



# LIFE IS BETTER OFF-ROAD™

## AWARD

The Industry Award Dedicated to Truly *Off-Road Capable* Trucks and Jeeps.

The “Life is Better Off-Road” award is an annual industry prize awarded by Transamerican Auto Parts to the best presented, truly off-road capable truck, Jeep or SUV on display at the SEMA show. Your pretty candy paint job and layers of Carnauba wax won’t get it done here. This award is open to all off-road vehicle constructors and product manufacturers in attendance at the SEMA show as judged by an elite panel of industry experts. Big tires and skinny axles need not apply. The Transamerican Auto Parts “Life is Better Off-Road” award recognizes the unique technological achievements and engineering advancements specific to the development of aftermarket products for off-road trucks, Jeeps and SUVs.

**The award will be judged by the following criteria:**

1. Off-Road Reliability
2. Off-Road Capability
3. Real World Functionality
4. Quality of Craftsmanship
5. Overall Presentation

**Winner Receives:**

1. A handsome custom trophy
2. Professional photo shoot
3. Cover feature and multi-page vehicle spotlight in ORA Magazine
4. Recognition across all Transamerican social media and digital channels
5. Promotional email campaign spotlighting the award and winner(s)
6. Extensive partner media coverage
7. Invitation to be displayed in feature location at TAP-sponsored events, tradeshows, Truck & Jeep Fests, etc.
8. Focus of PR campaign for 2017 award presentation
9. Top 10 contenders receive ribbons / mentions / in conjunction with campaign

Award presentation will be made by Transamerican Auto Parts President and CEO, Greg Adler at 2 p.m. on Thursday, November 3rd at the ProComp / Transamerican Auto Parts Booth #62112 within the SEMA SCORE Baja 1000 Experience Area (Located outside of the South Hall in the Silver Lot).

To be Considered for the Transamerican Auto Parts “Life is Better Off-Road” Award

**Please Provide the Following:**

*(Big tires and skinny axles need not apply)*

**Name** (required)

**Company Name**

**Email** (required)

**Phone Number**

**Social Media Handles**

**Facebook**

**Twitter**

**Instagram**

**Vehicle**

**SEMA Booth #**

**Build Description****Build List**

**Photos or renderings** (if available) – Please include with this form.

Please email completed form to [lifeisbetteroffroadaward@transamericanautoparts.com](mailto:lifeisbetteroffroadaward@transamericanautoparts.com)

**Life is Better Off-Road™**

There are those among us who believe that pursuing life off-road means rock crawling, trail running, and mud bogging, or maybe storming across the open desert at speed. We agree. Setting off to conquer the earth is why you built your ultimate truck or Jeep. To others, the ultimate adventure is finding the wave, hiking a new trail, kayaking down a roaring river or skiing the impossible run. Your adventure could be loading the family into your truck and heading out to camp under the stars, pulling your boat to a lake, or carrying your dirt bike to a remote trail. Whatever your adventure, make the journey as exciting as the destination. Get outside. Explore, unplug, play in the dirt and go further. Because Life is Better Off-Road.™