

2021



**1st Place Class Champion**  
2019 BITD UTV Pro-Unlimited  
2020 BITD UTV Pro-Unlimited

**MOBBIN**  
RACING

**BFGoodrich**  
Tires

**KMC**  
WHEELS

**NL**

**XPS**

**can-am**

**Mobbin:** [mob-in]

*Adjective*

*“To drive around at excessive speeds for no reason other than fun.”* (urbandictionary.com)

Continuing a long family tradition of desert racing from the 90s, Michael G Isom and his then 15 year old son Kadin Isom started racing together in 2015 for no other reason than to have fun together.

By 2017 Kadin had ventured into the film and broadcasting scene and was no longer available to navigate alongside of Michael. As a result, Michael built a new Can-Am Maverick XS race UTV and began to dominate the Pro Unlimited class.

Mobbin Racing is proud to be part of the desert racing community.





# Michael G Isom

Team owner & driver of the 2901 Mobbin Race UTV and Founder of Vault AIS™

Michael grew up with the hot, dry So. Utah desert sand flowing through his veins. As a child, his passion for the desert was only satisfied by his urge to race within its unforgiving depths. Starting in BMX style racing, Michael soon moved to motorized dirt-bikes where he competed professionally in the 90s.

The lessons learned in desert racing have fueled Michael to dedicate his life to empowering conversations around production and protection. He passionately believes that we are living during the most extraordinary time in human history.

In addition to Mobbin Racing, Michael built the financial firm Vault AIS™ to help clients understand and leverage the principles underlying economic forces at play.

Entrepreneurs are going to create more wealth for themselves and society over the next decade than we did during the entire 20th century.

Co-Author of “What Would The Rockefellers Do”, Michael speaks across the country inspiring desert racers, business owners, and professionals on the AIS Triangle™. A unique system to pay less in tax, safeguard money, access that money along the way, earn interest versus paying it, ensuring money survives from one generation to the other, and simplifying personal finance.

# Performance:

Outstanding performance in the '17, '18, '19, & '20 seasons have propelled the Mobbin team to victories on and off the race course. With strong podium finishes, Mobbin secured **1st place “Class Champions”** in 2019 & 2020 seasons.

### 2018: (2nd place in the Pro Unlimited Class)

4th	Parker 250	BITD
3rd	Mint 400	BITD
3rd	Silver State 300	BITD
2nd	Pro UTV World Championships	BITD
1st	Vegas to Reno	BITD
4th	Laughlin Desert Classic	BITD
2nd	Pahrump Nugget “250”	BITD

### 2019: (1st Place Class Champion in the Pro Unlimited Class)

1st	Parker 250	BITD
11th	Mint 400	BITD
2nd	UTV World Championship	BITD
1st	Silver State 300	BITD
1st	Vegas to Reno	BITD
1st	Laughlin Desert Classic	BITD

### 2020: (1st Place Class Champion in the Pro Unlimited Class)

1st	Parker 250	BITD
1st	Laughlin Desert Classic	BITD
3st	Silver State 300	BITD
4st	Vegas to Reno	BITD
3st	Glen Helen	BITD
2nd	Blue Water Desert Challenge	BITD

**2020 1st Place Class Champion BITD UTV Pro Unlimited.**



## Schedule:

Michael Isom and Mobbin Racing will be defending the “Class Champion” title in the 2021 Best in the Desert (BITD) race series as well as The Mint 400.

### 2021 Schedule:

February 18-21	BITD Parker 250	Parker, AZ
March 3-7	The MINT 400	Las Vegas, NV
March 24-28	BITD UTV Legends Championship	Laughlin, NV
April 29-May 2	BITD Silver State 300	Alamo, NV
August 11-15	BITD Vegas to Reno	Las Vegas, NV
November 4-7	BITD BlueWater Desert Challenge	Parker, AZ





## Sponsorship:

Sponsoring Mobbin Racing has more than just a race day only benefits!

Over the past 12 months, Mobbin's media efforts engaged over 11,400 minutes of viewer engagement. This means our sponsors were seen, re-seen, and placed prominently in front of some of the most influential buyers available. Sponsors are proudly displayed on our 2901 race UTV, truck, trailer, shirts, artwork, as well as media.

There are several sponsorship packages available for the 2021 race season.

With a full racing schedule, our sponsors are sure to be seen on and off the race course with fresh and inspiring content.



## Partnership:

We are honored and proud to represent some of the most iconic brands in off-road culture. With a heavy emphasis on “racing around having fun.”

Our podium finishes are more meaningful to our fans and more profitable to our partners. Off the race track, our media and lifestyle build rapport and our partners are, in our fans’ eyes, proven brands who dominate off-road racing, while enabling the Mobbin heartbeat. IE: FUN!





A white and yellow Can-Am off-road vehicle is shown driving on a rocky, uneven terrain. The vehicle has a roll-over protection structure and is equipped with large, knobby tires. The number '2901' is prominently displayed on a red banner on the side. Various sponsor logos are visible, including 'Can-am', 'MOBBIN XPS', 'BFGoodrich', 'KMC', and 'UNION'. The background consists of a dense field of large, light-colored rocks.

## Contact:

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