

Cooked Goose Racing

To whom it may concern:

This letter asks you to consider providing sponsorship of a motorcycle team that will be competing at Bonneville in 2000 in several classes. The team has a proven track record and has been successful in getting a good amount of press. While I only reference an amount appropriate for prime sponsorship, I would welcome the opportunity to discuss a secondary sponsorship relationship.

In 1999, a group of Moto Guzzi enthusiasts put together a successful effort to capture class land speed records at the Bonneville World Finals. The effort captured a lot of press attention due, no doubt, to the unique platform we used and the way we put the team together (almost entirely via the Internet). We captured the Pushrod Production class record by 15 mph, and the Partial Streamline class record by 22 mph.

The 1999 effort was almost entirely funded by owner donations. We have plans to compete in 2000 to not only to defend and raise the 1,000cc records, but also to capture the 1,350cc record. We feel this will require a funding level beyond the capabilities of the ownership and are looking for 1 or 2 sponsors to help us do this.

In addition to the normal benefits associated with sponsorship of a successful team, we offer a unique advantage to potential sponsors: we have an 80' hot air balloon that is the center of attention wherever it appears. As a prime sponsor of the Moto Guzzi Land Speed Record team, we would include your company name/logo on the balloon and make it available for one corporate function of your choice for coverage of the shipping/crew expenses (typically less than \$5,000 in the US). The cost for prime sponsorship is \$10,000. As I mentioned, I would be willing to discuss other arrangements that may be more appropriate to your advertising budget.



I have included some of the press articles written about the effort, and our web site is at <http://www.inredllc.com/lrsguzzi/index.html>. This year's effort should be the focus of quite a bit of press attention because the Harley Davidson Internet list members are rather upset that we captured "their" records, and have mobilized at least three separate teams to recapture them. This is a natural rivalry that we should be able to leverage to great effect.

Thank you for the consideration. I look forward to hearing from you.

Regards,
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Where Speed Lives

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Bonneville. The name means speed. For decades, people have gone there – to one of the most desolate places on earth – to test the bottom line in motorized performance: top speed.

We leave Salt Lake City, headed west on a wide-open, empty stretch of Interstate 80. It's the kind of road that you can track across the desert floor till it disappears in the heat haze. And all around it is the salt – glistening white, pool-table flat and wicked fast.

We exit the interstate and drive a couple of miles on paved road, then five more miles across the white expanse just to get to the pit area. There we find everything from chopped-and-channeled hot rods to jet-powered streamliners. And in the midst of them, a small team clustered around a Moto Guzzi.

"It's kind of rough out there," says Todd Ross, who has already made a few practice runs on the 1989 Moto Guzzi Le Mans he hopes will take him to a new Bonneville record in the 1,000cc production push-rod class.

He's the rider for an ad hoc team of Guzziphiles from various parts of the country who got together on the Internet when they learned that a Harley-Davidson had set the class record at a little over 125 mph.

"We knew we could do better than that," says Sheldon Aubut, the team's crew chief. So they bored their Le Mans from 948cc to 992cc (all perfectly legal, as long as it retains stock appearance), then assembled crew members in Bonneville to challenge the salt and the timing lights of the Southern California Timing Association, which holds three yearly record weekends at Bonneville when the weather permits.

Things are going well for the Guzzi team. Their practice runs have been good enough to set the record easily. There's just one problem – the Le Mans doesn't have the stock chin fairing that clearly shows in the product photos of the machine (remember that stock appearance part?). One arrived this morning courtesy of an overnight delivery service, so now they're ready to make an official run at the record.

The rules are simple. You've got a mile-long acceleration zone before the first speed trap. If you enter the trap below 175 mph, your speed is measured over the next

mile. If you're above 175, you go three miles at top speed. The SCTA's timing lights and a computer do the rest.

"For the real run, I need to concentrate on getting out of the gate faster," Ross says. "It's two miles, but it's a drag race – we're still accelerating at the finish."

The team tows the bike to the start line. They wait for a four-wheeler to go, then it's their turn. Aubut jump-starts the bike from a rent van, then Ross climbs aboard and warms the engine.

Ross gets the signal, and he accelerates as hard as he can, being careful not to spin the tire on the loose surface that resembles slightly slushy snow.

The drone of the V-twin is audible across the flats as Ross disappears across the shimmering salt. Well before the support van can get back to the pits, a voice comes through the SCTA's low-power FM station. "134.642," it says. Nine miles an hour above the existing record. A cheer goes up.

But the job isn't complete yet. The Guzzi has to clear SCTA Tech, then make a second run. The two runs will be averaged into a final speed.

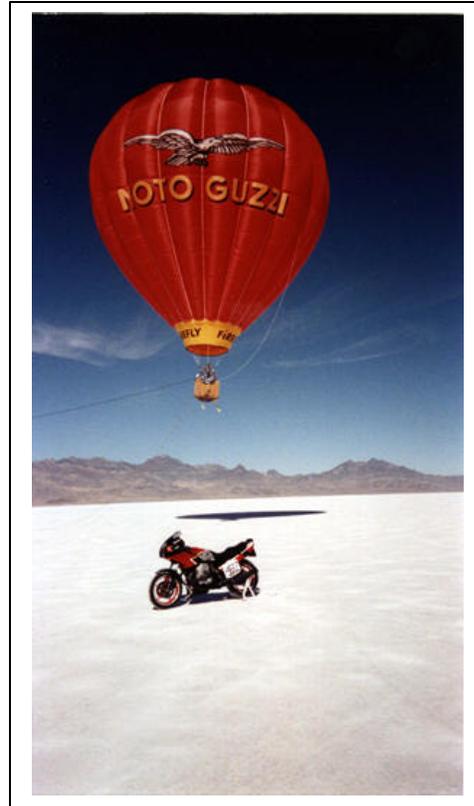
A half-hour later, Ross makes his second run at 136.239, giving him a 134.440 average.

The record, and a small piece of Bonneville history, are his.



Contact! Todd Ross, ready to launch.

It all started with an innocent question posted to the Moto Guzzi internet discussion list. "Has anyone ever set a land speed record on a Moto Guzzi at Bonneville Salt Flats?"



[Texas Wrench Pushes Push-rods to the Limit at the Bonneville Salt Flats]

Russell Duke

Before long the thread morphed into a plan, which eventually turned into an internet based race team. Several people on the internet list wanted to be involved.

Walter Barlow, a hardcore motorcyclist who always seems to be involved in some cool bike-related event, volunteered to be the Team Captain. Sidney Conn, hot air balloon maker and Italian vehicle maven, stepped forward with a 1984 Lemans 1000 we could use. Sheldon Aubut, the e-mail list administrator, offered to create and host a team web site <http://www.inredllc.com/lsguzzi/>. Todd Ross and Mitch Freshour contributed greatly to the team, both as riders and as crew members. I agreed to turn wrenches and build up a hot Guzzi motor, as well as serve as the Crew Chief of our new team, Cooked Goose Racing. Several other folks, such as Ed Holmes, John Zabrocki, Doug Boston, and Charles 'Woode' Milam volunteered to help out in other ways.

Through e-mails and chats, a plan started to emerge. We would finance the race effort by selling t-shirts and soliciting donations from the list members and from fellow members of the Moto Guzzi North American Owners Club (MGNOC). We decided that we would put the names of contributors on the bike, so that all sponsors would get recognized. We would build up the bike as much as we could and try to be ready to go to the Bonneville World Finals on October 20. We would compete in the 1000cc Production Pushrod class, which had an existing record of 119 mph. The records in the pushrod classes are all held by bikes made by Triumph, Norton, and Harley Davidson. Due to the primitive engine design and configuration, the speeds tend to be quite a bit lower than non-pushrod classes, and we felt that the existing record of 119mph was very attainable. Woode agreed to make the long drive out to Utah with me. We would meet up with the other team members at the Salt Flats, and make as many runs as we could in the 4 day event.

Our first challenge was getting the donor bike from its home in North Carolina to my house in Austin, Texas so that I could begin work on it. Listee Norman Rock graciously volunteered to go get it and deliver it to me, which he did in record time.

After I got the bike, I pulled the motor from the frame and tore it down for inspection. The rules for the Production Pushrod class are very liberal, stating that the bike must basically look stock. We had to use the OEM cylinders, heads, carbs, and exhaust-but many of the components could be modified internally as long as they looked stock on the outside.

With the help of Manfred Hecht at Raceco New York, I put together a motor that is 100% legal, but significantly stronger than stock. Building a race motor must be done carefully, because when things go wrong at high rpm, they tend to go wrong in a big, loud, expensive way. Let me give an example of what I mean. When I did the first assembly mock up of the motor, I found that the lobes of the newly installed race cam were so high that they were knocking into the rod bolts. So I tore the motor back apart and removed material from the rod bolts until there was .050" clearance between the rod bolts and the cam lobes. I put the motor back together, only to find that, because I had trimmed .070 from the cylinder height (to set squish), the cylinder studs were too tall to allow the installation of the rocker arms. So I took the top end off again so that I could remove material from the cylinder studs.

Putting the motor back together again, I found that the cylinder sleeves extended too far down into the crankcase, touching the crankshaft counterweights. Yep, you guessed it, the motor came down again so that I could remove metal from the cylinder sleeves. Almost every component of this motor has been hand fitted and modified to insure its performance and survival at high rpm.

Two days before we were scheduled to leave for Bonneville, we fired the bike up for the first time. Boy, was it loud! It revved really quick and whined like a jet fighter as the timing gears bedded in. Hearing it run was a good feeling after working on it in the evenings for about 3 months. I was still very concerned because, due to my work schedule, we were not going to be able to put any miles on the bike at all before we left for Bonneville. I guess we would see if the old saying "break it in like you're going to use it" had any merit.

Woode and I left for Bonneville on the evening of Sunday, October 17th. Our goal was to drive all the way to Salt Lake City without shutting off the van, and that is exactly what we did. Along the way, we saw lots of beautiful country, amused ourselves with lots of good fart humor, and inhaled a lot of race gas fumes from a semi-porous filler cap on the fuel can. The closer we got to Bonneville, the more excited we became. I was secretly hoping that the motor would hold together and wouldn't blow up on the first run.

We arrived at the Bonneville Salt Flats on Tuesday, October 19. As we pulled up to the Flats, we were both overwhelmed by the vast expanse of nothingness that greeted us. The area is so desolate and free of any vegetation, that you can actually see the earth curve. Soon we spotted a small clump of vehicles way out on the salt. As we drove over the salt towards the Mad Max-like cluster of cars and bikes, we wondered if this were real or some bizarre post-apocalyptic movie that were had been thrust into. It was surreal.

Soon enough, we found that we were indeed in the right place. We had finally arrived in Gearhead Nirvana- The Bonneville World Finals! We were surrounded by cool vehicles of every sort- full streamliners, hot rods, cars made from airplane fuel tanks, several trick motorcycles, and a bunch of grizzled, sunburned guys who looked as if they had been running around the Salt Flats since before I was born. We located a good spot next to the Unknown Racing Team, and started to set up our pit area and get the bike ready for Tech Inspection.

Before too long, teammate Mitch showed up. It was interesting to meet someone in person after interacting with them online for months. I felt as if I knew Mitch already, and we immediately became good friends.

This same scenario repeated itself as other team members rolled in one by one. Before long, we had the bike inspected and ready to run on the first day of the Bonneville World Finals.

Wednesday morning dawned bright and clear. We had great weather all week long, which is apparently unusual for Bonneville in October. Todd Ross was to ride the bike first. He went out and broke the existing record on the first run with a 121.1 mph. This was a good sign, as he wasn't even using full throttle and we had not even begun to dial the bike in. One thing that became immediately apparent after the first run was that salt gets into everything!

Over the next several days, we settled into a routine of towing the bike to the start line, making a pass, then pulling into the pits for adjustments and modifications. After 2 days of running, we had set and backed up a new record of 134.005 mph in the 1000cc P-PP class, with Todd Ross riding. To celebrate, bike owner Sidney Conn inflated his hot air balloon



**Todd Ross set the
1000cc Production
Pushrod class**

and gave everybody balloon rides. The balloon was a hit with everyone, salt hero Don Vesco even gave Sidney an autographed poster as thanks for giving his wife a balloon ride.

We then decided to go after a record in the 1000cc Pushrod Altered Partial Streamliner class, which had an existing record of 120.2 mph. This class allowed many more alterations to the bike, but since we were pressed for time we only made a few simple changes.

This class allowed many more alterations to the bike, but since we were pressed for time we only made a few simple changes. With the help of some other competitors, we fabricated some extended footpegs, changed to our higher gearset, took off the seat to get the rider out of the wind, made some velocity stacks out of paper cups and tinfoil, and went out and set a new record of 142.00 mph, with Mitch riding. This was as fast as we would go this year, because we were spinning the motor at redline, 8500 rpm. We would need a higher gear to go faster.

The team was ecstatic. We had actually set 2 records, more than we had hoped for. There was much rejoicing in the Guzzi camp, as well as planning on how we would do better next year.

During the week we spent at Bonneville, we saw some incredible cars and bikes. There was a breather on Hayabusa that set a new 1350cc production record at 205 mph. We saw a really neat turbocharged Norton Commando that ran in the 140s. There were several hot Harley Davidsons there, including a Shovelhead that went 172 mph in the 2000cc Fuel class. There were cars and trucks of all sorts including a diesel semi truck that went 170+ mph. Some of the neatest cars were the old belly tank cars which were made from the fuel tanks of WWII bombers.

In addition to seeing some cool vehicles, we also learned a lot about what it takes to go fast at Bonneville. The elevation, friction from the salt, and lack of traction from the salt all conspire to reduce the top speed. We learned that jetting and gearing are critical, as well as the importance of the time of day and the weather conditions. Racing at Bonneville is unique unto itself, and presents it's own set of challenges and rewards. Overall, we had a good time. We set 2 new land speed records, had an epic road trip, made new friends and learned a lot. The records could not have been set without the help of the entire team, as well as all of the folks who donated money and services -the whole record attempt was truly a team effort. We will be back on the salt next year, count on it.



Mitch Freshour set the 1000cc Pushrod Altered Partial Streamliner class

Web Based Motorcycle Team Sets Land Speed Record

Moto Guzzi Rules

by Nick Barbaro



December 10, 1999:

For folks who like to go fast, the Bonneville Salt Flats are Mecca. The actual speeds they reach there may not be the tops -- the grainy surface and thin air knock a few mph off what a determined motorist can do on, say, a good stretch of Texas highway -- but the wide-open expanse, the tradition, and the challenge of racing against the best have made Bonneville the clear standard when it comes to land speed records. Twice a year, thousands of speed freaks make the pilgrimage to the Utah desert to pitch their tents on the flats for a five-day frenzy of motor madness. One who made the trek this past October -- and came back with two land speed records for the motorcycle he customized in his Central Austin garage -- is Russell Duke, by day a mild-mannered husband, father, and engineer at Applied Materials, by night an avid bike mechanic and rider, and "lead wrench" for the Moto Guzzi Land Speed Record Team.



Motorcycle enthusiasts share a unique bond, with their own language and customs. A passion for, say, V-twins, or Harley-Davidsons, or thumpers (four-stroke, single cylinder bikes) can transcend a lot of social barriers. In Duke's case, the passion is for Italian bikes, and it's no surprise that he would fall in with other fans of the Moto Guzzi brand. But even considering that, this was an odd team. What was unusual here was that this group had gotten together online, through the Moto Guzzi discussion group, and with a few exceptions, had never met before they got to Bonneville. What had started as a tease -- "I bet a Guzzi could break that Harley's record!" -- became a challenge -- "Well, you want to go after it?" -- and eventually a team. But although they had collaborated on the project for months -- raising money, planning the record attempt and its logistics, putting together a Web site, printing T-shirts, raising more money, making the necessary arrangements with Bonneville, getting a 75-foot Moto Guzzi hot air balloon, and, oh yeah, building the bike itself -- few of them had actually ever laid eyes on each other before they traveled cross-country to meet on the salt flats. They had a team leader from New Jersey, riders from Florida and Ohio, a computer geek from Duluth, Minnesota, and of course, Duke. None of them had ever tried anything like this before.

After all the preparation, there turned out to be some drama at the end, and again, even from the relative wilds of the Nevada desert, it was the usenet group that bailed them out. After the bike surprised them all by rather easily bettering the existing record on its first run, it was discovered that it was missing a small body part, and thus couldn't be considered stock. Then they thought, "Well, we are the Moto Guzzi owners in the country," recalls Duke. "We just thought, "Who do we know who's got a bike that'd have it? --' and we called up Godfrey, over in San Francisco; he said sure, went out and took it off his bike, and had it to Federal Express within a couple of hours."

The bike eventually got two records in its 1,000cc class: as a stock bike, the category the Team had been pointing for, and also, on the last completed run of the entire meet, in the "A-Frame Partial Streamliner Pushrod Gas" classification, where a couple of minor tweaks (such as Duke building "velocity stacks" out of plastic drink cups) got the Guzzi up to just over 142 mph.

That was enough to beat the Harley that had held the record at 133, but that won't be the end of it. It seems the Harley users have taken the challenge, and adopted the strategy, of the Guzzi usegroup. Duke notes that there's now a Harley record attempt Web page, and figures, "We'll have to do 150 next time," to keep the record under his beloved Moto Guzzi banner.

So you will go back next year?

"Oh, yeah, definitely."

Victory At Bonneville

Moto Guzzi Captures Class Land-Speed Records

By Walter Barlow

This past October, a couple of class land speed records were set by a brand that is not often associated with high performance much anymore; even though it has over 3,000 Grand Prix and international race wins as part of its history and has built a few of the most soul stirring sporting bikes of the last 25 years. The brand is Moto Guzzi. And if the make of the motorcycle is surprising, the story of how the successful record attempt came about is somewhat astounding. Since I was the project manager of the team, I can tell you first hand how we captured the records for the 1,000cc Pushrod Production and 1,000cc A Frame Partial Streamlining Pushrod at the Bonneville Salt Flats World Finals.

The getting of these records was a rather remarkable team effort that was conceived and executed in three months; mostly using the Internet. Which only seems fair: it started out with a teasing remark I made to the Moto Guzzi Internet mailing list early in 1999. I'd remarked that I'd read a story that two Harley Davidsons/Buell's set some records in 1998, and opined that Moto Guzzi should be able to top them. This initial remark garnered some interest, but it quickly died down. A few months later someone made mention of the Harley records again and for some reason (probably because the weather was warmer), it started a very active discussion: mostly a lot of breast beating (i.e., "my Guzzi can beat that"). After a few days of this high testosterone chatter, list administrator Sheldon Aubut issued a challenge to the list to stop talking, do something about it, and asking for volunteers to go after the record. It got mighty quiet for a few days. I sent Sheldon a private email that basically said I'd like to be involved somehow and didn't matter what that involvement was. I also made mention that if no one stepped forward in the next week to act as team leader that I'd give it a shot; even though I felt that I was totally unqualified to do it. Well, the next thing I know, the next day Sheldon posts to the list that I volunteered to lead the team. Yikes! Well, project management is project management and I've done that before. I have a simple guideline for this stuff- let the subject matter experts do what they do and don't get in their way. It works with computers and networking, so it should work with motorcycling competition.

The first thing I did was formally call for volunteers in specific areas. List members responded enthusiastically and soon we had a core team of people who were committed to do the specific jobs that I thought needed to be done. Sheldon (who lives in Minnesota), our official computer geek, set up a chat room on Yahoo to facilitate communications (<http://clubs.yahoo.com/clubs/lrsguzzi>) and built us a nice web site (<http://www.inredllc.com/lrsguzzi/index.html>). After some preliminary core team discussions, we laid out a course of

action and developed a budget to achieve it. For a number of reasons we decided to go after the 1,000cc record in 1999 and to fund the effort through owner donations and limited outside sponsorship. Now all we had to do was raise some money. Well, the easiest place to start was to ask Moto Guzzi owners to donate. We also figured we could sell some special t-shirts. So we did both, and the response was pretty good; and some people were extraordinarily generous. Money was, and remains, a critical issue to do anything like this. We provided some recognition incentives for donators in the form of putting their names on the bike. The talent and commitment of good people is the most important factor, but you need money to realize success.

During the 3 months from start to record breaking (doesn't that sound nice?), we communicated via email and the chat room. You might be surprised to know that I'd never met any members of the team and I don't think many of them met each other until they hit the salt! In fact, the only people I've met as I write this are riders Mitch Freshour (Ohio) and Todd Ross (Florida): both of whom I met during the BarberButt 99 and Duc's Fly South events. And up to last week, I'd only spoken to a couple of the team via telephone. Really amazing when you think of it.

The bike (donated by Sidney Conn, who lives in North Carolina) is a 1989 LeMans. It had about 50,000 miles on it (just about broken in for a Guzzi) and was in pretty good condition. The nice thing about extracting big power numbers from Guzzis is that the path to reliable high performance lies along well proven roads and there is a good body of knowledge about what it takes to make, and the people with the knowledge are willing to share it.

Our main goal was the Production class record. For this class, the bike must be identical in appearance to stock. There is a lot of leeway in what you can do inside the engine, but you're ultimately limited by the stock airbox and the stock appearing exhaust. We basically did all the standard things: cam, slightly larger pistons with more compression, replaced the timing chain with a gear set, lightweight clutch and flywheel, electronic ignition, replaced all seals, chrome moly pushrods, and had the heads flowed and a race valve job done. RaceCo in NY provided most of the parts and a lot of technical assistance. While RaceCo and a lot of other people provided advice, it was left to Russell Duke (Austin Texas) to take all these trick parts and advice and make them into a competitive machine. And Russell built us a monster! He had advice and counsel from Todd and Mitch (our riders - one record each), Manfred Hecht of Raceco, and others; but he had to make the specific design decisions, and it was on his shoulders that all

our hopes lay. He did a great job under a lot of time and "performance anxiety" pressure. What's especially impressive is that due to some vacation induced late parts delivery, the bike wasn't completed until literally the night before Russell had to make the 1,700 mile drive from Austin to Bonneville.

Here's some commentary from Russell on building the motor "When building a hot motor, nothing is ever 'drop-in'. At each stage of assembly, I would measure, modify, verify, and continue. For instance, after I installed the cam, I discovered that the rod bolts were knocking into the cam lobes due to the much increased cam lift. So I whipped out the die grinder and clearanced the rod bolts to .050". Then when I put the cylinders on, the cylinder head studs protruded too far up and interfered with installing the rocker arms. This was because I had trimmed .040" off the cylinders to set the squish at .038". Out with the die grinder again. I thought I had finally clearanced everything, so I bolted it all together and torqued the heads, only to find that, due to the cylinder trimming, the sleeves now extended further down into the crankcase, contacting the crank counterweights, and causing the motor to bind. Needless to say, my die grinder has gone through several stones while hand fitting this motor"

How'd he do? Well, on our first pass, which was basically a break-in run to introduce all these new parts to each other, we broke the old record by 2mph! At Bonneville, if you break a record on a pass, you have to make a decision on whether to declare you're officially going to try for the record; in which case your bike is placed into an impound area until later in the day when you get to back it up. The average of the two runs is the official speed. The idea is to provide fairness in allowing people to get runs in both the relatively cool morning air as well as the heat of the day; rather than have some people make cool weather runs and others have to run in the hotter air. Since this was the first day, we decided to declare and the bike was placed in impound. Later that day, we ran again. Still basically breaking in the motor, we posted a speed that was 7 mph over the record.

After you set a record, your bike then undergoes technical inspection. We figured no sweat because we knew we had built a perfectly legal engine. We were right about that, but were dumbstruck when the tech inspector told us we were illegal because we were missing a bodywork piece! The LeMans, like several sportbikes in the 80's, came with a plastic cowling that was installed below the engine and provided a racier look. Most Moto Guzzi owners discarded the piece about 15 minutes after they got their bikes and our bike didn't have one! Even though the piece would probably aid us on going faster (it was wedge shaped and covered a section of the motor that presented a flat surface to the wind) our record would be disallowed. No one could understand how we could have possibly overlooked this; but the important thing was that we needed to find a replacement if we wanted the record. We burned up the wires that night (Wednesday) with emails and telephone calls trying to find one somewhere in the country. Late that night we found one in San Francisco and arranged to have it shipped to Salt Lake City. Unfortunately, it wouldn't leave San Francisco until Thursday morning and therefore arrive in Utah until sometime Friday. The team spent

Thursday breaking in the engine and looking through the record book to see if there was another class we could run in and what we'd be allowed to do. Turns out there was a partial streamliner class that we could do that didn't require the cowling. It would also allow us to lower the seat and relocate the footpegs. So we thought we could do this if for some reason the cowling was lost in transit.

I should mention that through all this the online Moto Guzzi was suffering a collective anxiety attack: the excitement of knowing we had a capable bike being tempered by the uncertainty of whether we'd get legal in time. We had intended to post update from the Salt, but had some technical problems, so info had to be relayed and then posted. One thing that really helped was that we used Federal Express, and they have a web site that allows you to track shipments while they're in route. I bet the site was visited quite a bit during the 24 or so hours it took to get the part there.

The cowling got there late Friday morning. We put it on and ran a 131 on the first run and backed it up with a 137 and change later that day. This time we passed tech inspection and were informed we were the new record holder. Saturday morning, we pulled the stock seat off and replaced it with a foam pad duct taped to the frame rails, replaced the stock airbox with homemade (plastic cups and duct tape!) velocity stacks, put on the modified footpegs and controls, and went after the partial streamlined record. After a couple dialing-in passes, we had identical 142mph runs and bagged that record also. We had increased the production by 15 mph and the partial streamline record by 22 mph. Not too shabby for a bunch of rookies who for the most part met each other in person three short days before.

One comment on the speeds- if they seem low, keep in mind that vehicles at Bonneville tend to run between 15-20% slower there than at sea level: mostly because of air density, but also because of poor traction.

Geez, I almost forgot the Moto Guzzi balloon! Sidney, the same fellow who supplied the bike, built us a magnificent hot air balloon. When he first asked if he could build one, I said sure: thinking in terms of a 10 footer or so. What he actually built was a 7 story wonder that is of the type that is certified to fly around the world. It proved to be an outstanding attention-getter, and Sidney and crew had a long and constant line of people who wanted a ride; all of whom were accommodated. No way I could do justice to the impact the balloon had on the whole Bonneville scene. Truly, we soared above the rest.

What's the Bonneville experience like? Here's what Production record holder Todd Ross says: "The first thing that strikes you is the sheer size and nothingness that surrounds you as you fly down the cone-marked "roadway" that leads to the pit area. In the distance you can see a small collection of vehicles, tents, and people. When you pull into the pit and start looking around, you quickly realize this is a group of people who have been doing this a LONG time. So this is where the old hot-rodders have gone? You can go down to your local mall about one night a week and see the highly polished, tricked-out show cars and bikes with all the

performance bits bolted on. Those cars and bikes may get the chance to cruise to and from the mall, but not much else. Wouldn't want to get them dirty would we? Contrast that to the Bonneville Salt Flats where high performance drivers get their fire-breathing creations out on the most corrosive environment available and really push them to see what they'll do. This year was the 51st anniversary of running on the salt and I have no doubt some of the people here this year were involved in some way at the beginning.

The vehicles entered in competition range from the most serious of modern automotive achievement to someone's backyard dream made out of whatever rolling stock he could scrape together and stuff with a real motor. Motorcycle people and car people intermingle and share knowledge, parts, tools, and camaraderie. There are no barriers between the salt veterans and salt rookies. These folks are involved simply for the love of speed and pushing the limits. They're all more than willing to help the next potential record-holder to become addicted."

Oh, and riding the salt? Here's what Partial Streamline record holder Mitch Freshour says about it: "The ride down the salt flat on a motorcycle is unique. The surface is rough, and traction is questionable, but the speed is relative, and with the only visible landmarks being bright orange mile markers, it is difficult to judge how fast you are actually traveling. I tried to focus my attention on the only functioning instrument, the tach, and encouraged it to continue climbing as I made my attempts. Since the seat had been replaced with thin padding and tape, and my feet were on angle iron foot pegs located close to the rear axle, it was actually easier to lay on the tank and watch the tachometer than anything else. I quickly got in the habit of lifting my head only occasionally to glance through the windshield to check my position on the course. Then I would drop down behind the instruments and return to encouraging the tach to continue climbing past 8000rpm. I managed to take four trips down the course, and with the help of a pair of plastic cup velocity stacks I was able to reach an average speed of 142 mph. I will not soon forget that rush. There was also no doubt in my mind that I was now hooked on

flying down the salt flat stretched out on a motorcycle. I want to take more trips down the course and make no mistake, I want to go faster! They have a saying in Bonneville, and it's that the salt gets into your blood, and once it does, you can't stay away. I must have salt water running through my body now, and I can't wait to get back."

While everyone on the team had a great time and are proud of the accomplishment, we all feel that the best part of the experience was working together to make it happen knowing that we had the support of a large and loyal ownership team behind us.

As far as the future is concerned: we want to go back to Bonneville in 2000. There's this 1,350cc Pushrod Production, see, and it's a little over 150mph. We think we have the makings of a plan; and we'll be talking it over in the next few weeks. Plus, it appears that the Harley Davidson Internet mailing list found out we took "their" record and they may be mobilizing a response. So a 1,000cc title defense seems likely.

For those of you with Internet access, you can visit our web site that has basically all the background info, lots of pictures from Bonneville, and a day by day report from the salt that even as "old news" conveys much of the excitement that was happening. The url is <http://www.inredllc.com/lsguzzi/>

Before closing, I also want to recognize some businesses that provided much needed and appreciated support. As always, I encourage people to support businesses that support the sport. Show them your thanks when considering future purchases if appropriate, or just thank them if you can:

The Balloon Works / Firefly Balloons Statesville, NC
Discovery Oil Company (Amsoil lubricants) Florida
InRed LLC / (web design services) Esko, Mn.
Lightning Moto Sport / (parts, support) Port St. Lucie, Fl.
Michelin Tires / (tires)
Salt Lake Motorsports / (logistical support at Bonneville)
Silver Brook Custom Embroidery / (shirts) Carlton, Mn.
Stikaboy.com / (personalized decals) Middlesex, NJ

Cooked Goose Racing Takes Two U.S. Land Speed Records Using AMSOIL

AMSOIL Action News – January 2000

On October 21, 1999 at the Bonneville Salt Flats, the Moto Guzzi land speed racing team, Cooked Goose Racing, set two new land speed records at the SCTA/BNI world finals. Cooked Goose Racing went from an off-the-cuff suggestion over an Internet chat line, to a serious race team in three months-all over the Internet. "We borrowed one of the Moto Guzzi Owners of America Club member's 1988 motorcycle," says AMSOIL Direct Dealer Roy Goyette, 'and went to the Bonneville Salt Flats to do some racing. Just imagine, we took an eleven-year-old motorcycle out to set land speed records and we blew them away."

Goyette provided Series 2000 20W-50 Racing Oil and Series 2000 75W-90 Gear Lube for the record setting attempts.

The first record was taken in the 1000 cc P-PP class (production frame/production engine with pushrod). In order to qualify to compete P-PP class,

"The day we put Series 2000 20W-50 in the motor, we went faster than we ever had."
- Russell Duke, Crew Chief



the Moto Guzzi had to be in the basic stock configuration it was in when it came off the showroom floor. The previous record of 119 miles-per-hour was held by a Harley-Davidson. Cooked Goose shattered that mark with a top speed of 134 miles per hour.

Since they were at the flats, Cooked Goose tried for a second record in another class. The second class was the 1000 cc APS-PG (A-frame, partial streamliner, pushrod gas). For this, they had to perform some modifications on the bike. When their chance came, Cooked Goose Racing blew away the old record of 122 miles-per-hour with a speed of 142 miles-per-

hour. "Keep in mind," said Goyette, "that this occurred at a very high elevation and the thin air caused the bike to lose considerable horsepower. At sea level, the bike would be



Cooked Goose Racing gets set for world record.

much, much faster. The event was timed and our record is official. We officially hold two U.S. land speed records with a production motorcycle using AMSOIL. Next year we're going after all land speed records available to our type of bike. This is phenomenal!"

Russell Duke, crew chief for Cooked Goose Racing, wrote in: "The oil and gear lube flowed noticeably better than conventional oils when we filled up the bike. The day we put the Series 2000 20W-50 in the motor, we went faster than we ever had. The low level of internal friction was the main reason for the drastic increase in speed. I look forward to gathering performance data over the next few years which will conclusively prove that AMSOIL provides the winning combination of superior protection and friction decreasing properties. I feel that the motor, transmission and rear drive are well protected by AMSOIL Series 2000 Gear Lube and Motor Oil.

"Thank you, Roy, for sponsoring Cooked Goose Racing at the Bonneville World Finals. I look forward to using AMSOIL products to achieve a long list of future victories."

Motorcycle Product News

Feb 2000 issue – (Dealer trade journal)

Moto Guzzi Land Speed Team Sets Records



A group of Moto Guzzi motorcycle enthusiasts who met each other through an on-line discussion group recently set two land-speed records at the Bonneville Salt Flats.

Piloting a Moto Guzzi Le Mans V sponsored by Moto Guzzi North America, the team set records in both the 1000cc P-PP class (new record of 134mph, formerly 119mph) and 1000cc APS-PG class (new record of 142 mph, formerly 122 mph).

the team was composed of, from left to right: Todd Ross, rider; Russell Duke, crew chief/engine builder, Ed Holmes, crew member; Sidney Conn, balloon test pilot, owner of the bike; Sheldon Aubut, Webmaster; and, in the front Mitch Freshour, rider. Not pictured is team captain Walter Barlow.

From MotoWorld on-line magazine

LAND SPEED RECORDS BROKEN BY MOTO GUZZI

By Denny Hartwig
hartwig@motoworld.net

It was a record-breaking weekend for Walter Barlow's Moto Guzzi crew. Barlow, who hails from Spotswood, N.J., completed his goals of breaking the land speed records in both the 1000cc push-rod production and partial streamline production gas classes last weekend in Bonneville, Utah.



In the 1000cc push-rod production class, which features an almost-stock machine minus the motor modifications, Barlow snapped the record by 15 mph, posting a booming 134-mph. Todd Ross of Pointe Lucie, Fla., piloted the Moto Guzzi past the old record which was held by Harley-Davidson.



Mitch Freshour, of Columbus, Ohio, was scheduled to be the team's back up rider but ended up taking care of business in the partial streamline production gas class. Freshour posted a record-breaking 142-mph run, which shattered the earlier existing record by 22 mph.

Russel Duke, who prepped the bikes' engines, worked great in the short amount of time he had to tune the record-breaking machines.

The undertaking of the mission fell into the lap of Barlow, by accident, months ago. "Earlier this year I read an article that talked about the Harley-Davidson record, and I posted a message on a message board stating that a Moto Guzzi could beat that record," Barlow said.

"Right away there was a lot of talk about the post, then it wore out. A few days later Sheldon Aubut (a friend of Walter Barlow's) did the same thing, and the response was exactly the same."

Barlow then sent Aubut an e-mail about finding the right person to conduct this expedition. "I told Sheldon that I would be in charge if no one responded," Barlow said. "The next day there was a post by Sheldon saying that I would lead the team in Bonneville. I wasn't ready to back out, so I took matters into my own hands."

The pressure was on Barlow as he started to assemble his crew; it would end up as a 10-man entourage that would accent the bike that Sindney Conn supplied. Although the crew would work collaboratively, practically none of the crew knew one another before huddling at Bonneville.

"The entire crew was set up via the Internet," Barlow said. "I met Ross at an event called 'Ducks Fly South,' and Freshour in Alabama at the Barber Museum, so we weren't very familiar with one another."

Speed wasn't the only attention-getter in Bonneville. Conn, whose company is The Balloon Works/Firefly Balloons, asked Barlow if he could bring a balloon to the Salt Flats for the event. Naturally, he agreed. Much to his surprise, a 70' balloon, which was certified to fly around the world, made an appearance at Bonneville.



The quest to hold all of the land speed records has just begun for Barlow and his crew. "Next year we are thinking about going after other records," Barlow said.

Just days after the record was broken, Harley fans were ready to retaliate. Barlow says that although it isn't his main focus, he will defend the titles his team just earned if they have to. The most coveted record they are going to chase is the one in the 1350cc division, which is currently owned by Buell/Harley-Davidson.