

# X-TREME MOBILE™

## ADVENTURES

[www.xtrememobileadventures.com](http://www.xtrememobileadventures.com)



## Adventure starts with you.

Throughout the year we continue to spread the word about the quality & uniqueness of your products...and your customers are noticing!





**We take your products seriously, and actively market them at each event we attend.**

- The Sportsmobile travels thousands of miles a year to shows and events across the East Coast.
- We provide displays and live presentations of your products at events.
- We save YOU thousands of dollars by marketing your products on the road and on location.
- We get people talking and offer you additional exposure in a variety of medias including:  
Print advertising in off-road publications, web forums/facebook and LIVE event videos.



**OEX**  
Overland Experts  
Drive well. Go further.



**Hi-Lift**



**MASTER PULL**



*Sportsmobile*



**PREMIER POWER WELDER**



**Star Lights**  
Where Right Meets the Best LED Technology



**BF Goodrich** Tires



**LOAD TAMER**  
CARGO NETS



**ditch hitch**



XMA Sportsmobile



**SUPERWINCH**



"The Original"  
**PULL-PAL**



**ZAMP SOLAR**  
POWER TO EXPLORE



**MOUNTAIN KHAKIS**  
JACKSON HOLE • WYOMING



**ENGEL**  
A Legend in Reliability



**TITAN GUN SAFE**  
When FAST isn't fast enough!  
www.TitanGunSafes.com



**MAXTRAX**  
take the easy way out!



**AMSOIL**  
The First in Synthetics®



**ashlawn farm COFFEE**  
keeping the tradition

XMA is proud to donate each year to the Wounded Warrior Project. Without our sponsors, this would not be possible.



Watch Xtreme Mobile Adventures' "rolling billboard" in action in a 2011 YouTube video by Ken Gerber. Meet Company Owner Carl Reidemeister, hear the story of his love for overland vehicles, and learn how it became a unique marketing tool. Hear about XMA's benefits firsthand from our sponsors.

Visit [www.xtrememobileadventures.com/about.html](http://www.xtrememobileadventures.com/about.html) to view the video.

## PRESS RELEASE / IN THE NEWS

### **Putnam Traveler, Northeastern CT, "On the Road with Xtreme Mobile Adventures" by Cris Cadiz, Summer 2012**

Carl Reidemeister has a passion for marketing. He has taken a longtime dream of his own, married it with a unique advertising platform and offered it as an inexpensive and intriguing way of getting the word out about his sponsors. Xtreme Mobile Adventures (XMA) is—in its most basic sense—a rolling billboard. The billboard happens to be a souped-up 4WD van called a Sportsmobile. "It's as nontraditional as social media was or some of these other advertising online things were 10 years ago," says Reidemeister.

### **The Day, New London, "Extreme vehicle itself advertises company's mobile adventures" by Lee Howard, 10/30/2011**

Lyme resident Carl Reidemeister combines business with pleasure by starting a mobile marketing company using a "tricked out" off-road vehicle. He attends outdoor sports expos with his custom-built Sportsmobile, which displays logos of sponsors on the sides. Reidemeister enjoys taking the vehicle all over the Northeast to places where adventure seekers gather. After attracting the curious with this unique van, "the expert pitchman hands out brochures or demonstrates products on the spot."

### **LymeLine.com, "Retirement for the Reidemeisters Becomes a Booming Business" by Olwen Logan, 08/24/11**

While dreaming of retirement, Carl Reidemeister starts a unique new business venture. Reidemeister test-drove numerous four-wheel-drive overland vehicles out west, looking for something to use on adventure vacations. An experienced marketer, he realized the Sportsmobile itself could be a totally new advertising platform for companies selling extreme and adventure sports products and services.

### **Brattleboro Reformer, "Overland Rally & Workshop starts today" by Domenic Poli, 9/29/11**

Xtreme Mobile Adventures will attend the Overland Rally & Workshop at Lillie Farm in Rockingham, VT, from Sept. 29 to Oct. 2. Carl Reidemeister will drive and showcase his new Sportsmobile, an "all-terrain beast [used] as a billboard to advertise his sponsors at outdoor events." Reidemeister will enjoy morning off-road drives on local trails along with other "vehicle exploration enthusiasts" from across the country.

## XMA SPONSORS / PRODUCT HIGHLIGHTS

**Hi-Lift** - Many knew they made a jack device, but very few knew they made a multi-tool with axe, shovel, hammer.  
**OEX** - Turns out that most people did not realize Overland Experts are the premier trainer for military and municipal contracts. **Masterpull** - Most people did not know the difference between a strap and kinetic rope, or the benefits of synthetic winch line. **Sportsmobile** - People on the east coast now see what makes this vehicle unique!  
**PullPal** - Government, civilian, municipalities, the ultimate recovery device. **Amsoil** - Considered the first synthetic motor oil. **Mt Khakis** - Top Quality outdoor "Mountain" clothing. **Engel** - The ultimate 8-10 day coolers and fridge/freezers. **Superwinch** - Rugged, reliable, and reasonably priced. **Ditch Hitch** - The ultimate recover device tested to 69,000 lbs! **Loadtamer** - Military grade cargo netting and "load taming" equipment. **Maxtrax** - Australian made recover tracks. **Zamp Solar** - Portable and fixed solar solutions. **Titan Gun Safe** - Mechanical handgun safes. **Premier Power Welder** - Run power tools and portable welding solution. **Ashlawn Farms Coffee** - Hand picked beans fresh roasted on the farm. **Starlight** - Motion sensor & LED lighting solutions for your vehicle or RV.