



Kentucky Tourism, Arts and Heritage Cabinet Kentucky Exposition Center

FOR IMMEDIATE RELEASE

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Plan for an Action-Packed Two Days: Unlimited Off-Road American Show & Expo

LOUISVILLE, Ky. (May 26, 2017) — One of the largest off-road industry shows in the country, the Unlimited Off-Road American Show & Expo roars into the Kentucky Exposition Center June 2-3 in South Wing C and Lots B and W. This is the fourth year for KEC to host the event.

The Unlimited Off-Road American Show & Expo (UOR) showcases a huge collection of off-road companies, parts, equipment, gear and experts. Events focus on off-road racing, rock crawling, trail riding, sand sports, motorcycles, UTVs and ATVs, adventure camping and more. Visitors discover the latest products and innovations, get first-hand experience on demo rides, and meet professionals who live the off-road lifestyle.

Crowd daily favorites include:

- BFGoodrich playground: drive custom Jeeps with an instructor
- Five-Acre Obstacle Course: bring 4x4 vehicle and tackle jumps, climbs, a mud pit and more
- Show & Shine Contest: show off vehicle and compete for \$2,500 in cash, register now at uorexpo.com/show_n_shine
- Racer Lounge: meet the racers
- Garage and Live Build: watch the skilled Jake Burkey and Greg Henderson at work
- RC Rock Crawling Course: check out mini-monsters taking on the track
- Over 200+ exhibitors: see new products, save with special deals

Some events and times are specific to the day, and show hours are:

Friday, June 2, 10 a.m.-7 p.m.

1-1:30 p.m. Race Exhibition (Rock Bouncer, UTV, Ultra4)
6:30-7 p.m. Race Exhibition (Rock Bouncer, UTV, Ultra4)

Saturday, June 3, 9 a.m.-6 p.m.

11-11:30 a.m. ARB Air Locker Demonstration by Roco 4x4 on the obstacle course
12-12:30 p.m. Race Exhibition (Rock Bouncer, UTV, Ultra4)
5:30-6 p.m. Race Exhibition (Rock Bouncer, UTV, Ultra4)

Purchase tickets online at uorexpo.com/off-road-action. Prices* are:

Adults	Kids (9-14), Students, Seniors (65+), Military, Veterans, Disabled
\$20 for a one-day pass	\$15 for a one-day pass
\$35 for a two-day pass	\$25 for a two-day pass

*There is a small processing fee.

Children eight and under are free. Additional packages and discounts are available online. Parking at the Kentucky Exposition Center is \$8 per vehicle and \$20 per bus.

For more information and a complete schedule, visit uorexpo.com.

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One of the 10 largest facilities of its kind in the U.S., the [Kentucky Exposition Center](#) (KEC) features 1.2 million square feet of contiguous exhibit space, including Freedom Hall, an indoor arena that seats 13,500 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates a wide range of events year round. KEC is the permanent home of the Kentucky State Fair, National Farm Machinery Show and North American International Livestock Exposition. For more information, go to www.kyexpo.org.

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, KEC is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle and \$20 per bus.