

Business Proposal for Acquisition and Continuation of CMRA Operations

Submitted by: Moto Rides LLC

Principals: Dave Johnson & Quan Luu

Submission Date: November 9, 2025

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1. Executive Summary

Moto Rides LLC respectfully submits this proposal to acquire the assets and continue the operations of the Central Motorcycle Roadracing Association (CMRA).

Our mission is simple: preserve CMRA's 50-year legacy while modernizing operations, expanding participation, and ensuring financial sustainability.

As owners of Texas's largest and longest-running motorcycle training and track organization, RideSmart Motorcycle School (RS), we are uniquely positioned to seamlessly integrate CMRA's racing operations into an ecosystem that already nurtures riders from first-time learners to advanced racers. With more than 20,000 students trained, existing relationships with every major Texas and Oklahoma racetrack, and a proven history of operational excellence, we are confident in our ability to carry the CMRA torch forward.

2. Existing Business Operations

Apex Moto LLC (RideSmart Motorcycle School)

RideSmart has been a leader in Texas motorcycle education and track events for over 25 years, with current owners Quan Luu and Dave Johnson managing the organization for the past seven years and owning it outright for the past four. RS operates motorcycle training and track day programs at the same venues CMRA races at, utilizing shared vendors, insurance providers, and sponsors.

Affiliated Entities:

- RideSmart Race Program – Bridges the gap between track days and competitive racing.
- Moto Rides LLC – Manages Aprilia motorcycle rentals for our Fly-N-Ride program.
- Total Moto (75% Ownership) – Develops RS's proprietary mobile app and website launching January 2026, enabling scheduling, payments, membership management, and communication.

Leadership Background:

- Dave Johnson – 22 years with a leading global motorcycle OEM. Former regional-level executive overseeing strategic initiatives, dealer operations, and marketing. Currently COO for a multi-store Harley-Davidson dealer group.
- Quan Luu – Former CMRA racer with six years of active competition. Brought his son, Caleb, into CMRA youth racing at age 11. Professionally, Quan is a licensed financial advisor, bringing financial and analytical expertise to the organization.

Together, we combine corporate management discipline, racing passion, and operational experience.

3. Organizational Structure & Key Personnel

Owners: Dave Johnson & Quan Luu – Responsible for strategy, finance, marketing, and growth initiatives.

Operational Team: We intend to retain key CMRA personnel (e.g., Walter Walker, Kasey Lewis, and other current staff and volunteers) for continuity and advisory roles during the transition.

Advisory Committee: A blend of CMRA veterans, current RS leadership, and external motorsports professionals to guide the organization during the first 12 months.

This structure ensures CMRA retains its identity and community culture while benefiting from modern management tools and processes.

4. Transition Plan & Member Retention

Year 1 Goal: Operate “as-is” while assessing opportunities for improvement.

We will:

- Retain all current CMRA officials, volunteers, and staff.
- Engage members through structured feedback sessions, surveys, and forums.
- Leverage proven RideSmart processes for capturing, evaluating, and implementing member feedback.
- Focus on member satisfaction, fairness, and enjoyment—ensuring the transition feels seamless to racers and fans.

Our philosophy: “Listen, learn, and lead.”

5. Track Access & Partnerships

RideSmart maintains active partnerships with all CMRA venues, including MSRH, MSRC, ECR, Hallett, and NOLA.

Additionally, we hold established relationships with Jennings GP, G2 Motorsports Park, Circuit of The Americas, and an undisclosed Texas facility currently under development.

We also have direct relationships with track insurers and underwriting partners, ensuring smooth compliance and cost efficiency.

6. Vision for Growth (3–5 Year Plan)

Our vision centers around three pillars: Participation, Progression, and Promotion.

Participation: Increase CMRA membership through targeted marketing and outreach to RideSmart’s 20,000+ active riders. Develop youth and novice programs in partnership with instructors like Josh Bittinger and Sean Nielsen.

Progression: Create a clear “path to racing” from RideSmart → CMRA Novice → CMRA Expert. Offer a dedicated licensing class through RideSmart to funnel experienced track riders into competitive racing.

Promotion: Execute integrated marketing campaigns via social media, digital advertising, and event appearances at MotoGP, MotoAmerica, and major Texas rallies. Rebrand CMRA with a new logo, digital presence, uniforms, signage, and merchandise.

7. Financial Stability & Sustainability

Three Core Levers:

1. Expense Optimization – Leverage shared RS–CMRA contracts for track rental, insurance, and logistics. Cross-utilize equipment, software, and sponsorship assets. Introduce track credit options for corner workers to reduce cash outflow. Evaluate ownership vs. leasing models for key equipment.
2. Participant Growth – Increase participation via aggressive recruitment from RideSmart alumni. Target consistent 80%+ grid fill rates.
3. Pricing & Sponsorships – Maintain affordable entry fees. Expand sponsor relationships (Aprilia, Roadracing World, and others) to fund member programs and youth initiatives. Regular monthly financial reviews will ensure transparency and accountability.

8. Commitment to Fairness, Safety & Professionalism

- Uphold a Code of Conduct and Transparent Dispute Resolution Process.
- Maintain and expand CMRA's strong safety protocols.
- Introduce data-driven performance and safety analytics via our app and software integrations.
- Promote professionalism across all events—staff, racers, and volunteers.

9. Growth & Marketing Strategy

Key Initiatives:

- Continue offering the CMRA licensing course through RideSmart.
- Broaden outreach through thrill-seeker and motorsport communities.
- Rebrand visual identity (vehicles, tents, merch, signage).
- Showcase CMRA presence at major motorsports events.
- Collaborate with other race organizations nationwide to share best practices.

Participation Focus: We will actively solicit and implement member-driven ideas to enhance engagement, participation, and retention.

10. Event Management Experience

RideSmart operates the largest track day organization in Texas and the longest-running in the U.S. We manage the largest single track day event in America at COTA (8–10 event days per year, 220+ riders/day), with up to 600 total attendees per event. Our operational experience ensures CMRA events remain smooth, safe, and professionally executed.

11. Vendor & Partner Relationships

We already work with many of CMRA's current vendors. Our vendor management philosophy ensures mutual benefit and continuity. Additionally, RideSmart brings expanded partnerships in insurance, sponsorship, and technology that will directly benefit CMRA's operational footprint.

12. Annual Racing Schedule Commitment

We commit to maintaining CMRA's traditional eight-round schedule, ensuring consistency for members and venues. Over time, we may introduce minor optimizations to enhance financial sustainability, safety, or racer convenience, always with member input and transparency.

13. Proposed Purchase Offer & Financial Terms

Purchase Price: To be negotiated based on the asset valuation (\$28,835.28).

Structure: Cash offer at closing, with assumption of responsibility for ongoing operations and vendor agreements. Dave Johnson and Quan Luu collectively will be investing \$100,000.00 as operating cash.

Transition Support: We request a 30-day transition window post-closing to ensure uninterrupted race operations and data migration.

14. Conclusion

Moto Rides LLC is honored to present this proposal to acquire and continue the CMRA legacy. Our intent is not merely to manage CMRA—but to grow it, modernize it, and honor its incredible 50-year history.

We bring the experience, passion, and infrastructure to sustain CMRA's community-based spirit while driving a bold, exciting future for Texas and regional motorcycle racing.

Respectfully submitted,

Dave Johnson

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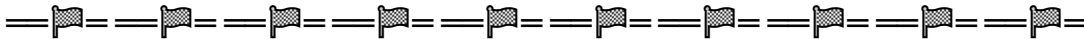
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Proposal Evaluation Questions and Scoring Criteria for the Acquisition and Continuation of Central Motorcycle Roadracing Association (CMRA) Operations

Submitted by: Moto Rides LLC
Principals: Quan Luu & Dave Johnson
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1. Existing Business Operations

(Max Points: 8)

Apex Moto LLC dba RideSmart Motorcycle School (RS) operates within the same ecosystem as the CMRA, sharing track venues, vendors, and sponsors. RideSmart has been a leader in Texas motorcycle education and track events for over 25 years, with current owners Quan Luu and Dave Johnson managing the organization for the past seven years and owning it outright for the past four.

In addition to RideSmart, the owners operate several complementary businesses:

- RideSmart Race Program – a pathway for riders to transition from track days to organized racing.
- Moto Rides LLC – manages the Aprilia rental fleet for the “Fly-n-Ride” program.
- Total Moto (75% ownership) – developed RideSmart’s new integrated website and app, launching January 2026.

Dave Johnson brings 22 years of experience with a global motorcycle OEM, leading national initiatives promoting motorcycling from beginner programs to major rallies. He currently serves as COO for a multi-store Harley-Davidson dealer group.

Quan Luu raced with CMRA for six years and introduced his son, Caleb, to the organization at age 11. In his professional life, Quan works as a Financial Advisor, providing valuable business acumen and fiscal oversight.

Together, Quan and Dave have deep, hands-on experience across motorsports operations, business management, and community engagement—making Apex Moto uniquely positioned to acquire and continue CMRA’s mission.

2. Organizational Structure & Key Personnel

(Max Points: 8)

Owners Quan Luu and Dave Johnson will jointly oversee all CMRA operations, including strategic planning, marketing, financial management, and business development.

Our operational structure will:

- Maintain current CMRA staff and event officials to ensure operational continuity.
- Utilize existing CMRA key stakeholders for day-to-day management and race operations.
- Engage selected individuals in advisory capacities, ensuring continuity of culture and institutional knowledge.

This structure ensures a smooth transition with no interruption to CMRA's core functions.

3. Retention and Support of Members, Volunteers, and Officials

(Max Points: 8)

In Year One, CMRA will operate status quo to preserve continuity while we observe, learn, and listen to the membership.

- We will retain all current officials and volunteers, leveraging their experience to guide improvements.
- Member feedback will drive continuous improvement, as proven through RideSmart's process of gathering and prioritizing participant input.
- Our goal is to enhance member experience—simplifying registration, improving communication, and adding value both on and off the track.

By empowering CMRA's community, we will strengthen its foundation and ensure lasting loyalty.

4. Track Access and Relationships

(Max Points: 15)

RideSmart maintains active relationships with all tracks currently used by CMRA, including:

- MSRH, • MSRC, • ECR, • Hallett, • NOLA

Additionally, RideSmart has relationships and access to other venues such as Jennings GP, G2 Motorsports Park, Circuit of The Americas (COTA), and one upcoming undisclosed facility.

Our established partnerships include:

- Direct relationships with track owners and operators.
- Insurance providers specializing in motorsports coverage for these venues.

This strong network ensures seamless access and the ability to expand CMRA's venue options when appropriate.

5. Vision for CMRA Growth (3–5 Years)

(Max Points: 8)

If selected, we will implement a written 1–3 year and 3–5 year business plan covering revenue, expenses, marketing, and personnel development—mirroring our proven planning framework used in RideSmart.

Key elements include:

- Leveraging RideSmart as a feeder program for CMRA, converting riders from track days to competitive racing.
- Tapping into our 20,000+ RideSmart alumni base to drive new memberships.
- Collaborating with youth development partners such as Josh Bittinger and Sean Nielsen.
- Launching marketing campaigns through RideSmart's digital channels, sponsors, and industry relationships.
- Exploring new programs to boost engagement and retention, including rental-based entry opportunities via our Aprilia RS 457 program.

Our goal: build a sustainable ecosystem where every aspiring rider sees CMRA as their next step.

6. Financial Sustainability

(Max Points: 8)

CMRA's financial health depends on three pillars: Participants, Pricing, and Expense Management.

1. Expense Control:

We will leverage combined purchasing power to reduce costs and obtain economies of scale between CMRA and RideSmart. Examples include:

- Shared vendor agreements and insurance savings.
- Technology-driven efficiencies via our new website and app.
- Transitioning leased equipment to owned assets when feasible.

2. Participant Growth:

A focus on increasing membership through feeder programs, marketing, and sponsor-backed initiatives will directly improve cash flow.

3. Pricing Strategy:

We will maintain affordable pricing, balancing operating costs with participation levels to minimize barriers to entry.

Our combined experience ensures financial discipline, transparency, and growth.

7. Upholding Fairness, Safety, and Professionalism

(Max Points: 8)

CMRA's reputation is built on integrity and respect, which we will uphold through:

- Continuous improvement in all operational areas.
- A clearly defined Code of Conduct for all participants.
- A transparent dispute and feedback process, modeled after RideSmart's proven system.

Our guiding principle: fairness and professionalism at every level of competition.

8. Participation Growth & New Racer Recruitment

(Max Points: 8)

We will implement a multi-pronged approach to expand participation:

- Use RideSmart's platform to introduce new racers through training and licensing programs.
- Maintain and enhance the CMRA licensing course.
- Rebrand CMRA with refreshed trucks, trailers, uniforms, merchandise, flags, tents, website, and mobile app.
- Ensure CMRA presence at MotoGP, MotoAmerica, and offsite community events.
- Collaborate with national race organizations to share best practices.
- Engage members directly to generate ideas for growth.

Our mission: increase grid participation to consistently achieve 80%+ capacity, ensuring both affordability and excitement for all racers.

9. Event Management Experience

(Max Points: 8)

RideSmart operates:

- The largest track day organization in Texas.
- The longest-standing track day organization in the U.S.

- The largest single track day event in America at Circuit of The Americas (8–10 events annually), with up to 265 riders and 600 attendees per weekend.

Our team includes current and former CMRA racers and instructors, ensuring deep understanding of race operations.

We will also retain current CMRA stakeholders to maintain continuity and build upon their expertise.

10. Vendor and Partner Support

(Max Points: 8)

We will continue supporting CMRA's existing vendor network and expand opportunities through our broader partnerships.

- Many vendors already serve both organizations, allowing immediate alignment.
- Our additional sponsorship and vendor relationships will bring new resources and exposure to CMRA.

Our approach ensures a win-win partnership ecosystem that strengthens both operational capacity and member experience.

11. Commitment to CMRA's Traditional 8-Round Schedule

(Max Points: 15)

We are fully committed to maintaining CMRA's traditional eight-round annual racing season.

- No immediate changes are planned to core programs.
- Adjustments, if any, will be strategic and data-driven to ensure long-term solvency.
- RideSmart will continue coordinating schedules to minimize overlap and maximize participation for both organizations.

Our intent is to preserve CMRA's legacy while ensuring it thrives well into the future.

Conclusion

Moto Rides LLC, through RideSmart Motorcycle School and its affiliated companies, is uniquely qualified to acquire and grow the CMRA.

We bring decades of operational experience, a strong existing rider community, deep industry relationships, and a shared passion for advancing motorcycle racing in Texas and beyond.