

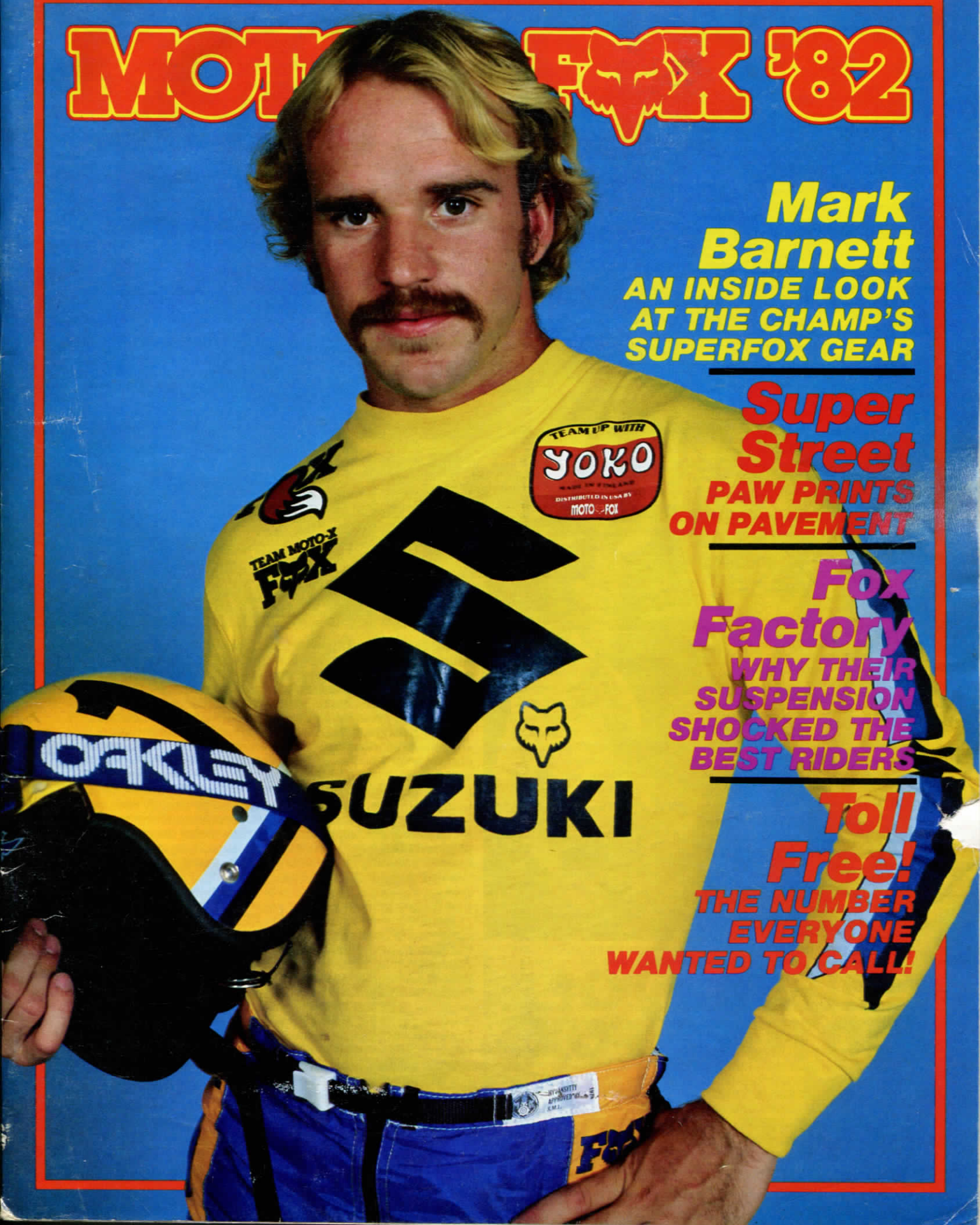
MOTO FOX '82

**Mark
Barnett**
AN INSIDE LOOK
AT THE CHAMP'S
SUPERFOX GEAR

**Super
Street**
PAW PRINTS
ON PAVEMENT

**Fox
Factory**
WHY THEIR
SUSPENSION
SHOCKED THE
BEST RIDERS

**Toll
Free!**
THE NUMBER
EVERYONE
WANTED TO CALL!





Bob Fox (left) and Geoffrey Fox (right).

The Story Of MOTO-X FOX And FOX FACTORY

Geoffrey Fox is the owner and founder of Moto-X Fox, Inc., which is located near San Jose in Campbell, California, approximately fifty miles south of San Francisco. Moto-X Fox is primarily a distributor of motorcycle accessories. Geoffrey is very involved in the development and manufacturing of many products which are exclusive to the Moto-X Fox line.

Bob Fox is the owner and founder of Fox Factory, Inc., which is primarily a design, development and manufacturing company for Fox Factory Suspension products. Moto-X Fox and Fox Factory share a strong working relationship, with all the motorcycle related products manufactured by Fox Factory being distributed exclusively in America by Moto-X Fox.

Over the years, Moto-X Fox has used professional motocross racing as one of the best means to test and promote its products. This has been done both by working directly with the major factory teams and their riders on the National and World Championship level, along with Moto-X sponsoring its own racing team which has proven to be the most successful non-factory team in the history of American motocross.

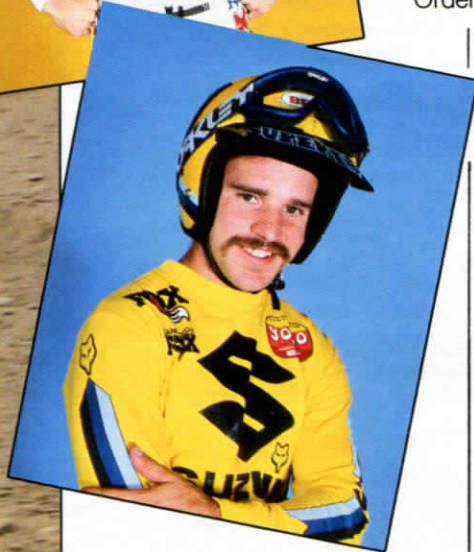
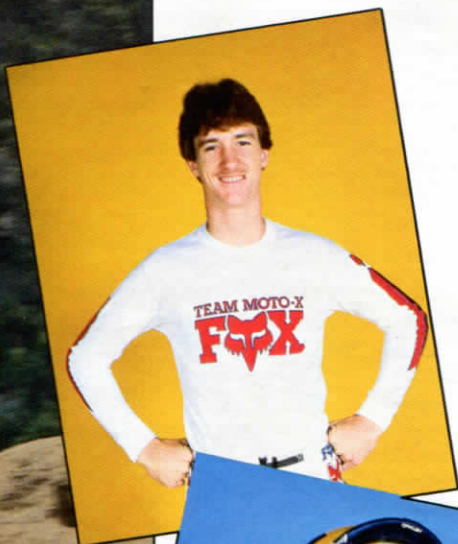
Team Moto-X Fox was born in 1977. That season our team consisted of unknown rookies Mark Barnett, Steve Wise and Pat Richter who ended up taking the top-three non-factory positions in the 125cc National Championship. Richter also took top American at the United States 125cc Grand Prix. In the Trans-Am Series that fall, Wise and Barnett took the top privateer positions in their respective classes and went on to become factory riders, Wise being signed by Honda and Barnett by Suzuki. A knee injury forced Richter into a retirement from racing.

In 1978 it was Danny Turner who spearheaded Team Moto-X Fox's National effort and captured the top non-factory rider for us once again. Meanwhile, Moto-X Fox test rider Jim Turner campaigned the Canadian Nationals and pulled off the Championship, beating the major factory supported teams in the process.

In 1979 Donnie Cantaloupi kept the unbeaten Team Fox

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Opposite page: Don Griewe, test rider for Cycle World magazine and a top SoCal pro rider, wears SuperFox riding gear from Moto-X Fox while tackling a cliffhanger of a berm with a test bike. Along with Cycle World, every major motorcycling magazine in America relies on Moto-X Fox for their riding gear and project test bike suspension components more than any other single brand, with the list also including Motocross Action Magazine, Dirt Bike, Motorcyclist, Cycle Guide and Cycle magazines. If Moto-X Fox products are the favorite choice among the best authorities in motorcycling, you know you can't go wrong making Moto-X Fox your choice, too.

This page, top: Team Fox/Kawasaki support rider David "Little Professor" Bailey finished out the 1981 racing season with the top non-factory rider placing in the Trans-U.S.A. Series. David was also the fastest rider on a production bike. Beginning in 1982 he will be a full-fledged factory rider for Team Honda, the 6th Team Fox rider to graduate to factory team status. Congratulations, David!

This page, opposite: Another Team Fox alumni, "Magic" Mark Barnett of Team Suzuki dominated the 1981 American motocross scene by repeating his 125cc National Championship title and garnering the Supercross Series Championship.

winning streak alive by capturing our third consecutive top non-factory placing in the 125cc Nationals. We expanded our race team into two classes that year, with Larry Wosick winning the AMA Rookie Of The Year Award for his strong performances in the 250cc Nationals. Cantaloupi earned himself a factory ride with Team Yamaha, while Wosick finished out the season in fine style winning the final Trans-Am Support Class race at Sears Point and joined Team Kawasaki for the coming season. Jim Turner spent the 1979 season campaigning the 250cc World Championship in Europe where he tested the new line of Fox Factory suspension components.

With the continued loss of our top riders to factory teams, Moto-X Fox once again had to put together a new team for the 1980 season. It turned out to be the largest non-factory team of promising young riders ever seen in National competition. Included were Jeff Watts, Dana Waxham, Mike Preston and Tom Benolkin in the 125cc class, then Lenny Giger, Carlos Serano, JoJo Keller, Tony and Pete Wanket, and Mike Loeffler in the 250cc class. All of them turned in impressive rides throughout the 1980 season which included Keller winning a National 250cc moto in Massachusetts, Giger taking the Off-Road World Championship at Riverside for the second year in a row and Loeffler picking up the AMA's Rookie Of The Year Award. Tom Benolkin became the fifth Moto-X Fox rider to make it to the big leagues and Kawasaki signing him to a factory contract for the 1981 season.

It was a new Moto-X Fox supported rider, though, who attracted even more attention near the end of the 1980 season. David Bailey, son of motocross professor Gary Bailey, beat out a number of factory riders to win the 250cc Support Class of the Trans-U.S.A. Series. That spectacular performance earned Bailey the position of top rider with Team Fox for the 1981 season, along with the support from Kawa-

saki of factory works bikes. Bailey almost clinched the fastest non-factory rider title for us once again, this time in the 250cc Nationals, but a breakdown at the final race gave the title to another Moto-X Fox assisted rider, Kris Bigelow.

Mechanics have also been essential to the success of Team Fox. In this area, too, Fox has excelled. Five Team Fox mechanics have graduated to full-time jobs with major factory teams in the past five years.

Things were even exciting for us on the factory-level as Team Suzuki and Moto-X Fox rider Mark "Bomber" Barnett clinched the 125cc National Championship for the second year in a row, and also won the Supercross Series, proving himself to be the fastest rider in America during 1981. On the International scene Moto-X Fox was once again proud to be the supporter of the only American riders in Grand Prix competition, Husqvarna's Mike Guerra in the 250cc World Championship and Suzuki's Brad Lackey in the 500cc World Championship. Meanwhile, Team Honda and Moto-X Fox rider Graham Noyce barely missed out on repeating his previous 500cc World Championship title.

With 1982 comes a new direction for Moto-X Fox. After much testing and research we are entering into the fast-growing street/high-performance road bike market with an exciting all-new line of products exclusive to the Moto-X Fox label. Our famous shock absorbers, known in the sport of motocross as the best in the world, are now available for street bikes and already have a winning race track record to prove their performance and reliability on pavement. We also have new clothing products to outfit the street rider from head to toe, all offering the same high quality that has been found in our motocross clothing products since we began in business. We are confident our new line of street bike products will be just as successful and trendsetting as our motocross and dirt bike products continuously prove to be.

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Dirty Books

MOTOCROSS TECHNIQUES, TRAINING & TACTICS

By Brad Lackey and Len Weed. Absolutely the finest book ever written on motocross and how to ride competitively. More provocative how-to photos and exciting action sequences of the dirtiest sport than an X-rated book shop. Riding, training, tactics and secrets of winning by Brad Lackey with pictures of the world's top motocross stars by the best photographers in the sport. 226 pages, zillions of photos.

Part No. 50-1905 **\$9.95**

MOTORCYCLE TRIALS TECHNIQUES & TRAINING

By Lane Leavitt and Len Weed. Here's another neat Len Weed book where the reading's not as slow as the action. If you like to dabble in motorcycling you'll find there are enough clean sections to Lane Leavitt's riding instructions that you won't be embarrassed to be caught with your feet up in public. 160 pages and over 200 explicit, vivid photos. Part No. 50-1906 **\$9.95**

DESIGN AND TUNING FOR MOTOCROSS

By Jim Gianatsis. Available at last, the one motocross book that dared to show and tell all! The book that's so explicit it couldn't be made into a movie and was almost banned in Boston. Filled with compromising photographs of the most provocative parts and details, drawings that are so suggestive, and descriptions that should have been kept behind closed doors that we're almost afraid to offer this book for sale. Minors are required not to tell us their age. If you want to know the real truth about the technical aspects of motocross bikes from early development to the latest state-of-the-art equipment, here's your chance. Design And Tuning For Motocross provides a thorough understanding of the motocross bike, its various components from suspension to engine and how they work, plus how to tune and modify dirt bikes for better handling and engine performance. All the never before told details are here, uncut and uncensored! (Shipped in a plain brown wrapper) 96 pages, 188 photos. Part No. 50-1907 **\$10.95**

WHEELING WITH THE KING

By Doug Domokos and Len Weed. More than you ever thought could be written about how to wheelie, and then some. If you could never get it up before now, this book will show you it's not hard. Lots of exciting photos of Wheelie King Domokos doing his thing every which way. Part No. 50-1908 **\$9.95**