

The FOX Story

Geoff Fox, founder of Moto-X Fox Inc., became involved with motorcycles while a physics grad student on campus at the U. of Wisconsin in the mid 1960's. There one Monday morning Geoff parked his Honda next to a Yamaha DT-1 which was still loaded with mud from a Sunday race. It was an awesome sight he'd never forget. Geoff lay aside his textbooks for Sundays off campus at the local tracks. Love of motorcycles eventually rode him out the classroom door into the mainstream of designing and selling motorcycle equipment. In 1974 Geoff set up his own shop in Campbell, California, a suburb of San Jose in the famous 'Silicon Valley'.

Moto-X Fox has used professional racing to test and promote its own products by working directly with major factory teams on the National and World Championship level. Team FOX privateers have been the most successful non-factory team in the history of American motocross.

Six former Team FOX riders have achieved star status as factory pilots including Mark Barnett, David Bailey, Steve Wise and Donnie Cantaloupi. In addition five Team FOX mechanics moved on to become "wrenches" for factory teams.

Moto-X Fox has also maintained contact with top factory riders throughout its history. America's first World Motocross

Champion, Brad Lackey captured his title while wearing the Fox logo. Other top Grand Prix riders from Hakan "Carla" Carlquist to Graham Noyce to Michele Rinaldi to Mike Guerra have competed under the Fox banner.

1982 marked the year Fox entered into the high-performance street bike market with our own exclusive line of Fox Super-Street clothing, as well as Fox Shox® and Fox Factory SuperBike Shox. Further-more, we provided support to such successful race teams as Yoshimura/Suzuki with rider Wes Cooley, and Team Hammer with their Chevron/Suzuki. Our biggest success in road racing was the fact that every factory rider and top privateer in the Superbike class finished out the 1982 season on Fox SuperBike Shox, including Team Kawasaki's Eddie Lawson who claimed the title for the third straight year.

1983 saw the continued domination of Fox suspension on the road courses of America. Single shocks came to road racing and Fox was there building and tuning for the top privateers and factories in the Superbike battles.

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