

For Immediate Release

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Pioneers Unite For Daytona AMA American Superbike 2011 Season Opener And Show How Less Is More

New York, New York, March 24, 2011: Liberty Waves Racing, the team that pioneered the BMW S1000RR's entry in AMA Pro Racing American Superbike competition, is pleased to announce its new partnership with Braille Battery, a pioneer of a complete line of lightweight battery systems for the transportation market. The two entities united for the 2011 AMA Pro Racing Season Kick-Off at Daytona International Speedway March 10-12 and ran bike #41 in the American Superbike Class Doubleheader. Under new team name Go4one Braille Battery, they raced the same BMW S1000RR that brought BMW back to AMA Superbike competition a year ago at Daytona, only this year the bike is equipped with a 2.5 pound Lithium Braille Battery replacing the stock 7 pound battery.



“We are extremely excited to make our product debut in AMA Superbike, as part of the Liberty Waves’ initiative Go4one” states Braille Battery founder, Blake Fuller. “Having been part of three recent historical wins at Daytona (including last month’s 500 winner Trevor Bayne) the opportunity to enter the motorcycle race market with a group as passionate and driven as this one is simply an opportunity we couldn’t resist.”

Go4one team manager, Kirsten Haas described the partnership with Braille Battery as a great fit with the team's lean mean strategy for the 2011 season. “Season preparations included researching ways to trim weight from the rider-machine combination and led us to Braille Battery who mirrors our passion for racing and our approach to do more with less.” Rider, Eric Pinson adds, “My off season training in Binghamton, New York with the hard core members of the Square Deal Riders had me riding in the gnarliest environment imaginable. Ripping through mud, slush and ice gets you conditioned for about anything.” Square Deal Riders is one of the country’s oldest motorcycle riding clubs and was AMA’s Club of the Year in 2009.

In Race 1, Pinson piloted the Go4one Braille Battery machine through two rocketing starts that propelled him from 21st position on the grid to an exciting battle against three other competitors to capture the 15th place finish. With no pre-season testing and development, less than 5 laps going into the Friday morning qualifier, Pinson advanced from the bottom of the field to mid pack and repeated his previous year demonstration of the BMW S1000 RR’s ability to hang with the country’s most elite race machines – even with the bike’s electronic system limiting him to a maximum speed of 187mph. “We knew that we had a disadvantage to the rest of the field, but chose to focus on our strengths versus weaknesses. The reduced weight from the Braille Lithium Battery helped with the bike’s handling and enabled me to gain ground on the infield sections of the track, have a great race and finish strong.”



Joining Braille Battery as a new team member is Samco Sport who provided new silicone hoses to allow the bike to run cooler. Returning team partners for Go4one's season opener include GPR Stabilizers, Arai, RaceTech, Royal Purple, Vortex, EBC, DID Chains, HMF Exhaust, Heroic Racing Apparel, DeKalb Tech Motorcycle Service Technology Program and Blue Moon Cycle BMW.

About Braille Battery

Utilizing racing technology and innovative design, Braille is recognized for developing the world's first automotive lithium starting battery and offers exclusive lines of carbon fiber, lithium-ion and advanced material batteries. Braille offers premium original equipment for both two and four wheels. Braille Battery was founded by Blake Fuller who has a history as a successful racer and engineer who recognized an opportunity tied to excessive weight of batteries. He set theories to action and from that, Braille Battery was born. The company name reflects the concept that the advantage of weight reduction in racing is more often felt and not seen – that is until your machine takes the checkered flag before the rest of the field. Braille Battery is a supplier to factory and professional teams in F1, NASCAR, American LaMans, Grand Am, Indy Car, NHRA and all levels of competition.

About Team Go4one / LWR

The team enters its 5th consecutive season in the AMA Pro Superbike Series and returns to competition #41 for the premier class of American Superbike (ASBK). The team's new name, Go4one, conveys the team's enterprising spirit, bike number, directive for sponsor products/ services and a means to inspire fans to chase their big audacious goals. Previously known as Liberty Waves, the team has grown and showed progressive results each year. The team's integrated promotional program inspires and energizes a growing fan base to sell products and services — on and off the track.

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