NOMINEE: Beau Baron is the definition of a ‘triple threat’—a successful racer in all three disciplines of Moto, ATV, and UTV. Beau started racing MX at 13, and quickly moved through the Amateur ranks, turning Pro at 17. He held an AMA Pro MX license for 14 years, and has been a Honda durability test rider for many years. A man of many accomplishments, it’s Beau’s Impact in the sport of ATV that has earned him a spot on this list. Beau rode his first ATV Pro race in 2007. He won his first WORCS Pro ATV Championship in 2009, following that up with championships in 2012, 2013, 2014, 2016, and 2017. Add in two WORCS SxS Pro Championships, and Beau is now the winnigest driver in WORCS history.

Ricky Brabec has wanted to ride motorcycles since as far back as he can remember. “I always raced BMX and jumped bicycles, and had a dirt bike around,” says Ricky, ‘I was introduced to desert racing in 2007 and immediately became addicted and knew I wanted to succeed in it.” And succeed he has. Ricky has won the SCORE Baja 1000, National Hair and Hound Assn (NHHA) Championship, and the Best in the Desert Championship. He signed up for his first Dakar Rally at just 24 years of age, and finished in the Top 10 overall. In 2015 Ricky suffered a race injury, breaking his neck. He came back stronger than ever, and has won another NHHA Championship, the Donors Rally, and Vegas to Reno.

Colton Haaker has an impressive list accomplishments on a motorcycle, competing in the United States and Internationally. He is the 2016 and 2017 FIM SuperEnduro World Champion, and 2016 AMA EnduroCross National Champion. Colton also won the 2017 three-stage Ultra4 King of the Motos. It was his second King of the Motos victory in three years. In a true show of sportsmanship, Colton and several other competitors put their own race aspirations aside, stopping on course to help injured rider Taylor Robert. Colton is also a pioneer in the new X Games sport of Snow BikeCross (think motocross bike meets snowmobile), finishing second at the event’s 2017 debut in Aspen.

Kristen Matlock is a five-time ATV champion. She moved to the highly competitive world of UTV racing in 2016. Her first race in a UTV was the 2016 UTV World Championship where she placed 3rd overall. She took 2nd place at the 2016 Mint 400, 3rd place at the Baja 500, and finished the year out “ironwomaning” the 2016 Baja 1000 with a 2nd place finish. In 2017, she placed 2nd at the Mint 400, and won her class at both Vegas to Reno and the SCORE Tijuana Desert Challenge. Kristen is an ambassador for female drivers, demonstrating that a woman can compete at the highest levels with drive, determination, and the right opportunity. She has accomplished all this while being a wife, mother of two boys, and a home school teacher.

Taylor Robert has made quite an Impact in the sport of motorcycle racing, both in the United States and abroad. In 2016 he was the overall winner of the International Six-Days Enduro, on the team that took the first U.S. World Team Trophy victory in the history of the event. Early in 2017, Taylor was severely injured in an accident during the King of the Motos. He suffered multiple injuries, requiring several surgeries, an extended hospital stay, and a long road to recovery. Taylor’s determination to compete again has served him well. Since his return, he has earned a class victory at the ISDE race in France, and three consecutive victories in the Rocky Mountain ATV MC WORCS Series. Welcome back, Taylor!