

## **FOR IMMEDIATE RELEASE**

Contact: Carl Reidemeister, 860-449-0033 / [carl@xtrememobileadventures.com](mailto:carl@xtrememobileadventures.com)

### **A New Way To Roll: Marketing XTREME MOBILE ADVENTURES**

July 20, 2011, Lyme, CT .... What do you get when you cross a souped-up all-terrain van with a marketing whiz passionate about adventure sports? A rolling billboard! Launched this spring, XTREME MOBILE ADVENTURES offers a new way to advertise for proprietors of all manner of extreme and adventure sports equipment and accessories.

Picture a van...not an ordinary van but a four-wheel drive with interior appointments that would rival any high-end yacht plus a heavy-duty winch; roll-out canopy; solar panel; rugged racks for bikes, kayaks and other toys; diesel furnace; mini kitchen; even a port-o-potty. This is a van an adventure lover could live in...a van that can go just about anyplace on or—better yet—off-road. It's also mighty impressive to anyone not familiar with so-called "overland vehicles," which allow adventurous spirits to explore where they will.

Combine van with Carl Reidemeister, financial advisor, entrepreneur and off-road enthusiast—a self-described "raving fan" of overland vehicles. After years of enjoying numerous four-wheel drive vehicles, Reidemeister purchased a Sportsmobile and spent time with the team at Sportsmobile West in Fresno, CA. He also dreamed up the concept of using the vehicle as a rolling billboard—an alternative to more passive (and usually more expensive) forms of advertising. Thus X-TREME Mobile Adventures was born.

The marketing concept: companies selling extreme and adventure sports products or services purchase different levels of sponsorship with X-TREME Mobile Adventures. Already, sponsors such as Overland Experts, Hi-Lift, MasterPull, Sportsmobile West and even Ashlawn Farms Coffee—which will be making an "Xtreme Blend"—have seen the value of this unique marketing opportunity. A sponsorship entitles companies to logo decals on the outside of the Sportsmobile, exposure on the X-TREME Mobile Adventures website, and—most importantly—sales representatives that attend expos and other events to demonstrate the company's products in person. Actively marketing and cross-selling products in this manner to targeted buyers is a cost effective way for these companies to leverage their marketing dollars. And the Sportsmobile offers a WOW factor that's hard to ignore.

Reidemeister has combined his love for off-road adventure with his sales and marketing skills to create X-TREME Mobile Adventures. The Sportsmobile allows Reidemeister and his sales team to travel to various places, attend shows and expos, and represent the products, services and companies that he believes in...things Carl himself would purchase that are valuable to those who love travel and off-road adventure.

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