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FIVE MINUTES WITH

ALEX MOROZ: MUSEUM CURATOR

BY DAVID PINGREE

Alex Moroz is a managing partner of the Legends & Heroes Motocross Tour, which is operated by a group of loyal fans dedicated to preserving and sharing the legacy of American motocross. Learn more about their organization at www.legendsandheroestour.org.



Racer X: Alex, give us some background about Legends & Heroes.

Alex Moroz: Well, it was developed two years ago. MX Sports asked us to provide a vintage display at all of the motocross nationals. I had been the AHRMA off-road director for the past three years, so I had a pretty good base of people that I knew who owned display bikes or bikes they used for vintage racing. Most of those folks are excited that we would want to put their bike in a display, because they spend a lot of time prepping, polishing, and restoring their machines. The premise behind the whole thing was to share some of the history of the sport and introduce the younger generations to the riders that made the sport what it is today.

How was the response at the outdoor nationals?

The response was great. We had a small but very cool setup of bikes from the past and some great riders from those decades of racing come through, and people loved it. The neat thing was seeing a family

with two or three generations standing there and the kid is fascinated with the way the old bikes looked. Then the dad chimes in about how he used to race one of those bikes, and he has a story about his youth. It was really cool to see all those generations affected by the display.

What are your goals for this project?

It started out, very simply, to have fun and display some of the old bikes that I was passionate about. But in 2005 the AMA created a display called the Motocross America display, and it really changed where I wanted to go with this. It is a progressive display that shows how the sport began and how it evolved. I wanted to do a rolling show, similar to what Harley-Davidson does, but the industry really wasn't ready for it. My ultimate goal is to have a mobile moto museum that includes the machines, clothing, and riders from the different eras. I want it to have a timeline so people can get a good understanding of the history of motocross.

Give us some background about yourself and your involvement in the motocross industry.

I was always fascinated with motocross. My dad told me that if I could buy my own bike, then I could get one. When I graduated high school, I finally had enough cash to pay for one and I bought a '66 Scrambler. I took the headlights off of it and rode it out at some dunes by my house. That was my introduction to the sport. I got more into racing in the central New York area, and then I headed out west and raced until 1980, when I got married. I quit racing for about a year and I just missed it too much. In 1991 I got involved with AHRMA and won six national vintage racing titles. Since retiring from my corporate job, I'm focusing all my energy on this project.

Will you be at all the supercross and motocross events in 2011?

Yes, the display will be there. Gary Bailey and some others are helping me run it, and from Daytona on we will have a larger display, our Moto Museum, operational and present at Daytona, the Las Vegas Supercross, and every outdoor national.

Who are some of the riders who have stepped up and supported this project?

Some of the heroes that help us out are Brad Lackey, Danny LaPorte, Donnie Hansen, Broc Glover, Mike Bell, Jimmy Weinert, Billy Liles, David Bailey, Gary Bailey, Jeff Emig, Mike LaRocco, Chuck Sun, and Marty Smith. These guys have all stopped by and signed autographs or been a part of something we were doing at the races. It's great to see them interact with folks who have been fans of theirs for decades. ■