

RACE EVENT RECAP
AMA PRO RACING, AMERICAN SUPERBIKE



DAYTONA INTERNATIONAL SPEEDWAY
March 10-12

GO4one

Making It Possible

Partners & Support



DeKalb Technical Institute
Motorcycle Service Technology

Event Sponsor



New Sponsor



Provided new silicone hoses



Pioneers Unite To Take On Daytona AMA American Superbike 2011 Season Opener - To Show How Less Is More

New York, New York, March 24, 2011: Liberty Waves Racing, the team that pioneered the BMW S1000RR's entry in AMA Pro Racing American Superbike competition, is pleased to announce its new partnership with Braille Battery, a pioneer of a complete line of lightweight battery systems for the transportation market. The two entities united for the 2011 AMA Pro Racing Season Kick-Off at Daytona International Speedway March 10-12 and ran bike #41 in the American Superbike Class Doubleheader. Under new team name Go4one Braille Battery, they raced the same BMW S1000RR that brought BMW back to AMA Superbike competition a year ago at Daytona, only this year the bike is equipped with a 2.5 pound Lithium Braille Battery replacing the stock 7 pound battery.

"We are extremely excited to make our product debut in AMA Superbike as part of the Liberty Waves' initiative Go4one" states Braille Battery founder, Blake Fuller. "Having been part of three recent historical wins at Daytona (including last month's 500 winner Trevor Bayne) the opportunity to enter the motorcycle race market with a group as passionate and driven as this one is simply an opportunity we couldn't resist."

Go4one team manager, Kirsten Haas described the partnership with Braille Battery as a great fit with the team's lean mean strategy for the 2011 season. "Season preparations included researching ways to trim weight from the rider-machine combination and led us to Braille Battery who mirrors our passion for racing and our approach to do more with less." Rider, Eric Pinson adds, "My off season training in Binghamton, New York with the hard core members of the Square Deal Riders had me riding in the gnarliest environment imaginable. Ripping through mud, slush and ice gets you conditioned for about anything." Square Deal Riders is one of the country's oldest motorcycle riding clubs and was AMA's Club of the Year in 2009.

In Race 1, Pinson piloted the Go4one Braille Battery machine through two rocketing starts that propelled him from 21st position on the grid to an exciting battle against three other competitors to capture the 15th place finish. With no pre-season testing and development, less than 5 laps going into the Friday morning qualifier, Pinson advanced from the bottom of the field to mid pack and repeated his previous year demonstration of the BMW S1000 RR's ability to hang with the country's most elite race machines – even with the bike's electronic system limiting him to a maximum speed of 187mph. "We knew that we had a disadvantage to the rest of the field, but chose to focus on our strengths versus weaknesses. The reduced weight from the Braille Lithium Battery helped with the bike's handling and enabled me to gain ground on the infield sections of the track, have a great race and finish strong."

Joining Braille Battery as a new team member is Samco Sport who provided new silicone hoses to allow the bike to run cooler. Returning team partners for Go4one's season opener include GPR Stabilizers, Arai, RaceTech, Royal Purple, Vortex, EBC, DID Chains, HMF Exhaust, Heroic Racing Apparel, DeKalb Tech Motorcycle Service Technology Program and Blue Moon Cycle BMW.



About Braille Battery

Utilizing racing technology and innovative design, Braille is recognized for developing the world's first automotive lithium starting battery and offers exclusive lines of carbon fiber, lithium-ion and advanced material batteries. Braille offers premium original equipment for both two and four wheels. Braille Battery was founded by Blake Fuller who has a history as a successful racer and engineer who recognized an opportunity tied to excessive weight of batteries. He set theories to action and from that, Braille Battery was born. The company name reflects the concept that the advantage of weight reduction in racing is more often felt and not seen – that is until your machine takes the checkered flag before the rest of the field. Braille Battery is a supplier to factory and professional teams in F1, NASCAR, American LaMans, Grand Am, Indy Car, NHRA and all levels of competition.

About Team Go4one / LWR

The team enters its 5th consecutive season in the AMA Pro Superbike Series and returns to competition #41 for the premier class of American Superbike (ASBK). The team's new name, Go4one, conveys the team's enterprising spirit, bike number, directive for sponsor products/services and a means to inspire fans to chase their big audacious goals. Previously known as Liberty Waves, the team has grown and showed progressive results each year. The team's integrated promotional program inspires and energizes a growing fan base to sell products and services — on and off the track.

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Results – Snapshot

Qualified:	21 st out of 24
Race 1:	15
Race 2:	DNF - Mechanical

Bike Prep: Port Orange, Florida



Pinson gets advice from Austin Britton



Pinson - phones more experts



Help arrives! Jim Hovanec flies in from Ithaca, NY



Shane Applegate installs new Samco hoses



Pinson 's hand at some minor adjustments



Installing the new Braille Lithium Battery



Neighborhood test ride



Reconstructing the race machine



The Transformation to The Braille Battery Race Bike



Show Time!

Race 1 Grid:

Go4one Team
Left to Right;
Craig Wix, Jr,
Kirsten Haas,
Eric Pinson
Ursula & Keith
Shane Applegate



Race 1, March 11 – Anxious for Start & Waiting out Red Flag



Race 1
Photos on AMA Pro
Racing Race Gallery

Pinson in the pack
going into turn 1





Race 1, March 11 –
Great action & racing on
the wall;

Pinson gives thumbs up in
cool down lap

Finished 15th



Photo courtesy of speedtv.com



Exciting Close Racing; Photo posted on SPEED TV's website in mid March '11
Bike appeared in SPEED coverage in both races; briefly in Race 1 and during pre-race grid coverage of Race 2, crew and bike appeared for 20 seconds+.



Race 2 Grid:

Go4one Team
Left to Right;
Jim Hovanec
Shane Applegate
Kirsten Haas
Eric Pinson
Craig Wix, Jr,



Race 2, March 12 –

Mechanical issue took Pinson out of the running early in the race

People Powering Initiative GO4one

Thank you

The Successful Team Go4one debut at Daytona Int'l Speedway was made possible by a growing contingent of amazing people. Their collective spirit, wisdom, patience and generosity fueled this effort and set the path for pursuits of greater audacious goals.



Row 1 left to right: Austin Britton; Richard McCart; Shane Applegate; Jim Hovanec, Robert Craig Wix, Jr; Square Deal Riders Club; Ray Ferreira; Blake Fuller
Row 2: Brenda Haas; David Brock; Red Underhill; Gary Gallagher; Matthew Haas; Jamie Spinks, Ned Heidle; Russ Proctor; Paul Schwemmer
Row 3: Rob & DeAnna Adcock; Hunter; Jennifer Burchardt; Jen's dad; Ave Applegate; Will Guyan; Eric Barrows; Jason Parker; Jerry (top); Mike & Gracie Day
Row 4: Tom, the Harley riding Volunteer fireman; Eric Trax; Al Luddington; Dawn Holgate & Mike Freeland
Row 5: Tom Cutter; John Landstrom; Ila & Ralph Norman, Mike Sachs



The Conception of Go4one

When LWR's season was cut short in July 2010, the team worked hard to line up a long list of prospects and partners for 2011. The team's proposition statement was revised to address prospect concerns over the uncertainties of the economy and the team formulated strategies to make direct positive impacts on target distribution channels and sales. Interest was generated but, like so many other teams, we struggled with the reality that our sport is limited in its impact and appeal to US audiences. We had to focus beyond our little world of motorcycle road racing – and towards a much larger and compelling picture.

In November, we moved to upstate NY to help care for Kirsten's mother who was recovering from knee replacement surgery. We reached out to the Square Deal Riders and volunteered for their mud / snow winter scramble series. We connected several of our long term partners to become sponsors of this exciting regional series and helped generate \$25,000 in products and discount coupons to be passed on to these hometown heroes. Most importantly, we had the privilege to spend time with some of the most passionate and committed competitors we've ever met who endured riding in sub-zero temperatures and the slickest, gloppiest muck imaginable. They inspired us and breathed new life and energy into our racing pursuits.

Being around these and other two-wheel enthusiasts over the last 6 months has given rise to a new direction for Liberty Waves – summarized as initiative Go4one. It is a movement to inspire people to rise above challenges that make them quit and/or avoid trying new things AND empower them to press forward and reap the rewards that come with the Go4one journey.

While we all endeavor to win, today's times require reflection on what winning really means. Winning is generally defined as finishing first and capturing gold – In Ricky Bobby's famous words, "If you're not first, you're last". But, a lot goes into winning. It requires time, passion, commitment, money, means and a willingness to take on risk. And while we all may not be "wired" to win because of limitations in time, money, means and the risks involved, there is much to be gained simply from the pursuit of the win – the pursuit of the dream and audacious goals.

In our case, we've found ourselves building a family – a community of people that love racing; all types of racing and the celebrations that come with victories and the mourning with defeats. It is our intention to inspire individuals to engage their inner fire and experience all the gains that come from their Go4one pursuits.

Go4one Journey To Daytona: No Risk, No Reward

We signed up for Daytona despite the lack of commitment from the handful of prospects that were considering our proposition. Timing failed to work in our favor and as February turned to March we made the conscious decision to race on a sum less than \$5,000.

As we began our journey south from upstate NY, we stopped in an Irish pub in Scranton, PA and had a Guinness Stout with the kiss of God. Within 5 minutes, we received a phone call from Braille Battery's president, Blake Fuller with a commitment to back us for Daytona.

Three days later, we caught a ride with a volunteer fireman from Long Island named Tom heading down to Daytona for bike week. His cherry red H-D was loaded in the back of his Dodge Ram and he was anxious to cruise it among the other Harleys at bike week festivities. He wasn't able to attend the race because he had to return to NY for the St. Baldrick's Foundation annual head-shaving event – a charity for helping kids deal with cancer treatments.

We arrived in Daytona on a balmy Saturday afternoon and stayed with second cousin Richard whose house was 6 miles away from the track. He fed us cereal with fresh strawberries and bananas every morning and served as our chauffeur. After church, we connected with our buddy David Brock at AMA Pro Racing's garage to retrieve our race bike. We had turned it over to AMA to fulfill our Third Party Homologation Agreement in making the BMW S1000RR legal to race in 2010. While other teams used the off season for development, our bike sat in storage as a reference bike.

The next morning, we disguised the bike the best we could to make it look street legal and rode it 4 miles south to the race shop of Austin Britton – who races a Lotus EP Super 7 and had just returned from a victorious weekend at Roebing Road. Bike preparations ensued for the next 3 days with assistance from our volunteer crew.

Wednesday evening, we rendezvoused with Braille Battery's Ray Ferreira and Blake Fuller at the track. They delivered the Braille Battery trailer to serve as our paddock HQ – with the extra bonus of a hybrid Nissan race car to have part of our paddock display.

Thursday rain delays allowed us to render the final touches on the bike graphics and make it look stunning. Our first outing on the track was cut short by the need for a few mechanical adjustments. The day ended early and permitted a chance to go to the beach and catch a beautiful sunset.

Friday highlights, aside from successfully qualifying and racing in the American Superbike race, included nice chats with Red Underhill, who seemed impressed by our efforts.

Our race weekend was capped with the chance to connect with friends like Will Guyan of BMW RA and with photographer, Eric Barrows who transported half of our equipment back to Georgia. We spent time watching the drama of the Daytona 200 with Georgia friends Rob and DeAnna Adcock and meet other fans. New friends from Georgia, WERA riders Dawn Holgate & Mike Freeland, transported the other half of our race gear to our home base. Braille Battery is displaying the bike in conjunction with Florida appearances throughout the month of March.

Efforts are underway to clarify our plans for the rest of the season.



Upcoming Motorcycle Road Races

2. May 13 – 15 Infineon Raceway, *Sonoma, California*
3. May 28 – 30 Miller Motorsports Park, *Tooele, Utah* * with WSBK
4. June 3 – 5 Road America, *Elkhart Lake, Wisconsin*
5. June 17-19 Barber Motorsports Park, *Birmingham, Alabama*
6. July 8 – 10 Mid Ohio Sports Course, *Lexington, Ohio*
7. July 22 – 24 Laguna Mazda Speedway, *Monterey, California* with MotoGP
8. Aug 12 – 14 Virginia Int'l Raceway, *Alton, Virginia*
9. Sep 2 – 4 New Jersey Motorsports Park, *Millville, New Jersey*

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