

MOTOAMERICA AND THE AMA The Future Of Road Racing Is Now

In April, I received a letter from three-time MotoGP champion and two-time AMA Superbike Champion Wayne Rainey. Wayne, a member of the AMA Motorcycle Hall of Fame, was writing to me in my capacity as president of FIM North America on behalf of a partnership he is part of called the KRAVE Group. He was seeking sanctioning from FIM North America to establish a continental motorcycle road racing series with events in the United States and possibly Canada.

This was a reasonable inquiry. FIM North America is the North American continental union of the Fédération Internationale de Motocyclisme, the international body for motorcycle sport of which the AMA is a member federation. The AMA makes up FIM North America along with Canada's FIM member federation, the Canadian Motorcycle Association. In addition to my role as president and CEO of the AMA, one of my responsibilities for the last four years has been to serve as FIM North America president. My term ends this month when the presidency will rotate to my counterpart at the CMA.

In order for an event or series to be sanctioned by FIM North America, it must first be sanctioned by the AMA or CMA. This requirement is intended to ensure that the continental unions provide support for, rather than compete with, their member federations. However, because the rights to AMA professional road racing had been sold by the AMA to the Daytona Motorsports Group in 2008, the AMA—and, therefore, FIM North America—could not grant a sanction to the KRAVE Group without getting the consent of DMG.

When I presented the idea of FIM North America sanctioning a continental road racing championship to DMG, they were understandably resistant. DMG was running the AMA-branded professional road racing series in the United States, and a North American continental championship series would have been a competitor. I explained that because my term as president of the continental union would expire soon, my ability to influence whether FIM North America would sanction the KRAVE Group's series

would also diminish greatly. Further, if FIM North America agreed to sanction the new series during my term, we would be in a better position to minimize the impact on DMG's series calendar. I also expressed a concern that the FIM might circumvent its North American continental union and its member federations and sanction such a series directly—because this has already been done in Europe and Asia.

DMG has faced many challenges since it took control of the professional road racing series in 2008, and a competing series was the last thing they needed. The best thing for DMG, the KRAVE Group, the AMA, the FIM, and the riders, teams and

develop an enforcement, appeal and rider-licensing procedure. The AMA will be responsible for issuing professional road racing licenses for the series. Class champions in the series will earn AMA national No. 1 plates.

MotoAmerica, with the consultation of the AMA, will develop the classes, the rules of competition and event procedures. While details of the rulebook were still in development when this issue went to print, classes and event procedures will conform to prevailing international standards. The group also will sell sponsorships, develop other commercial relationships for the series, secure tracks, create the calendar, process crew and media credentials, and have responsibility for fan engagement.

DMG, which has operated the series for the last seven years, is no longer going to be involved in the series.

Many times in this space you've read about the importance of your membership to the AMA. Membership is the fuel that drives the success of your association. More members provide for a stronger AMA, and a stronger AMA is in a better position to protect motorcyclists' freedoms.

That goal was our guiding light as we worked with the KRAVE Group to structure the sanctioning agreement

for MotoAmerica. Codified in the arrangement is the AMA's responsibility to issue professional road-racing licenses for the series. This empowers the AMA to establish a clear path for the amateur motorcycle road racer to the pro ranks. Done correctly and with the support of the sport's stakeholders, this strategy will facilitate the growth of a robust grass-roots amateur road-racing program, allowing us to focus on the present, and future, of the thousands of amateur racers who have dreams of their own Hall of Fame-worthy careers.

I look forward to sharing more about our efforts soon. For now, I want to thank all of you for your support as we work together to shape a brighter future for motorcycle road racing in America.

Rob Dingman is AMA president and CEO.



By Rob Dingman



fans was for an agreement to be reached that would prevent two competing series. At a point during the discussions, DMG put the rights to AMA professional road racing on the table. I was asked to be the go-between and broker a deal that would ensure one series and make way for a brighter future for professional road racing in America.

I'm very pleased to say that our efforts were successful. Early in September, we announced that the AMA had re-acquired the sanctioning, promotional and commercial rights to professional motorcycle road racing in America from DMG. This allows the AMA, as well as FIM North America, to sanction the new professional motorcycle road racing series proposed by Wayne.

The AMA will have an important operational role with the new series. We will staff officials at each round and