

7 Great Moments of A Pioneering Season

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 four additional BMW racers to compete in the series.

Blue Moon Liberty Waves lived the dream and made it to 6 consecutive rounds of AMA racing (Daytona, Auto Club, Road Atlanta, Infineon, Road America and MidOhio). Here a few of the more memorable moments:



Pinson and John Landstrom Daytona Mar 2010

#7 The Historic Daytona Debut

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 (15th and 19th) in the event's 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. 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 including Nicky Hayden, Ben Spies and Mat Mladin.

#6 Heroic Come Back From Road Atlanta Mayhem

The home-town event was greeted by pre-event bike nights and parties. A dramatic weekend of racing followed. In Saturday's race, Pinson waged a strong charge from the back row of the grid and gained several positions. A red-flag halted the race and on the restart, Pinson rocketed into the top 10 and hung with the race leaders for a few laps until the turn 12 gravel pit sucked him out of the race. The crew worked hard over the night to make the bike race-ready for Sunday. The cold track of the morning warm-up did not make for ideal testing conditions and a mishap sent the crew scrambling to perform additional repairs to make the afternoon race. The field took their grid positions just a few hours later complete with Pinson at the rear. He was undeterred by the loss of his race/GP shifting he was accustomed to and set forth with conventional shifting. He prevailed and posted his best finish of the season--13th.

#5 Rock Star Reception at MMI, Deer Valley, Arizona

On route to Sonoma, California for the Infineon round, our travels took us by the Motorcycle Mechanic Institute in Arizona for a brief visit. Hundreds of students spilled out of all the lab garages (Suzuki, Yamaha, Honda, H-D,...etc) to catch a glimpse of our S1000RR race machine rolling from the transporter into the school's BMW bay.



Pinson on the S1000RR at Infineon May 2010

#4 Coffee and Bloody Marys with the 6:00am Bear Regulars, San Jose, California

Pre-Infineon race preps required a stop at San Jose BMW the morning after our MMI visit for a quick computer diagnostic. Killing time between our dawn arrival and morning meet-up with the SanJose BMW folks, we nestled our 40' race transporter in a quiet parking lot a block away. We didn't expect to be greeted by a bartender opening up for the morning regulars. He offered a pot of fresh-brewed coffee. Needless to say, we took him up on it. When the big boss arrived a little miffed about the strange truck in his parking lot, we switched to bloody marys. This alleviated all agitation and made for a fun time.



Pinson On S1000RR at Auto Club, Mar 2010

#3 BMW Extravaganza at World Superbike, Miller Motorsports Park, Tooele, Utah

While volunteering at the World Superbike round over Memorial Day Weekend, we observed Team BMW's garage in action. It was quite a sight – 30 people operating in a small area with precision calm...with the possible exception of when rider #11, Troy Corser crashed during super pole and stole a dirt bike to get back to the garage and retrieve his backup bike. Away from the paddock, we spent quality time with all the great folks who represented BMW RA and met BMW riders from all over the country who came to their pizza party. The weekend was capped by sharing a beer with Troy Corser at the event'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 the Prince in the process.

#2 Road America's Black Tail Section

Racing always presents its set of challenges and occasionally requires creative means of resourcefulness. Such was the case at the Road America round when the #2 bike's tail section was destroyed in the Saturday race mishap. Race fan and S1000RR owner, Dan Texter, had just run his track-prepped S1 in the track days leading into the AMA weekend. He stepped up and lent us his tail section which allowed us to compete in Sunday's race.

#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. This was evident in the dozens of BMW owners who approached us at races throughout the season. Additionally, 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.

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