



NEWS RELEASE
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Lowrider Nationals Draws Urban Car Lifestyle Enthusiasts
It's About Rollin in Lowriders, Dubs, Euros, and Imports
For Pride and Bragging Rights

BAKERSFIELD, July 30, 2008 - The Lowrider Nationals, the premier urban car culture and lifestyle custom car show, live concert, hop competition, rolls-in on **Sunday, August 3, 2008, 11 a.m. to 5 p.m.** at the Kern County Fairgrounds in Bakersfield, California. Car builders, car enthusiasts and music fans from throughout the Southwest and beyond look forward to this show, one of the largest events in Kern County.

Event producers say everyone is welcome to come out and enjoy a day of camaraderie with friends and family. The cars, the concert with A-list artists, the hop contest, girls and guys, music, food and drinks, and the hot model contest, all in park-like setting will make it an event not to miss.



Hundreds of eye-popping lowriders, radical euros, amazing dubs, unique imports, and tricked-out bicycles will feature elaborate displays to compete for over \$20,000 in prizes and the much coveted diamond championship ring. The crowd favorite hopping contest, with some of the best switchmen in the country, will have fans cheering in the grandstands. The beautiful art on wheels along with the hoppers make up the sport that has a long history that is continuously refreshed and enhanced with each new generation.

Hurban, urban and Spanish urbano music will mix it up, live on stage with performances by: Oscar winning, **3 6 Mafia**, the rap duo has the #2 album in the country and multiple platinum and gold albums; **Gemini**, **Mr. Capone-E**, calling himself a sureño rapper, has released over 10 albums that are snapped up by his loyal following; also **Omar Cruz**, **Mr. Criminal**, **Kafani**, **Far East Movement**, and **La La**. Rounding out the line-up will be Grammy nominees, Latin Hip-Hop stars, **Akwid** and more. Hosted by Noe G. and official Lowrider Nationals DJs The Mixaholics.

Lowrider Nationals, Inc. • P.O. Box 31645 • Los Angeles, CA 90031

Tickets are on sale at participating Ritmo Latino and MetroPCS stores. Tickets are \$25 for adults, with one child under 10 free with each paying adult, additional children, eleven years old and older, \$10 each. Parking is \$3. Visit www.LowriderNationals.com or call 323-352-8384, for more information on sponsorships, vendor booths, vehicle and hop registration, and tickets.

Connecting with today's urban Latino consumer via integrated sponsorships are: Dr. Pepper, Budweiser, MetroPCS, Kragen Auto Parts and CFL TV, the urban car culture and lifestyle TV show. Media sponsors are: Hot 94.1 FM, La Caliente 94.6 FM, Pirate Radio 93.1 FM, MAS Magazine, and Bakotopia. Hot Spot sponsors are McMurphy's, Amigos, McGees and Benjamin Green, Attorney at Law.

The annual Lowrider Nationals is an UrbanWorx Entertainment event. The event spotlights the urban car culture and lifestyle that encompasses lowriders, dubs, euros, and imports. It provides a platform for individual car builders, owners, car and bike clubs and sports enthusiasts to showcase their creativity and artistry. The event's producers uphold the car clubs' principles of leadership, sportsmanship and the spirit of team players. This spirit is combined with a family atmosphere to present an event for all ages.

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Photos and interviews available.