

From the President



A New Day for the AMA

Completed Sale of AMA Pro Racing Marks Start of a New Era
by Rob Dingman

July 10, 2008, was a pivotal day in motorcycle racing history. On that day, the Association's Board of Directors unanimously approved the sale of the AMA Superbike Series, the AMA Motocross Series, the AMA Flat Track Series, the AMA Supermoto Series, the AMA Hillclimb Series and ATV Pro Racing to the Daytona Motorsports Group (DMG). With this action, the AMA placed the future of these professional series in the hands of one of the most highly accomplished motorsports marketing groups in the country. (Another, Live Nation, has already taken AMA Supercross and AMA Arenacross to new heights.)

Under the terms of the sale, DMG owns the sanctioning, promotional and management rights to AMA Pro Racing, and will be doing business under that name. With the able leadership of Roger Edmondson, DMG has been actively managing the 2008 road racing series and in 2009 will be introducing motorcycle racing action to legions of new motorsports fans.

AMA Pro Racing will grow and prosper like never before with DMG at the helm. The success of each racing series will bring new opportunities for racers, racing teams, sponsors, promoters and fans. Competitors will continue to be AMA members, and the AMA will publicize their successes in our magazine and on our website. We will also continue to award the No. 1 plate to each series champion.

The sale of the assets of AMA Pro Racing will have an even greater positive impact on the many other activities of the AMA. First of all, the Association is on much stronger financial footing because we are no longer saddled with the red ink that resulted from the organization's inability as a non-profit to adequately market and promote professional racing. Second, we are no longer constrained by the Pro-Racing controversies that constantly plagued the AMA for decades, and can now devote our energies to advocating on behalf of motorcycling to protect our right to ride. Third, we are extolling the excitement of motorcycling in all its forms by shining a spotlight on the exploits of our 300,000 members as well as other motorcyclists in the pages of this magazine and on our website. This month's feature about Gail Hatch and

the cross-country trip she undertook with her daughter (see page 50) is a wonderful story about what AMA members are doing every day. And finally, we are completely retooling our sales effort, and new member benefits will be announced soon.

We have already begun to refocus the Association on promoting the motorcycle lifestyle and protecting the future of motorcycling. Among our top priorities is the redeployment of resources to keep the Association on top of the growing number of issues that threaten our chosen two-wheel lifestyle. Motorcycling is under assault from those who would deny us access to publicly funded trails and HOV lanes on interstates, single us out for selective enforcement of traffic laws and equipment regulations, reduce or eliminate our medical coverage, and impose upon us unreasonable mandates. We also need to invest in proactive efforts to engage communities in finding solutions to areas of common concern, such as excessive noise. To meet these needs, we will be adding staff to the government relations department immediately. More details will be provided in next month's issue.

We will also be able to focus much-needed attention on amateur racing. The future stars of tomorrow—as well as thousands of everyday riders—consider amateur racing to be the primary reason why they continued to ride and/or race as adults. We have to do everything we can to ensure that their amateur racing activities are as safe, numerous, family-oriented and rewarding as they can possibly be.

Finally, we will be working to safeguard the future of the AMA's Motorcycle Hall of Fame Museum. We will be investing in the financial well-being of the Museum unlike any previous administration has ever done before. This one-of-a-kind institution celebrates the people and machines that have made American motorcycling what it is today. Through its preservation, we can ensure that the Museum stands as a beacon that illuminates not only the past, but also serves as a lens through which we can focus our efforts more wisely for the future.

Rob Dingman is president and CEO of the American Motorcyclist Association.