



HISTORY

1972 SUPERBOWL
OF MOTOCROSS

The Times

10¢
SUNDAY
July 9, 1972

Genesis

1972 Superbowl of Supercross



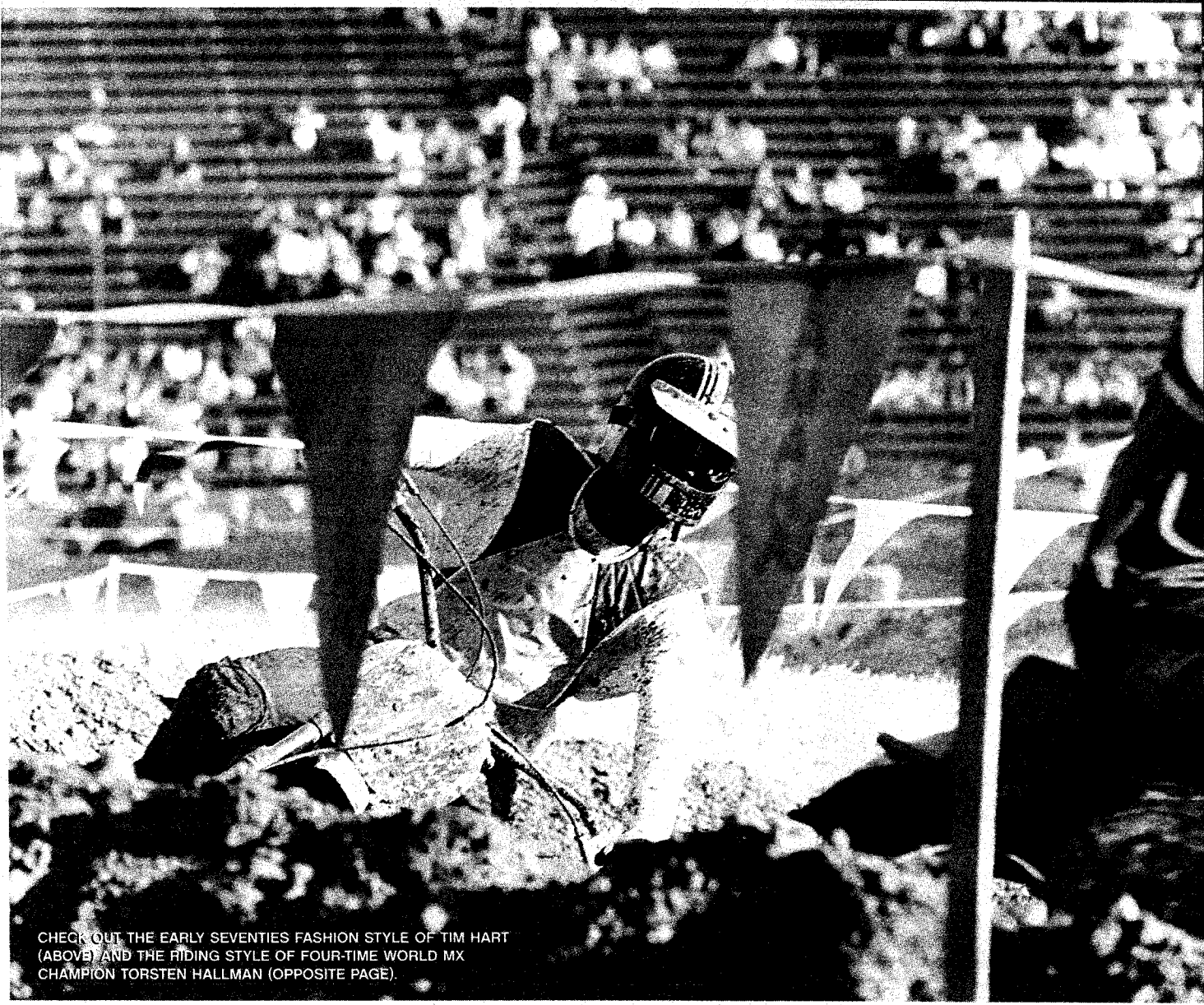
BACK IN 1972, on a July evening in Southern California, a rock concert promoter named Mike Goodwin held the first "Superbowl of Motocross" on the floor of the Los Angeles Coliseum. The race changed the sport of motocross forever by introducing the world to what would soon be called supercross.

Racer X tracked down some of the people involved in that ground-breaking event, including controversial promoter Mike Goodwin and race-winner Marty Tripp, to tell us about that first night. This is what the historic race looked like through the eyes of the men who promoted, reported, watched and raced in the 1972 Superbowl of Motocross. We were also lucky enough to find a freelance photographer named Steve French who shot all of the photos that illustrate this story.

Now let's go back in time almost thirty years to see how it all really started....

Nearly 30 years ago American supercross racing was born.

by Davey Coombs Photos by Steve French



CHECK OUT THE EARLY SEVENTIES FASHION STYLE OF TIM HART (ABOVE) AND THE RIDING STYLE OF FOUR-TIME WORLD MX CHAMPION TORSTEN HALLMAN (OPPOSITE PAGE).

The Witnesses (in order of appearance)

Michael Goodwin came up with the idea for the "Superbowl of Motocross" and was the promoter of countless more stadium races through the mid-1980s... before he became embroiled in a legal battle with fellow promoter Mickey Thompson that left him bankrupt in the 1980s. When Thompson and his wife Trudy were murdered in 1988, Goodwin was considered a prime suspect. The case has never been solved, though Goodwin was recently called before a grand jury in Orange County. Goodwin is now working in the medical supply business.

Jim Weinert became the first American to beat the Europeans in the Trans-AMA event in 1973. He won two 500cc National MX Championships and the 1976 Supercross Championship. "The Jammer" lives in Middleton, New York.

Ron Crandall went to the first race as a spectator. He later became the national supercross referee. He is now retired and living in California.

Geoff Fox founded Moto-X Fox in 1974 with his brother Bob. Today Fox Racing is one of the biggest and most familiar companies in the apparel industry.

Torsten Hallman was a four-time FIM World Motocross Champion from Sweden who also started Torsten Hallman Racing, which is

now called THOR. He is now a businessman in Sweden.

Marty Tripes not only won the first Superbowl of Motocross in 1972, he won the next year as well. Tripes remains the youngest rider ever to win an AMA race at 16 years, 10 days of age. He lives and works in Jamul, California.

Mark Blackwell was considered the first 500cc National champion in 1971 and has spent his life working in the motorcycle and snowmobile industries. He's currently the general manager of Victory Motorcycles in Minnesota.

Dick Miller was the long-time editor of *Motocross Action* magazine before retiring in the early 1980s.

Gunnar Lindstrom was a Husqvarna factory rider who emigrated from Sweden to California, where he works at American Honda.

Bryar Holcomb won the 500 National Support race at the Coliseum. He now runs Factory Effex in California.

Shav Glick is the longtime motorsports reporter for the *Los Angeles Times*. He covered the first Superbowl of Motocross as well as all three of the Anaheim Supercross races last January.

The Times
Genes

1972 Super Bowl

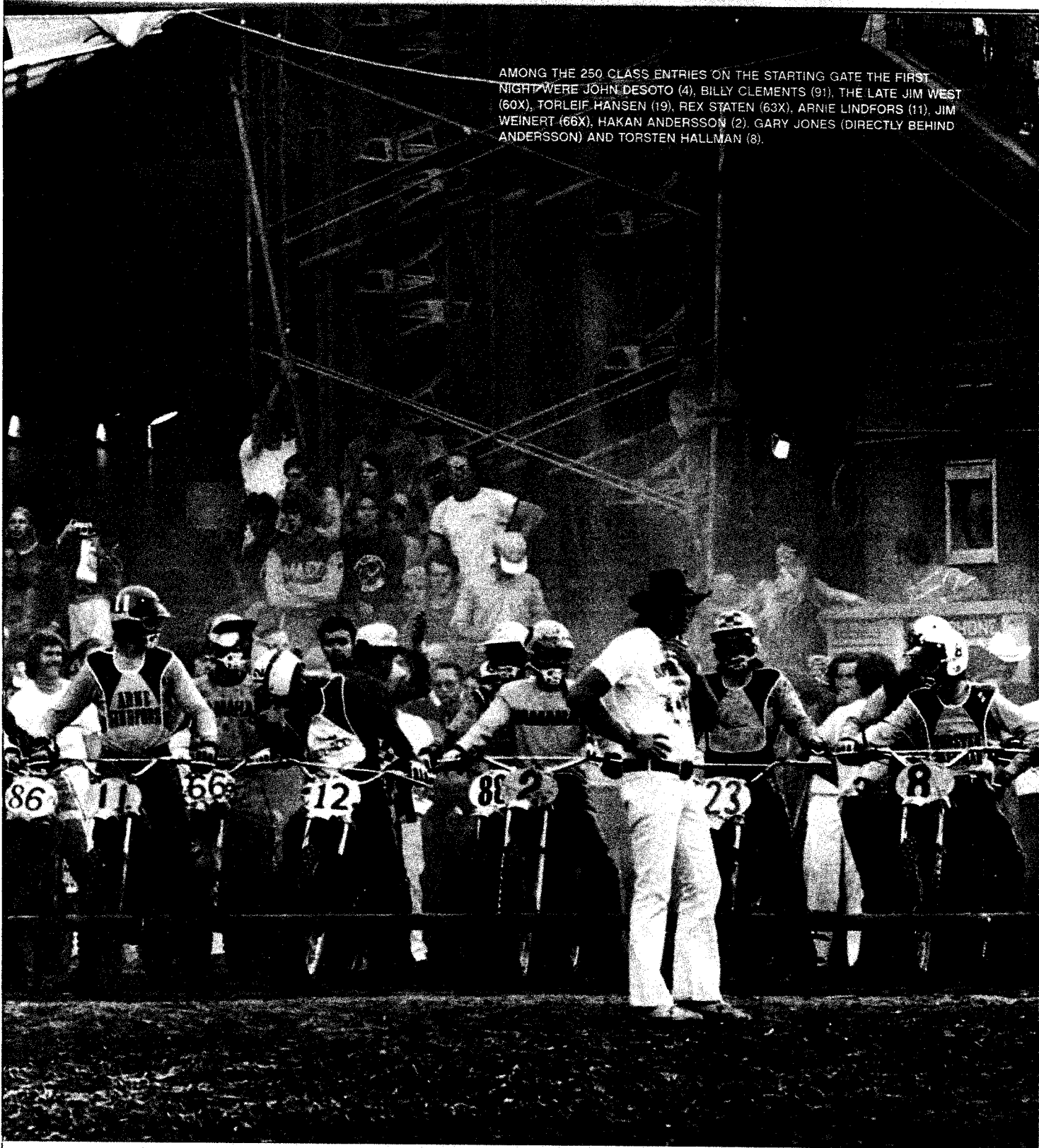
10¢
SUNDAY
AUG. 8, 1972

YAMAHA



“On the evening of July 8th, 1972, moto-cross racing invaded downtown Los Angeles. It was inevitable that the sport, which has captured the imagination of the new breed of motorcyclists, would find it's way to the urban area. Why suffer the discomfort of a crowded, dusty and hot hillside if you can enjoy the spectacle from a grandstand seat, see all the action and have all the refreshments brought to you?” *Motorcyclist/October 1972*

AMONG THE 250 CLASS ENTRIES ON THE STARTING GATE THE FIRST NIGHT WERE JOHN DESOTO (4), BILLY CLEMENTS (91), THE LATE JIM WEST (60X), TORLEIF HANSEN (19), REX STATEN (63X), ARNIE LINDFORS (11), JIM WEINERT (66X), HAKAN ANDERSSON (2), GARY JONES (DIRECTLY BEHIND ANDERSSON) AND TORSTEN HALLMAN (8).



Mike Goodwin: There was a motorcycle magazine that wrote up Don Briber's success in selling out Madison Square Garden for short track racing, which I think is about as exciting as watching paint dry. I saw that he sold it out! I thought to myself, "This new sport, motocross, would be really exciting in a stadium." So I talked to my wife about it and said, "Let's see if I can package this." I put together a pro-

posal, sent it to Olympia Beer, and they amazingly said "Yes!" But then I had to figure out how to do it.

So I met with Mr. Nicholson, manager of the Los Angeles Coliseum at that time. I was scared to death because I knew he was going to say no. Luckily, his kid rode motocross. We went across the street to a restaurant bar called Julie's, and we drew a sketch of the track on a cocktail napkin.

and I wish I'd have kept that cocktail napkin! I imagine it's ground up and made into a paper cup now.

Jim Weinert: It's been thirty years? Oh my gosh, that's a long time ago - we were just youngsters! The whole idea was that people could come with their families and sit in the stadium and be comfortable, stay clean, no dirt, get a hot dog, watch the



CHARTER MEMBERS OF THE FLAGMAN
HALL OF FAME FOR SUPERCROSS.

show and go home.' But we were all motocrossers, so we didn't know how it was going to turn out.

Ron Crandall: I went as a guest of Yamaha Motor Corporation. Mel Calloway was the head of the racing department at that time. I was a school teacher and his son was a student of mine. He invited me to the race, and seeing it was what got me excited about getting involved in motocross as a referee.

Geoff Fox: I went as a spectator and I thought it was a very exciting idea. Holding it in the LA Coliseum definitely was giving the sport of motocross a "legitimacy" that obscure tracks out in the hinterland just didn't offer. It was a very big deal. My whole family - wife, kids, brother - drove down from San Jose, which was about an eight-hour trip then. It was rare to drive that far to spectate at a race. Spending money on a hotel for overnight, etc., was a considerable expense. I wouldn't have done it if everyone wasn't so excited about it!

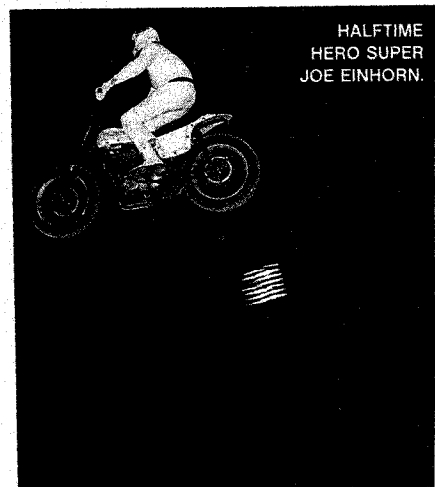
"First impression: TWO DOLLARS TO PARK? Inflation is really going to work in this department." *Cycle News/July 18, 1972*



AN INTERNATIONAL
CLASS WAS HELD
FOR 250CC RIDERS
WHILE THE 500cc
CLASS WAS
A NATIONAL
SUPPORT RACE.



A PRE-SUPERCROSS SUPERCROSSER.



HALFTIME
HERO SUPER
JOE EINHORN.

THE 500cc SUPPORT RACE WAS
WON BY BRYAR HOLCOMB.

Who came up with the name "Supercross," anyway?

SWEDISH IMPORT GUNNAR LINDSTROM.



Torsten Hallman: At that time I was working for the Yamaha Factory as a R & D rider and advisor regarding the motocross project. Before the 1972 season, Yamaha had asked me about my opinion on who they should pick for their U.S. team; they wanted two promising up-coming riders. My letter to Yamaha with suggestions who to pick for the future included at least ten good riders. My choice in the end was Gary Jones and Marty Tripes.

Marty Tripes: All of the riders thought it was really great to be in a stadium and really cool that people could see everything. And walking the track with John DeSoto and Torsten Hallman and everyone, that was crazy for a kid my age.

Mark Blackwell: I wasn't there, I was in Europe racing the full grand prix tour. To be honest, at that time, I was kind of a purist. I had been riding for Husky and CZ, and I thought for the American scene to develop, a bunch of us needed to go to Europe and bring their know-how back to the U.S. I was a little bit cynical of the L.A. race, because it wasn't "pure" motocross.

Dick Miller: For the record, the first stadium motocross I know about was at Ascot Stadium in L.A. and was promoted by Edison Dye. I was working for him at the time as the first Husky rep in the country,

History tells us that the first big stadium motocross race was the Great Victory Race in Strahov Stadium in Prague, Czechoslovakia in the 1950s (*Racer X*, May/June '98). We also know that the first stadium race in America took place in Miami's Orange Bowl in 1961 (August/September '99). And Daytona held its first sanctioned AMA motocross inside the Speedway in 1971. Still, the Los Angeles Coliseum event of 1972 must be considered the prelude to what became modern supercross. But it wasn't actually called a "supercross," because the name had not been made up yet. Instead, it was dubbed "the Superbowl of Motocross."

An ongoing bench-racing argument (not to mention a legal one between the AMA and SFX/Clear Channel Motor Sports) concerns the origin of the word "supercross." In fact, SFX once sent then-SX PR Manager Pat Schutte out to the Hi-Torque offices in Valencia to research the topic. Schutte spent two days in the lobby looking through archived issues of *Dirt Bike* and *Motocross Action* because they wouldn't let him past the reception area. He left without a concrete answer.

So who came up with it first? Turns out Schutte was warm. The answer, according to our research, is Paul "The Baz" Boudreau, the editor who built *Motocross Action* in the 1970s and took it into its glory years, along with Pete Szilagyi and, later on, Dick Miller. Here's how Boudreau remembers it happening (sorta):

"Well, as I remember — which may be assuming a lot considering my memory from those days is a little, shall we say, fuzzy? — the first real stadium race, after the one in Daytona which wound up the Florida Winter AMA Series, was the one at the Coliseum. The promoter, Mike Goodwin, cooked up the name 'Superbowl of Motocross' for the event. Goodwin was a smart guy and keep in mind that the football Super Bowl was only 6½ years old at the time, and the very first Super Bowl was played at the Coliseum. So Goodwin and whoever his lawyer was managed to side-step all the legal issues by making the two words into one and using a small 'b'.

"I thought Superbowl of Motocross was kind of a mouthful, myself. And I thought even less about typing it. Those were the days we put out a magazine on manual typewriters using those little gray eraser wheels with the brush to correct mistakes. So you made the pictures big and kept the typing to a minimum. We were the bad boys of motorcycle journalism back then, so I right away shortened it to 'Supercross.' I mean, it made sense to me. Besides, we had to maintain our image of being irreverent and slangy.

"The following year Mike Goodwin told me explicitly that it was to be called the 'Superbowl of Motocross.' I said, 'Yeah, yeah.' That second year Larry Huffman, the announcer, called me up to the booth to do a little interview. 'Baz Boudreau of *Motocross Action* magazine, the world's foremost authority on motocross racing!' [Ed. note: Hey, how many others do you suppose there were in those days?] So I'm on the PA going on and on, 'Blah-blah-blah Supercross, blah-blah Supercross, blah-blah-blah.' They told me you could see the steam coming out Goodwin's ears! I think he might've sold his soul to the devil or the NFL to get that Superbowl name.

"Then in 1974 they added an event at the Houston Astrodome and combined it with the Daytona and L.A. races, got sponsorship from Yamaha and called it the Yamaha Superseries. But by that time it was 'supercross' in the minds and hearts of all. Two years later the AMA sanctioned the series and it became officially known as the AMA Supercross Series."

In 1975, in *Dirt Bike* magazine's coverage of the Houston Supercross, a photo of Can-Am rider Jimmy Ellis appeared with the word "Supercross" in the headline. We believe that was the first time the word appeared in print.

Case solved.

The Time Genesis

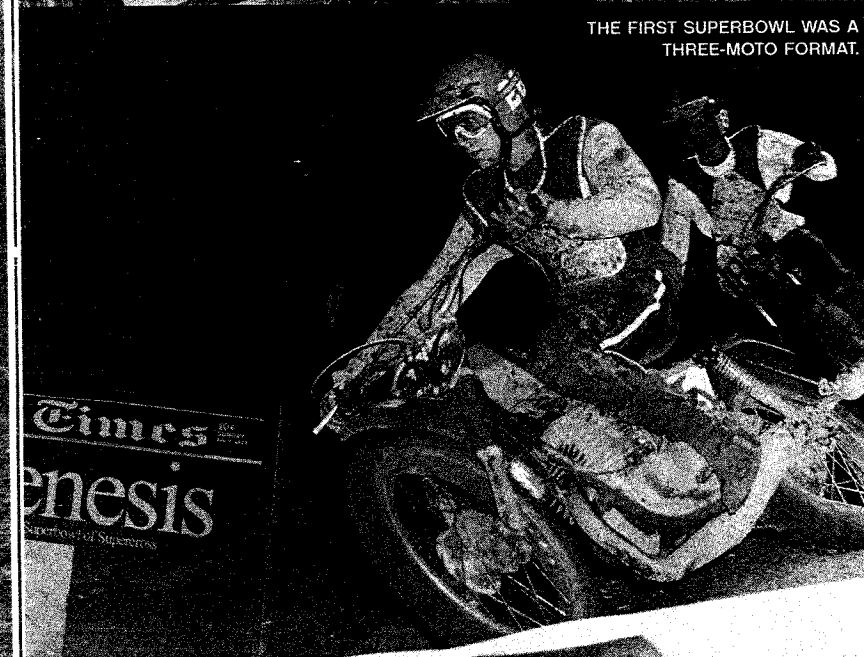
THE FIRST RACE TRACK DID NOT INCLUDE A RUN UP THE PERISTYLE (BACKGROUND).



THE RIDERS PITTED IN THE BOWELS OF THE STADIUM



THE FIRST SUPERBOWL WAS A THREE-MOTO FORMAT.



and we had most of the European riders on a tour. I remember it was the first time these guys had ridden at night and the only goggles they had used yellow or gray lenses. Torsten Hallman was Dye's partner and he told me they couldn't see with them at night, so I had to go find some clear lenses with only about an hour before the races. This was, I believe, in 1969.

Gunnar Lindstrom: I don't think any of us had ever raced in a stadium before. It wasn't even in our vocabulary. Goodwin's crazy idea was lightning from a clear sky. We did not take this serious; we thought it was a funny, ha-ha thing. Then we later heard that companies like Can-Am and Honda were beginning to build bikes just for this race. We were nearsighted and didn't see where it would benefit anything.

Hallman: In 1962 the Helsinki Club in Finland put on a motocross in the very same arena where all the events for horses were held when they hosted the Olympics in '52. The track was laid out like a supercross of today, except that on one side there was no grandstand, and the track went up a small hill. During the Olympics it was used for spectators, but for the motocross track it was perfect for several up- and downhill! The race was very late in the season, beginning of October, but still the grandstands were packed with people. The year after motorcycles were not allowed into the arena anymore.

Bryar Holcomb: Goodwin and his company (Leisuretech Corporation) had some events leading up to the Coliseum. They did something called the Cal-Expo and it was pretty big, with big money for the time, but it was kind of off the map. All of the top riders, including the Europeans, were supposed to come. We were used to local races like the CMC, which were run really well, but not nearly as big as this. I mean, this was like a grand prix in Europe to us!

Crandall: I had been to several Southern California motocross races and I had an idea of what I was going to see, but I couldn't figure out how it was going to work in a stadium. When I first walked into the stadium it was incredible. Nothing like this had ever been done before, and the hoo-de-la and aura and everything about it was awesome. I mean, it was a motorcycle race in the Los Angeles Coliseum where they held the Olympics! The Los Angeles Rams played there and USC and even UCLA at the time.

Holcomb: Goodwin came out of the rock concert world, so he knew how to promote, and he was a real personable guy, too. We all just thought he was God, and he was going to take us to the very top of professional sports. When he said, "I'm taking you guys to the Coliseum, we were all like, 'Alright! Let's go!'" No hesitation whatsoever. When the ads started breaking, everyone in California started getting really excited.

Marty Tripes: Actually, credit where credit is due, and Mike Goodwin did a hell of a job. He got a sports writer from the *L.A. Times*, Shav Glick, to listen to his pitch. He took him to lunch and everything. He really promoted the hell out of the event. Goodwin promoted in style, for sure.

Shav Glick: I covered the event for the *L.A. Times*. There was a buzz within the industry, but it was mostly

skepticism. I don't quite remember what I wrote that night, but the general opinion [leading into the race] was that Goodwin's idea was nuts. Carlsbad and Saddleback were the big deals back then, and this just seemed too revolutionary.

Goodwin: I bought more radio and TV than any other motocross promoter, because I believed in it. It was such a novelty event, meaning, "What are these crazy people doing to the L.A. Coliseum?!" The stadium was the sacred ground for college football, the Olympics, whatever, and it was easy to get publicity. Of course, a lot of it was off-color, smirking remarks and people taking shots at us. But, as some great people in publicity have said, "Just put my name in, I don't even care if you spell it right."

Holcomb: It was time for sign-up and Goodwin held it at this nice hotel over by the stadium. We were like, "Wow, this is cool!" We were used to going to a little shack right there at the race track. Now we had to load our bikes, go down to this hotel for tech inspection in the parking lot, then go back to the regular pits – it was big time! Then to the pits down in the tunnel of the stadium. It was a little damp and murky and dark, but at the same time it was so cool to be down in there instead of being out by our trucks. It was a big, big deal for all of us. We were all just gaga.

Blackwell: I believe Mike Goodwin is the father of modern supercross. He was arguably ahead of his time, and he had the vision. He had this idea that made some people think he was crazy, but he created this sport that appealed to lots of people besides hard-core enthusiasts.

Goodwin: We got a lot more action sport enthusiasts – football fans and such – than we thought we'd get. More people came that were non-motorcyclists than we thought would come. And that showed next year as we grew from 27,000 the first night to 37,808 the next time there. The count included a lot of comps that first year, because we did a thing called "People in the House" and gave away a lot of tickets because we wanted it to look good.

"Confronting the riders is a starting apron at the tunnel mouth just wide enough for 20 machines, so the 40 men line up at the gate in two tightly packed rows, the front wheels of their machines nudging the calves of the riders ahead. Somehow the horde will survive a 4-foot hump which interrupts the drag race from the line. Past that, the bikes quickly funnel into a sharp left-and-right hander wide enough for 10 on the way in and six on the way out. From there it's a nightmare of 17 more turns interspersed with ruts, sand and mud, a devastating double jump (where the bike lands directly on the crest of the second jump, unless the rider clears it completely and thus lands harder), numerous mean whoop-de-dos, a short backstretch leading to a 6-foot cliff and finally a narrow high-or-low route entrance to a sandy corkscrew bringing the course back to the front straight and the original 4-foot bozo." *Cycle Magazine/October 1972*

Weinert: The jumps were atrocious because there was no landing or landing ramps on the back side. When you jumped something, you had to jump way out past it and land on the flat. And if you landed on the next jump, it



MARTY TRIPES
WAS 16 YEARS
10 DAYS OLD
WHEN HE WON



JOHN DESOTO AFTER A BIG CRASH.



MAIGO PILOT
JOHN FRANKLIN

The Times
usually resulted in a pretty good spill. The track was all confined, so there was no room for error. You went down one part of the track, turned around and came back, and it was right alongside the part you just came down, so the other riders were coming right at you.

Lindstrom: It required more technical and rider style changes than we wanted to admit. We were also loyal to Trelleborg tires, probably the worst tire of all for this hard-packed stuff. Snappy engine power, close gear ratios and a quick shifting gearbox, quick turn steering – none of this we had or knew how to get! A non-slippery foot peg? What a concept! Riding with finesse was something that few of us Husky guys knew. We attacked and hung on. I mean, look at the width of the bars. As a result of all this, riding supercross was difficult. We were not equipped to do it.

Tripes: Walking around and seeing the narrow turns and jumps and all was just incredible. I couldn't wait to get out there. I always rode in the hills around where I grew up in Santee, right next to El Cajon, and did the tricky stuff. The track at the Coliseum was perfect for me.

Hallman: To me this was not the type of motocross I liked. I guess I had the old-fashion thinking that motocross should be raced on a big, wide outdoor track! This was a very short start, very hectic type of racing, and difficult to pass someone because they brought in soft material so it was only one line around the track.

Weinert: The mud pit was a little wacky. We were like, "Gosh, if he wants this to be so clean and different, why is he trying to turn it right back into a motocross track? What the hell is he doing making it like an outdoor?" I asked Goodwin, "Do you get nightmares in the middle of the night and dream up these obstacles to put in your next event?" He had the water pit, the mud pit and a sand pit he had brought in. You would go all the way around fine and clean, and then there was a mud pit! It was kind of asinine! But we went with it. What else were we going to do?

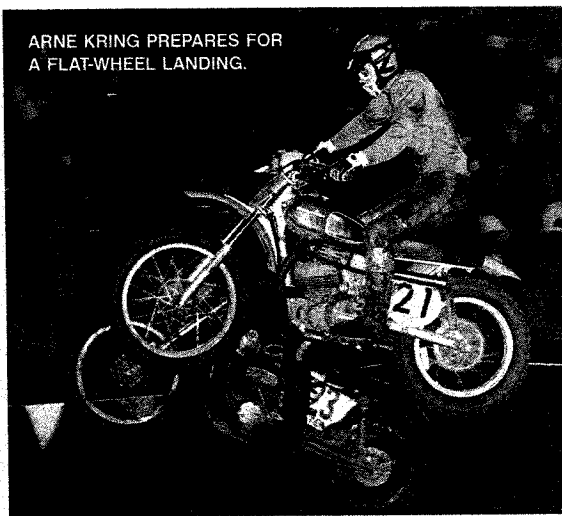
Lindstrom: Somebody thought we did three motos in Europe, so they ran three motos that night! Another misconception was that there had to be a water hole. They had a hose running through it, but we all hated it because it ruined everything.

Weinert: The Europeans thought, "Oh, this is stupid. This is not motocross. Motocross, you go outside, up the hill, through the mud. This is not motocross!" They weren't real happy with Goodwin.

Lindstrom: The idea of stadium motocross? At the time we Husky guys were an arrogant, winning (and scoring) bunch. We failed to see the value of this new type of racing. As a matter of fact, many of us saw this more as a spectacle, especially if you consider the water hole they put in the track. In today's terms, it was akin to WWF stuff. I mean, there were always real races to go to. This had to be a one-time event, right? Who would allow their stadiums to be torn up, anyway?

"Heavy leather boots and pants made them sway as they tramped from the Coliseum locker room through the tunnel to the center of the great bowl's field. Hundreds of athletes – football players, soccer men, track stars, baseball players – had suffered the same butterfly-filled march before, but none on so personal a mission as the motocross racer, alone with his machine on a one-man team. They were to be formally introduced to the crowd. It was

ARNE KRING PREPARES FOR A FLAT-WHEEL LANDING.



the last postponement before they faced the drop-down steel starting gate for the biggest motocross in U.S. history." *Cycle Magazine/October 1972*

Weinert: For me the race was a little bit of a struggle. I did the best I could; but you had to get good starts, and I wasn't starting too well back then. It was also tight, so you couldn't pass like you could outdoors. You couldn't make mistakes, either. It was very close racing. Too close!

Hallman: I remember noticing Rex Staten, a totally unknown rider to me. He was going unbelievably fast during practice, especially in the whoops. He was not on my list of the best ten up-and-coming U.S. riders! I could see that he had a great future in motocross.

"Who was this young hero of the Coliseum? Marty Tripes arrived at the

L.A. sports bowl as a relative unknown more because of his age than anything else. Until 10 days prior to the race he was too young to ride legally in the big national and international events. Last year he rode the Denver Inter-Am illegally as a 15-year-old and placed fourth overall after winning one moto outright. But the secret of his age was exposed and the AMA made him return all of the prize money and banned him from further AMA events until he was 16. Tripes was probably the best motocrosser in America several years before he was allowed to prove it." *Cycle Magazine/October 1972*

Weinert: The "Wonder Kid" Marty Tripes just stole the whole show. He was very talented, and he had that patented style of standing on the pegs almost the whole time. He was talented, and this kind of racing was something that he really liked.

Hallman: Marty was hitting the berms in every corner with his awkward positioned foot pegs!!! How could I explain to the factory that some riders choose to ride with the foot pegs about 6-7 inches behind the normal position like Marty was doing?

Tripes: What stands out was that I set a record for myself that nobody in the world will ever break. I won the first one, which was very special. I accomplished this just as I turned 16 years old. I don't think that will ever happen again, that a rider wins that young, so it's still close to my heart. I look at the kids today, and I don't see the desire and heart we had back then. Now there's too much money being paid for second, third, fourth and fifth. When I

wanted to win, damn it, I wanted to win. We all duked it out. Today nobody wants to race. They're paid so much they're happy to sit in third and second.

"A stopwatch told an interesting tale about Bryar Holcomb. It seems that some of his times were faster than the 250 big names. Sure, he was on a 400, but it was not a horsepower track." *Cycle News/July 18, 1972*

Holcomb: I rode the 500 Support class, and I knew if I won that I could get a full factory ride from Suzuki. They let me borrow John DeSoto's old race bike for the race, and I got terrible starts, but I was just a man on a mission. I figured that this was my one chance to really show everyone that I was ready for a factory ride. Plus I was just stoked to be riding in the Los Angeles Coliseum. I ended up finishing second in the first heat and then

winning the next two. It was just a wonderful night for me and turned out better than I could have ever dreamed.

"Maybe we'll be lucky enough to see another one of the 'Superbowls' next year." *Cycle News/July 18, 1972*

Blackwell: I remember calling back from Europe the next day. I heard that Marty Tripes had won, and there was a huge crowd. Immediately my cynicism started to fade. I was excited about it for the sport and for the U.S. A little while after, I realized it was just a new form of motocross that would help American riders on an accelerated basis. Those early supercross races were kind of like sprint races, and they got the American pace up to the point where they could ride with the Europeans. Pretty soon, the Americans were riding at the front of the pack.

Lindstrom: I never in my wildest dreams thought (hoped) it would come to this. I quickly changed my mind in a year or two of course, especially since it didn't intrude on the 'real' outdoor motocross.

Goodwin: I took a lot of flack from the motocross aficionados, like Rick Seiman (of *Dirt Bike* magazine). He was a tremendous opponent. My press agent mistakenly spelled "motocross" on a press release and a picture of that was in their article, and he called it the "Salad Bowl of Motocross." The *Dirt Bike* publisher was Bill Golden at the time and he had the philosophy that confrontation and conflict sold books. But in some ways I think Rick gave me a fair shot.

Fox: I don't think anyone could have envisioned how huge it is today. But I always thought it was the most exciting sport and deserved more attention from the media and general public. The first Superbowl of MX helped the sport attract more attention.

Crandall: I had visions of motocross racing becoming a televised thing, and I knew this was a good chance for it to happen. I was sitting there thinking about just what kind of future this thing had - I think that way most of the time because that's the school teacher in me - and I honestly didn't believe it would ever get as big as it is now. The hype, the semi trucks, the whole aura about the sport now is truly incredible.

Hallman: I could see early that the normal outdoor motocross was a perfect sport for the Americans. That's why Edison Dye and myself started the International

Motocross Inc., to promote the first races held in the U.S. in the late 1960s. But a Supercross Series, with 16 races, 750,000 spectators and big sponsors? No way!

Glick: One thing that really sticks out in my mind was the enthusiasm of all the people involved, the fans and especially the industry people. I even remember seeing Mike Goodwin down on the track, running hay bales around when riders would run into them and knock 'em off the track. He [Goodwin] was a one man gang down there. And walking back to my car that night I ran into some desert racers, guys from Carlsbad and Saddleback and I think Bruce Penhall, and everybody was excited, saying the biggest crowd for a race like this before was at Ascot.

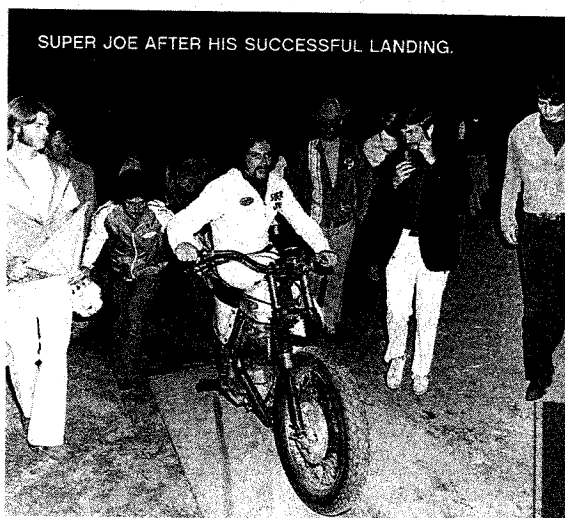
Weinert: We were all going, "I guess this is the stuff we're going to have to race now." Goodwin and his people kept saying that, that this kind of racing is the future. We just went along with it and waited to see how it

Goodwin: It was a tremendously gratifying success for me. I think I may have even made a little money, or at least we thought we could the next year. Not many people know this, but I had a partner in that first race by the name of Ed Lawrence, but he didn't want to come back the next year, because it was growing too much as far as money demand went. He was an ad guy at KTLA. When I went into talk to him, he liked the idea so much that they (KTLA) became what I called a presenting sponsor, and this guy (Lawrence) said, "I want to invest in this and make it successful."

Tripes: We never knew what we had just started would turn into such an awesome sport. Now I see how big it is, and I just can't believe it. I'm glad I was a part of the first race.

Goodwin: I made a lot of mistakes, wasted a lot of money - particularly at the first Superbowl of Motocross. We were ridiculed for a lot of things that we legitimately did wrong. We were ridiculed for some other things we probably didn't do wrong, too. But it was a wonderful learning experience. Of all my career stuff, the most gratifying is the supercross days.

"It was a huge success, both to the spectators and the promoters, and as we predicted earlier - only the beginning. If it can work in the Coliseum, what about Yankee Stadium?"
Motorcyclist/October 1972 X



Final Results

would all turn out. Did we really know this thing was going to get like this? No. No way. No one did except Goodwin. But he had a vision, and look at what it's become.

Holcomb: If the sport of motocross were IBM, Mike Goodwin was the Bill Gates of the industry. Everything was in place already, but there was no operating system to really take advantage of it. Just as Gates figured out a way to make it all work with computers, Goodwin figured out a way to capitalize on a sport that was already up and running. He just took everything to a whole new level.

Glick: I ran into Mickey Thompson in the elevator, and we talked about how the event had just revolutionized motorsports. Thompson looked at me and said, "I can put cars in this stadium."