



**WHEN THE TAR ROAD ENDS,  
THE TRAIL ZONE BEGINS**

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For Immediate Release.

## **TRAIL ZONE HITS THE DIRT TO GO OFF-ROAD EXPLORING!**

Dedicated readers will notice something extra when **TRAIL ZONE** issue #14 (November/December 2007 cover-date) lands in their hands in a fortnight's time -- the new issue boasts an extra eight pages thanks to the arrival of a dedicated adventure bike riding column and adventure riding articles being prepared by Lance Turnley, founder of the soon to be launched **offroadexplorer.com** web site.

Aimed fair and square at the growing ranks of Aussie adventure bike riders, the **offroadexplorer.com** web site promises to fast become a hub for big-distance all-roads adventure bike riders, by providing a source of information on all things adventure-bike related.

"With 37 years of dirt bike riding under my belt and having worked for the country's biggest 4WD magazine for a couple of years, the thought of long distance off-road motorcycle touring had a lot of appeal to me," Lance explains.

"However after doing some online research I found there were no dual-sport motorcycle-specific sites in Australia -- which is where **offroadexplorer.com** enters the picture."

A longtime freelance graphic designer and video/DVD producer who has worked with many leading Aussie dirt bike industry clients, Lance will soon be taking delivery of the first **offroadexplorer.com** Project Bike which will be featured across coming issues of **TRAIL ZONE**: a Kawasaki KLR650.

"For anyone looking to get into adventure bike riding there's no need to spend huge amounts of money," Lance reveals. "We chose the KLR as our first Project Bike because we wanted to show that you can fit-out a bike and tour the back-roads of Australia at a reasonable price."

However, once you've got your bike, this is when the **TRAIL ZONE** Magazine and **offroadexplorer.com** partnership will really kick in.

"You can only fit so much content into a magazine and we really wanted to have our readers experience the rides for themselves," Lance said.

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“So after reading about our ride stories in **TRAIL ZONE** you can go to **offroadexplorer.com** and find contact numbers, links to accommodation and trip notes, then follow the ride yourself. As time goes on **offroadexplorer.com** will become a substantial information resource.

“Our focus is to feature rides out of different capital cities that will take two or three days at an average pace,” Lance continues.

“We want readers of **TRAIL ZONE** and visitors to **offroadexplorer.com** to have the opportunity to enjoy everything this country has to offer the off-road adventure rider.

“On top of that we’ll keep our subscribers informed each month with our Enews on the latest updates There will be no excuse to stay at home!” Lance enthuses.

In **TRAIL ZONE** issue #14, Lance’s adventure bike riding stories kick-off with a feature ride on the famed Bridle Track at Hill End in the old gold mining country of the NSW central tablelands, a test-ride of BMW’s F 650 GS Dakar and the first Off-Road Explorer column.

Ends.

*+For further information:*

*Please contact Lance Turnley on (02) 9544 4669 or (0411) 691 698  
or visit the [offroadexplorer.com](http://offroadexplorer.com) web site, which goes live in late-October*