

BUILDING AMERICA'S FIRST TRACK RIDER SKILLS CERTIFICATION PROGRAM

Transforming motorcycle track riding from an unstructured activity into a measurable learning system through curriculum design, coaching frameworks, and progressive certification.



FIRST TIERED TRACK-RIDER SKILLS CERTIFICATION PROGRAM IN THE UNITED STATES

Developed with former AMA 250 Grand Prix racer Oliver Chami.

THE OPPORTUNITY

In the early 2000s, motorcycle track riding existed in a gap between basic rider education and professional racing schools. Riders could purchase track time, but few opportunities existed to systematically develop advanced skills or measure improvement.

Working alongside former AMA 250 Grand Prix racer Oliver Chami, I helped create TracStar™, the first track rider skills certification program in the United States. The system combined classroom instruction, trackside coaching, skills assessment, and achievement-based advancement into a structured rider-development framework.

Over the next decade, TrackXperience evolved into one of the most recognized rider-development organizations on the West Coast, serving thousands of riders while establishing partnerships with manufacturers, professional racers, and industry leaders.

IMPACT AT A GLANCE



28,000+

RIDERS
SERVED



200+

EVENTS
PRODUCED



6,000+

STUDENTS
TRAINED



FIRST IN U.S.

TRACK RIDER SKILLS
CERTIFICATION
PROGRAM



WEST COAST

REGIONAL
LEADER

INDUSTRY RECOGNITION



Roadracing World Magazine selected me as a subject matter expert for a feature discussing rider instruction, coaching methodology, and advanced rider development.

The article highlighted both the educational philosophy behind TrackXperience and the organization's growing role in rider training.

**ROADRACING
WORLD
MAGAZINE**

STRATEGIC PARTNERSHIP



TrackXperience established a strategic alliance with the Freddie Spencer High Performance Riding School in Las Vegas.

Founded by two-time World Grand Prix Champion Freddie Spencer, the school is one of the most respected advanced rider-training organizations in North America.

The partnership positioned TrackXperience as a developmental pathway for riders seeking elite instruction, while Freddie Spencer's organization promoted TrackXperience events as among the premier rider-development experiences on the West Coast.

FREDDIE SPENCER
HIGH PERFORMANCE RIDING SCHOOL

TRACSTAR™ CERTIFICATION FRAMEWORK



Bronze →
Silver →
Gold →
Master Rider

Unlike traditional track-day organizations, TrackXperience created a measurable advancement system that rewarded demonstrated skill development rather than participation alone.

The framework provided riders with clear milestones, formal recognition, and long-term development goals while reinforcing safe and disciplined riding habits.



Customers weren't looking for track time. They were looking for confidence, improvement, and a clear path to becoming better riders.



TEACHING CONFIDENCE BEFORE SPEED

TrackXperience treated rider development as a skills-acquisition problem. Concepts were isolated, rehearsed, coached, and reinforced before riders attempted to execute them at track speed.



**REDUCE FEAR BEFORE
INCREASING SPEED**

Lean-angle confidence training

THE PROBLEM

Most riders understood the theory: where to look, how to position their bodies, and how a motorcycle was supposed to corner. But under speed, lean angle, and fear, knowledge alone often failed.

THE LEARNING SEQUENCE

01



EXPLAIN

Concepts

02



REHEARSE

Movement

03



ISOLATE

Skills

04



COACH

Performance

05



CERTIFY

Progress



BUILDING SKILLS BEFORE BUILDING SPEED

TrackXperience treated rider development as a behavior-design problem. Skills were isolated, physically rehearsed, and reinforced in controlled environments before students attempted to execute them at track speed.

“The goal was simple: reduce fear before increasing speed.”

A controlled environment allowed riders to build confidence without adding unnecessary consequence.



CONCEPTS EXPLAINED

Classroom instruction translated complex riding dynamics into visual models students could apply immediately.



ACTIVE REHEARSAL

Students practiced body-positioning concepts in a guided classroom exercise to build muscle memory before applying on track.



COACHED APPLICATION

Trackside coaching and observation turned immediate feedback into correct habits riders could consistently execute.



*Most riders already knew what they should do.
The challenge was creating an environment
where they could consistently do it.*



RECOGNIZED AS A SUBJECT MATTER EXPERT

TrackXperience was built on deep expertise in motorcycle dynamics, instruction, and rider development. That expertise is what allows us to break down complex concepts into clear, teachable lessons that create real-world results.



FEATURED IN ROADRACING WORLD

Recognized for educational methodology and advanced rider development insights.

NATIONAL RECOGNITION



Roadracing World Magazine selected me as a subject matter expert for a feature discussing rider instruction, coaching methodology, and advanced rider development.

The article highlighted both the educational philosophy behind TrackXperience and the organization's growing role in rider training.

**ROADRACING
WORLD
MAGAZINE**

THE EXPERTISE BEHIND THE CURRICULUM



DEEP KNOWLEDGE

Years of study, race experience, and instruction shape every lesson.



COMPLEX MADE SIMPLE

Advanced concepts are broken down into clear, practical teaching points.



REAL-WORLD FOCUS

Every lesson connects directly to on-track performance and rider safety.



PROVEN RESULTS

Riders gain confidence, improve skills, and achieve measurable progress.



INDUSTRY RESPECT

Trusted by riders, manufacturers, schools, and leading industry organizations.

“Expertise becomes valuable at scale only when it can be taught consistently.”

TEACHING IN ACTION



ACTIVE LEARNING

Students practiced body-positioning concepts in a guided classroom exercise that built immediate understanding.



HANDS-ON COACHING

Individual feedback and repeatable coaching moments transformed classroom concepts into skills riders could feel and refine.



INSTRUCTOR DEMONSTRATION

Live demonstrations provided visual models so students could see technique applied and understand how it translates on track.

“Great instruction isn't about talking more. It's about making the complex simple, repeatable, and achievable.”

EARNING THE TRUST OF INDUSTRY LEADERS

TrackXperience's educational approach attracted partnerships with professional racers, manufacturers, rider organizations, and some of the most respected names in motorcycle instruction.



STRATEGIC ALLIANCE

Freddie Spencer High Performance Riding School

Two-time World Champion Freddie Spencer's organization promoted TrackXperience as a developmental pathway for riders seeking elite instruction.

In return, TrackXperience events were promoted as among the premier rider-development experiences on the West Coast.

TRUSTED ACROSS THE INDUSTRY



MANUFACTURERS • MEDIA • RIDER ORGANIZATIONS • INSTRUCTION PARTNERS



MANUFACTURER RELATIONSHIPS

After founding the Aprilia USA Owners Club in 2000 and assisting with World Superbike Racing hospitality at Laguna Seca in 2001 and 2002, TrackXperience was entrusted with a fleet of Aprilia RSV1000 Mille superbikes to conduct their western USA demo track events.

Other on-track events were conducted in partnership with Kawasaki USA and Buell Motorcycles.

INDUSTRY MILESTONES

2001



Founded TrackXperience to deliver structured, professional track-rider education on the West Coast.

Created our new track rider school curriculum and trained a dozen instructors on it.

2002



Collaborated with Buell Motorcycles and B.R.A.G. (Buell Riders Adventure Group) for track events.

2003



Entrusted by Aprilia with a fleet of RSV1000 Mille superbikes to conduct demo track events.

Strategic alliance established with Freddie Spencer High Performance Riding School.

Featured in *Roadracing World* Magazine for educational methodology.

2004



Partnered with Oliver Chami in 2004 to develop TracStar.

2005



Expanded operations to multiple states, establishing TrackXperience as the leading rider-development organization on the West Coast.



CREDIBILITY IS EARNED WHEN EXPERTISE IS RECOGNIZED BY OTHER EXPERTS.

FROM TRACK DAYS TO A RIDER DEVELOPMENT MOVEMENT

Most organizations sold access to a racetrack. TrackXperience was built around a different idea: measurable rider development through coaching, progression, and community.



THE RESULT

Over almost a decade, TrackXperience evolved into one of the most recognized rider-development organizations on the West Coast, serving thousands of riders while establishing partnerships with manufacturers, racers, and industry leaders.

THE RESULT BY THE NUMBERS



28,000+
RIDERS SERVED



200+
EVENTS PRODUCED



6,000+
STUDENTS TRAINED



STATE WIDE
OPERATIONS



WEST COAST
LEADERSHIP

THE APPROACH

Instead of simply selling track access, TrackXperience focused on creating a complete rider-development ecosystem.

- Structured curriculum
- Progressive certification
- Instructor coaching systems
- Skills assessment
- Mentorship
- Community engagement
- Strategic partnerships

The goal was not merely faster lap times. It was to help riders become safer, more confident, and more capable motorcyclists.

WHAT THIS PROJECT DEMONSTRATED

This project required the integration of:



CONTENT STRATEGY

Developing educational materials and progression frameworks.



PROGRAM ARCHITECTURE

Building a structured certification pathway.



COMMUNITY BUILDING

Creating long-term engagement and retention.



BRAND POSITIONING

Differentiating the organization in a crowded market.



PARTNERSHIP DEVELOPMENT

Building relationships with racers, manufacturers, and industry leaders.



OPERATIONAL LEADERSHIP

Managing large-scale events across multiple venues.



COMMUNITY

Building a rider community around measurable improvement.



EDUCATION

Structured instruction transformed track riding into a repeatable learning experience.



SKILL DEVELOPMENT

Innovative training methods accelerated rider confidence and capability.



The most successful communities aren't built around transactions. They're built around progress.



TODD ROBINSON
Founder, TrackXperience