



Man vs. Nature: Bob is challenged by rugged terrain.

**“People in Los Angeles are crazy . . .
People in Advertising are crazy . . .
People who ride motorcycles are crazy . . .”**

All meaningless generalizations—right? But what about a guy like Bob Rohrer, Account Executive for BK Los Angeles (on Yamaha, of course).

Bob spends almost every weekend hauling out his Yamaha YZ250 and racing motocross. He recently took first place in his class in the SCORE/AC-Delco World Championship Off-Road Race at Riverside International Raceway. A few weeks later he finished the famed Barstow to Vegas desert race which runs for about 180 trackless miles across the Mojave Desert (non-stop, except for refueling). In this race, 2922 riders started and only 1475 finished. Bob came in 588.

Bob doesn't really spend ALL his free time riding his motorcycle. During the week, after work, he is busy preparing his bike for the weekend. Now, is that crazy?