

# For Immediate Release

Contact: Kiki Haas [kahaas@libertywaves.com](mailto:kahaas@libertywaves.com)  
607.760.7788



## 10 Great Outcomes of A Pioneering Feat

In Fall 2009, headlines talked about BMW's new American Superbike. Pro AMA Road Race Team, Liberty Waves Racing (LWR), took it very seriously and, along with the rest of the market, anxiously awaited the arrival of the new S1000RR. LWR approached motorcycle enthusiast, John Landstrom, who owns Blue Moon Cycle, a BMW Motorrad dealership out of Norcross Georgia. Known for classic and vintage bikes, and racing (vintage sidecars), it seemed like a natural fit. Who better entice with the chance to make history?

Other teams were deterred by BMW's choice to bypass the AMA Pro Road Race 2010 season, but Blue Moon Liberty Waves held firm to the notion that the BMW American Superbike compete in AMA Superbike. They paved the way for three additional BMW racers to compete in the series.



Pinson and John Landstrom Daytona Mar 2010

When the 2010 Season opened at Daytona International Speedway (DIS), the team was the first since the mid '80's to bring a BMW to an AMA pro main Superbike grid. Rider, Eric Pinson, piloted the #2 bike through two top 20 finishes in the American Superbike double header. Only 8 days passed between the time of the bike's departure from Blue Moon's showroom floor in Norcross, Georgia and its first race laps around DIS's steep banking on March 4. Aside from an oil change, the only modifications performed on the bike were those required to pass AMA Pro Racing's technical guidelines and requirements. The team ran a bone stock machine in the elite class that produced international race heroes Nicky Hayden, Ben Spies and Mat Mladin.

From Daytona, the team continued on to the four consecutive AMA rounds (Auto Club, Road Atlanta, Infineon, Road America and MidOhio). They carried a strong presence in the AMA paddock and made headway in several areas. These great outcomes were made possible in large part to the team's sponsors and partners who continue to inspire the team to go faster.

### #10 Public Outreach for Motorcycle Safety

In the spirit of sponsor Dairyland Cycle Insurance's corporate citizenry and role as a sentry for protecting the well being of motorcycle riders, LWR participated in the Ft. Gillem Motorcycle Safety Rally in Forest Park, Georgia. Rider, Eric Pinson was on hand to chat with attendees and share examples of safety equipment. He explained the advantages of a plain white helmet being visible to motorists and what features to look for in leathers, gloves and boots to ward off common preventable injuries. His white Arai helmet and Heroic Racing Apparel suits served as excellent examples.

### #9 Helped American Small Businesses

For Blue Moon Cycle, AMA Superbike class exposure spurred S1000RR sales. The Team's industry partners (Vortex, GPR, RaceTech and HMF exhaust) developed product lines to serve the growing S1000RR community – as well as boost the #2 bike's competitiveness among the country's elite in motorcycle racing. Other longstanding partners included Royal Purple, DID Chains, EBC Brake Pads, CRG levers and Woodcraft.



Pinson On S1000RR at Infineon, May 2010

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### **#8 Built Awareness To Serve US Troops-Cell Phones For Soldiers Program**

Liberty Tax Service stepped up to support the team's opening races and used LWR's paddock presence as a means to promote their premier partnership with the Cell Phones For Soldiers program. LWR issued pre-event press releases to encourage fans to bring their old and un-used cell phones to upcoming races and drop in the donation box in the team's pit. The team's fan greeting station distributed hundreds of mail-in envelopes which, in the end, enabled hundreds of soldiers serving overseas to reconnect with the voices of their loved ones.



Team Blue Moon Liberty Waves, Daytona March 2010

### **#7 Connected With Fans**

Through five rounds of AMA competition and several special appearances, LWR distributed thousands of branded promotional items including free T-shirts, cups, stickers, kick-stand pucks, foam Statue of Liberty crowns, key chains, brochures and magazines. Rider, Eric Pinson, signed thousands of autographs and typically gained dozens of Facebook friend requests after each event.

### **#6 Ambassador of Sport & Sportsmanship**

LWR forged an opportunity for Argentina rider, Matias Cassano, to compete in AMA Top Gun Event at VIR and coordinated resource-sharing with other privateer teams to leverage costs associated with transportation, credentialed manpower and race parts/supplies.

### **#5 Strengthened Web Presence**

Packed the team website full of S1000RR imagery and updated after each event with race highlights and lots of photos of fans and their BMWs. We started a team Facebook page and made frequent contributions to other Facebook pages including Blue Moon Cycle's and the S1000RR's. On the S1000RR Forum, our photo album in the Forum gallery has had 80,000 views since May 2010.

### **#4 Gained Super Media Coverage**

*On The Throttle's* Race 1 grid interview with Pinson was posted on Roadracingworld.com. LWR received some great TV coverage in both name and action footage. Road Atlanta clip was included on SPEED's special on crashing. Photo of Eric Pinson on bike #2 running in 8<sup>th</sup> place was printed in the May issue of *Roadracing World* and May issue of BMW RA publication, *On The Level*, printed a picture and short article about the team's historic Daytona debut.

### **#3 Gained Data & Insights - Education**

LWR crew and technicians gathered valuable data on performance specs and race settings for 7 different tracks. Interfacing with institutions such as DeKalb Technical College's Department of Motorcycle Service Technology and MMI in Deer Valley, Arizona helped expose instructors and students to the special features of the S1000RR.

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Pinson On S1000RR at Auto Club, Mar 2010



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## **#2 Increased Skill and Competitiveness**

In a field filled with monsters, rock stars, giants and armies, LWR demonstrated that passion and commitment can overcome challenges. The team qualified for 5 rounds, posted 7 Superbike finishes and, in front of the home town crowd at Road Atlanta, showed the ability to be a top 10 contender when Pinson rocketed into 8<sup>th</sup> position after a red-flag restart. Since June, the team has strengthened a relationship with The Mid Ohio School and Pinson has been invited as a guest instructor for their active calendar of events.

## **#1 Blue Moon & BMW Spirit**

The most fulfilling aspect of the 2010 season, however, has been getting to know the BMW community. A staunchly loyal group, one can't help but admire the connection BMW owners have with their machines. While volunteering at the World Superbike May round in Tooele, Utah, we were able to observe Team BMW's garage in action, spend quality time with all the great folks who represented BMW RA, and share a beer with Troy Corser at the weekend's closing party. A festive Corser asked if we knew his good friend, "The Legend" Scott Russell, and already knowing us, Russell introduced Corser to us as "The King" and dubbed Pinson a Prince in the process.

Affiliation with Blue Moon Cycle, has given LWR an appreciation for the rich history and heritage BMW offers the motorcycling world. While as a race team, we are consumed with rocketing into the future, connecting with BMW has anchored an appreciation for longevity and excellence – qualities that lead to epic victories.

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## **About LWR**

2010 marks LWR's fourth season on the pro AMA roadrace circuit. -- the premier professional motorcycle racing organization in North America. Having competed in 600cc bike classes for three complete seasons and earned the 2009 championship bronze medal in the AMA endurance class (Moto GT1), LWR stepped up to the challenge of 1000cc American Superbike for 2010. In going head-to-head with the nation's best field of riders and machines, LWR is dedicated to elevating the level of professionalism for both on and off-track activities. [www.libertywaves.com](http://www.libertywaves.com)

## **About AMA**

AMA Pro Racing is the premier professional motorcycle racing organization in North America. AMA operates a full schedule of events and championships for a variety of motorcycle disciplines. Race events are at tracks all across the country, from Daytona International Speedway in Florida to Mazda Speedway Laguna Seca in Monterey California. AMA Pro Racing draws top riders from around the world. 40,000 plus spectators typically attend AMA race weekends and road race courses are in scenic settings that allow viewers the freedom to roam around and catch the race action at different vantage points. Tracks are 2-4 miles of curves, swoops and straight-aways. Riders accelerate to speeds of nearly 200 miles per hour with only a leather suit to protect them if things don't go according to plan. To learn more, go to <http://www.amapracing.com/about/>

