July16, 2018

Lucerna Hotels & Resorts partners with SCORE International as Title Sponsor for the Tijuana 22nd SCORE Desert Challenge

Lucerna Hotels & Resorts group also the "Official Hotel" of the SCORE Baja 1000 and the SCORE World Desert Championship

Tijuana, Baja California, Mexico — SCORE International is excited to announce the partnership with the Lucerna Hotels & Resorts group, as the Title Sponsor of the Tijuana 22nd SCORE Desert Challenge taking place September 19-23**!** This year's SCORE Desert Challenge race format will consist of two laps each day of approximately 40 miles each for each session, totaling 160 race miles and four total laps, starting and finishing at Rancho Casian in Southeast Tijuana.

The Lucerna Hotel will serve as SCORE International's race headquarters and is located at the beginning of the race contingency row area on the Paseo De Los Heroes in Tijuana. The Hotel will also serve as the race registration, driver meeting and awards ceremony location for these event functions. This unique SCORE race will now be known as the Lucerna Hotel & Resort Tijuana 22nd SCORE Desert Challenge. In addition, The Lucerna Tower Hotel now open in Ensenada will also act as the SCORE World Desert Championship "Official Hotel" for all SCORE International Ensenada race events.

The Tijuana Tourism and Convention Committee in coordination with "SCORE International" and participating Hotels, Restaurants and Shops in Tijuana are inviting all of the racers and their teams as well as sponsors participating in the "Lucerna Hotels e Resorts Score Tijuana 22nd Desert Challenge" to come and enjoy their stay and take advantage of all of the great discounts, special prices and promotions that the Tijuana Discount Card (TDC) will offer.

The TDC, which will be given free, will include discounts up to 15% at participating hotels, restaurants and shops and will be valid until summer of next year.

For reservations call:
Ask for the "SCORE Desert Challenge" rate.
Mexico 01 800 02 66 300
USA 1 800 5823762

SCOREscope

Below is the four-race 2018 SCORE World Desert Championship schedule. For the third consecutive year all four races are being held in Baja California, Mexico. Here is the complete 2018 SCORE World Desert Championship schedule:

- 32nd SCORE San Felipe 250, April 4-April 8, San Felipe, Mexico
- 50th BFGoodrich Tires SCORE Baja 500, May 30-June 3, Ensenada Mexico
- Tijuana 22nd SCORE Desert Challenge, Sept. 19-23, Tijuana, Mexico
- 51st SCORE Baja 1000, Nov.14-18, Ensenada, Mexico

SCORE SPONSORS…

Official SCORE Sponsors: BFGoodrich Tires - Official Tire and official race title sponsor, Monster Energy - Official Energy Drink, King Shocks - Official Shock Absorber, Polaris *RZR* - Official UTV, RACELINE Wheels - Official Wheel, VP Racing Fuels - Official Fuel, Lucerna Hotels & Resorts group - Official Hotel, Wide Open Excursions - Official Arrive and Drive Company, Crystal Bay Casino-Official Casino.

SCORE Official Partners: PCI Race Radios, 4 Wheel Parts, The Satellite Phone Store, Satellite Del Norte

.

Additional SCORE Associate Partners: Proturismo Ensenada, Baja California Secretary of Tourism, Baja California Sur State Government, Baja California Sur Secretary of Tourism, Mexicali Ayuntamiento, COTUCO Mexicali/San Felipe, Cruz Roja Mexicana, Corporate Helicopters, McKenzie's Performance Products, Advanced Color Graphics.

Lucerna Hotel & Resort Tijuana SCORE Desert Challenge Special Partners: XXII Ayuntamiento de Tijuana, Baja California State Secretary of Tourism, Comite de Turismo and Convenciones, Comite de Marcadotecnia Turistica, Asociacion de Hoteles del Noroeste.

For more information regarding SCORE, visit the official website of the SCORE World Desert Championship at ***www.SCOREInternational.com***.

SCORE MARKETING & SALES CONTACT: Jim Ryan, Jim@SCORE-International.com
SCORE MEDIA CONTACT: Dominic Clark, dominiccnv@aol.com