

Road Race Task Force Presentation (October 2004)

This presentation was made to the AHRMA Board of Trustees at the annual Fall meeting in October 2004. It summarized the results and findings of the Road Race Task Force with regards to the health and future of AHRMA road racing. 10 “problem” areas were identified and specific suggestions highlighted to deal with each area (**if required**). It is important to view the entire presentation in order to get to the short and long term recommendations for AHRMA because not every problem area suggestion was recommended for use or viewed as necessary.

The bottom line is that AHRMA undertook a fairly objective review of our racing program and found some paths to follow, both short and long term. No major changes were considered necessary aside from a more limited schedule of National events and serious approach to promotion for our events and racing activities.

Questions or comments about this review can be sent to Rusty Lowry or the AHRMA National Office.

AHRMA Road Race Task Force

30 October 2004

- Review of AHRMA road racing
 - Recommend future direction
 - Rusty Lowry – Lead
- | | |
|-----------------|--------------|
| – Cindy Cowell | -Fred Mork |
| – Craig Breckon | -Tim Stancil |

Purpose

- AHRMA Chartered as a vintage/historic racing motorcycle association intended to preserve and promote vintage motorcycles
- AHRMA Racing/Competition in Road Racing, Dirt Track, Moto-Cross, Trials, and Cross Country (5,000+ members)
- Road Racing established first, high visibility, high cash flow, high interest

Statistics

- 1000 licensed AHRMA Road Racers
- 200 licensed modern racers
 - 25 races in 2004 (13 sites)
- \$370K expenses \$408K income
- 23 vintage classes 9 modern classes

Findings

- AHRMA continues to be the premier vintage road racing group in the USA and one of the world leaders in the sport
- Major events and media coverage such as Daytona and Mid-Ohio maintain high public awareness
- AHRMA provides members fair rules and consistent, quality racing events
- Our people are great (officials, admin, staff, etc)
- AHRMA racing isn't broken – but may be in danger of going broke if we don't fine tune

Poor Perceptions

- Too many races
- Too much travel
- Too little media coverage
- Loss of Vintage focus
- Too little track time
- Too many classes
- Inconsistent programs
- Mix of speed levels/
rider skill on track
- Too expensive
- No Regional events

Too Many Races?

- One race per month format
 - Daytona to Barbers (March to October)
 - Event grouping may affect frequency (Calif)
- Four “Cornerstone” events
 - Daytona, Mid-Ohio, Sandia, Barbers
 - Long Term Commitments
- 16-17 races per season
 - Cornerstones + 4 additional venues (Grattan, Willow Springs, etc)
 - Occasional “Special” one time events if possible

Too Many Classes?

- Reduce Vintage Classes without eliminating any current machine
- Reduce Modern Classes without eliminating any current machine
- Do not add a class without full sponsorship
- Move Production Classes to separate race prior to lunch
- Allow “Bump” classes but don’t focus on them

Too Much Travel?

- Limited schedule (fewer events)
- Geographically sensitive schedule (back-to-back events)
- Retain 2 race per weekend format
- Revise National Championship format from $\frac{3}{4}$ races. Top 10 finishes perhaps?
- Encourage Regional road racing

Inconsistent Programs?

- Establish a set format for AHRMA races
 - 2 practices
 - Same class mixes
 - Same schedule/race numbers
- May need to limit class entries at some events to retain stable format and allowable grid sizes
- Could eliminate cost of Friday track rental

Too Little Media Coverage?

- Actively PROMOTE AHRMA racing
- Continue AHRMA “bounty” payments for published AHRMA racing articles
- Prepare regionalized press kits for events featuring stories on local riders & AHRMA
- Provide Press Access to AHRMA events
- Seek sponsorship/advertising opportunities

Mix of Speed/Skill?

- Separate Production Classes from other classes (run as a separate “Novice” race prior to lunch)
- Review class structure and set race combinations based on speed
- Carefully monitor practice/control pit out to separate riders

Loss of Vintage Focus?

- Constrain racing format to no more than 70% vintage/30% modern
- Do not mix modern and vintage classes
- Limit on-track classes to 2 if possible to clarify who's racing who
- Restate AHRMA's commitment to Vintage racing motorcycles as the REASON we promote events and maintain that goal/identity

Too Expensive?

- AGGRESSIVELY seek sponsorship for National series, classes, as well as events
 - Look outside the motorcycle industry
 - Hire a “head hunter” if necessary
- Hold road race fees down to a minimum
- Continue to run 2 race event weekends
- Revised National Championship format limits travel

Too Little Track Time?

- Limit race day format to a set number of races (10?)
- Establish a minimum plan for 2 practice sessions/class at every AHRMA race day
 - Barbers worked well for 370 entries/4 practice groups
- Plan on 15-20 minute races (6-8 laps) for every class
- Guard against loss of track time for AHRMA for rider's school, other classes, etc.

No Regional Events?

- Encourage Regional races run with other organizations (VARA for example)
- Ensure each major region (West, South, etc.) has at least one National weekend
- Regional championships based on regional events plus National races run in that region
- Reward end-of-the-year regional standings with one race worth of National Points
- Riders can earn regional points in 1 region only

Summary

- AHRMA Road Racing is the best opportunity for vintage racing available and in no immediate danger of failure.
- Fewer races will permit higher quality/ higher entrant events with reduced overall costs
- No immediate major changes recommended for classes or format
- Aggressive media work is required to gain sponsorship attention and support

Recommendations

- Limit race schedule to Cornerstone events plus reasonable geographical spread (16-19)
- **AGGRESSIVELY** promote races with media packages and press credentials
- **AGGRESSIVELY** seek sponsorship opportunities for National Series, race classes, and events.
- Establish Regional race framework/guidance
- Stabilize race program and run Production classes separate from non-Novice racers (before lunch?)

Long Term Recommendations

- Continually review Modern and Vintage classes and combine where numbers and philosophy allow
- Consider revising National Championship format (after 2005) to fewer races (Top 10?)
- Encourage Regional races by rewarding regional final standings with National points where a legitimate regional series can be supported
- Maintain Historic focus on AHRMA events and stabilize race format to feature ready identification of historic machines.
- **DON'T GIVE UP ON SPONSORSHIP**