For Immediate Release

MOTOCROSS HISTORY

THE RIDERS AND THE BIKES...

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Preserving the history of Motocross, the machines and the racers of this great sport!

Legends & Heroes to Honor Arizona Motocross Great, Carlos Serrano in Phoenix!

January 13, 2012 ~ Norco, CA: One of Arizona's best known and most successful motorcycle competitors, Carlos Serrano, will be honored this Saturday during the 2012 Monster Energy AMA Supercross event at Chase Field in Phoenix, AZ. Serrano began competing in motocross during high school in the Tucson area and quickly rose to the top by capturing full factory sponsored rides. He has competed on the professional level in Motocross, Supercross, Superbikes and at the International Grand Prix level. Carlos was known for his aggressive riding and being a fierce competitor. He was also coined the most widely traveled competitor by Motocross Action Magazine.

What is so interesting is his diversity in racing, not only competing on two wheels, but also having a successful career in auto racing during the NASCAR Winston Racing series and the competitive Craftsman Truck series.

In 1980, Serrano won the Gran Premio de Amistad, Mexico's biggest motocross event against such great riders like Tony D. and Rick Johnson. He won every class he entered, even posting the fastest lap time. Also in 1980, he won the "Copa de Cuba" 125 and 250 class in Cuba's coveted national event, 1982 saw Carlos as a factory Maico rider and in 1983, Serrano won the Italian International series as a Moto Villa Factory rider. To his credit, in 1983, Carlos competed in the 250 World Championship Grand Prix Motocross series throughout Europe as a factory rider, finishing in the top ten.

Since his retirement from professional competition, Serrano as returned to racing while competing in vintage motocross events. He has numerous national and regional championships under his belt within this sport as well.

Alex Moroz and Mike Owens, managing partners for the Legends & Heroes Tour conclude "Carlos is a great champion who showed perseverance and dedication to his sport. As a moto-journeyman, Serrano paved the way for other kids to reach their dreams in the motorcycle world".

About the Tour

The Legends & Heroes Motocross Tour is a professional historical display and time-line of Americas greatest motorsport.
The tour includes the machines and the champs of Motocross. The project was conceived by a dedicated group of Motocross Enthusiasts who, over the years, have discovered the value of the rich 40+ years of Motocross legacy and its impact on the American motorsports history. "The dedication and passion of the sport has brought the Legends & Heroes Motocross Tour to the next level of sharing this legacy, the history of the machines and men, as well as the women of Motocross. The history of the Classic Iron and its' champions is a dynamic model ever changing. We see this rich history as a great learning lab for all ages" according to Alex Moroz the tours managing partner.