an advantageous partnership with Bully Dog, but one that seriously benefits our fan base as well."

"Bully Dog is committed to innovation and bringing value to our customers -by helping them harness the full potential of their vehicles. It is a philosophy racers understand well- both on and off track," said Bully Dog's Michael Klassen. "Bully Dog provides plug-in and go horsepower to help snowmobilers get the most out of their tow vehicles. We are honored to support the industry's lead race organization and we look forward to strengthening our relationship with an industry we have been passionate about for many years."

Bully Dog products are now available through Western Powersports.

For more information on Bully Dog please link to:  
[www.bullydog.com](http://www.bullydog.com)

Next up on the ACSS tour is the Feb. 24-25 round in New York.

**Who:** World's top snowmobile racers, including locals **Brett Bender & TJ Gulla**

**What:** The Vision Kia Eastern National ... round 8 of the 2011-'12 AMSOIL Championship Snocross Series

**When:** Feb. 24-25 (rescheduled from Feb. 3-4 due to lack of snow)

**Times:** Practice starts each day at 8 a.m., amateur racing begins at 9:30 a.m., pros at noon.

**Where:** Farmington's Finger Lakes Casino and Racetrack

**Tickets:** Tickets start at just \$25 (\$10 for kids) and are available at the gate or online at [www.fingerlakessnocross.com](http://www.fingerlakessnocross.com) and [www.isocracing.com](http://www.isocracing.com)

**About ISOC Racing**

The International Series of Champions (ISOC) is the premier snowmobile race sanctioning organization in North America and sanctions the national AMSOIL Championship Snocross Series, in addition to affiliating with nine regional circuits. Visit [www.isocracing.com](http://www.isocracing.com) for more information, fan and racer memberships, schedule details and more.

#

Join Our Mailing List!

[Forward email](#)



Try it FREE today.

This email was sent to michaelk@bullydog.com by [mickey@isocracing.com](mailto:mickey@isocracing.com) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

AMSOIL CHAMPIONSHIP SNOCROSS SERIES | ISOC Racing | 6600 Jansen Ave. | Albertville | MN | 55301