

IND
34355
**HOLESHOT
SECRETS**

**125 SHOOTOUT: KX, RM & YZ
YAMAHA YZ400E & SUZUKI PE175**

DIRT BIKE

SEPTEMBER 1978 • \$1.25 UK60p

CHAIN PAINS 500 U.S.G.P.



**PLUS: HOW TO
DIAL IN YOUR
SHOCKS and U.S.
WORLD TRIAL**



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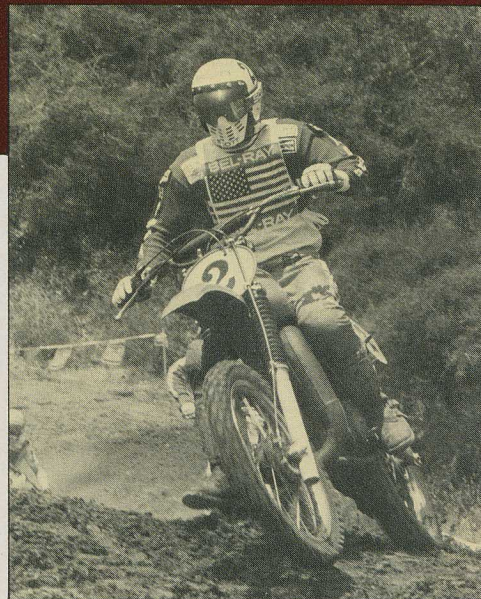
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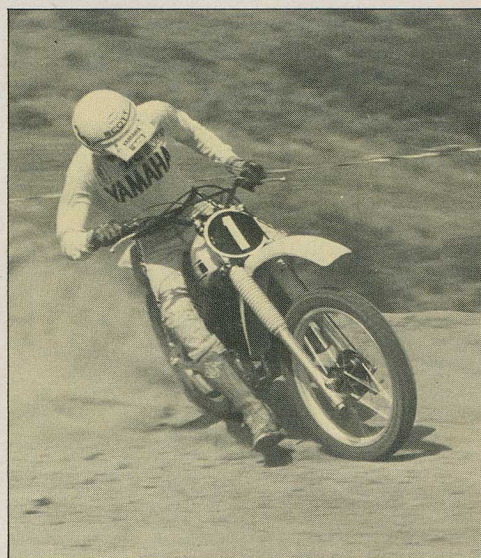
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ON THE COVER:
Roger DeCoster and Mike Bell
at the Carlsbad Grand Prix.
Photo by Bill Masho

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TORSTEN HALLMAN RACING INC.

Taking care of business with
the father of American motocross

By George Wegner

□ It all began back in '66 when Torsten Hallman made his first visit to the United States. At that time motorcycling was just beginning to become more mass-oriented and off-road riding was still in its infancy. About the closest thing we had to motocross was something called rough scrambles, and it was a far cry from what was going on in Europe. Torsten was sent over to promote sales of Husqvarnas here by competing in a number of events. He won them all handily, including the coveted Hopetown Grand Prix. The Swedish visitor left the Americans with their jaws hanging and their eyes bulging. Later that year he went on to win his third 250cc World Championship.

Torsten viewed the U.S. as virgin soil for the art of motocross and a virtually untapped marketplace for the superior European safety equipment and riding accessories.

In '67 Torsten came back and brought along Roger DeCoster, Joel Robert, Staffan Eneqvist, Ake Jonsson, Dave Bickers and some other buddies to compete in the Inter-AMA series which was promoted by Edison Dye. Anyone fortunate enough to view this spectacular riding display (myself included) was from that point on hopelessly hooked on motocross.

Lars Larsson had been working and riding for Husqvarna in the U.S. for just over a year when he found out that he had a permanent visa. In the summer of '68 Lars, Torsten and another Husqvarna employee, Birgitta Berlin, combined efforts to form Torsten Hallman Racing Inc.

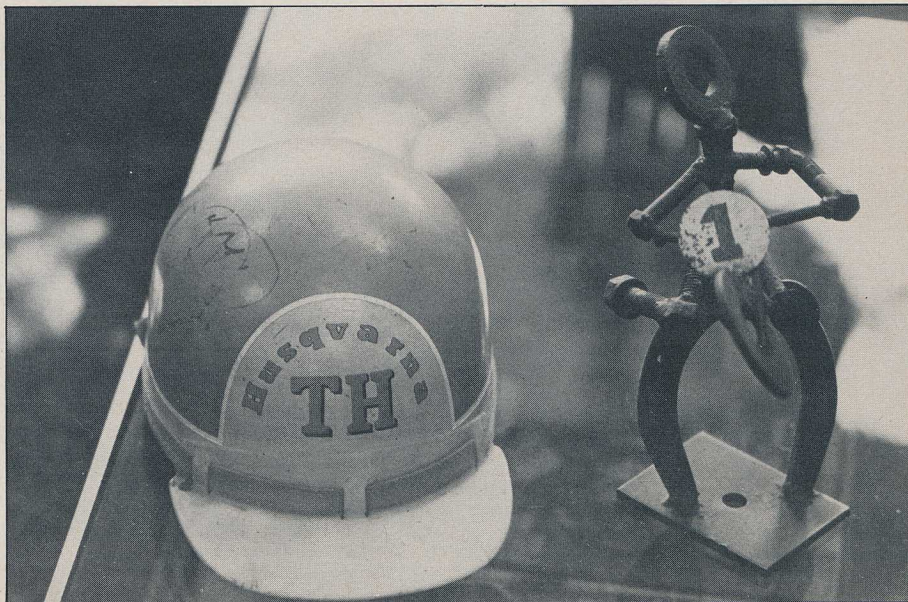
In that same year Hallman Racing became West Coast distributor for KTM/Penton motorcycles and accessories. In the winter of '70, after a full two-year stretch with KTM, they separated. Since that time Hallman has devoted his full energy to product development and distribution. The sport of motocross grew rapidly in the U.S. Hallman Racing grew accordingly. To facilitate easier distribution a warehouse was established in Chicago in '73. It is run by former Six Days rider Carl Berggren. Their third distribution



Torsten in Sweden in '67 on his way to his third World Championship.



The West Coast gang. From left: Tom Soucek, Tom Brown, Jody Voss, Lars Larsson and Evy Sloan. Birgitta Berlin was temporarily obscured by the blimp shadow.



Torsten's old skid lid and the first trophy he won here.

TORSTEN HALLMAN

point was set up in Baltimore, Maryland, in '75.

The development of all Hallman products is handled in Europe by Torsten himself. Each product is first involved in extensive in-the-field testing by Europe's foremost motocross riders before its design is finalized and it is offered for sale.

Roger DeCoster has been directly involved in research and development from the beginning. Joel Robert, Ake Jonsson, Arne Kring and many other top Europeans are also a big part of the development scene, along with riders

like Brad Lackey and Marty Smith here in the U.S. Torsten believes that a close relationship with the riders is essential to produce consistently top-performing equipment.

Hallman carries a complete line of moto goodies for both your bike and your body, including the Bengt Aberg replica Yamaha frame. Torsten is the exclusive distributor for both Sun rims and Trelleborg tires. Three new Trelleborgs in different compounds and tread patterns have recently been introduced in the 17-inch size. Besides the moto goods, they have compiled a

full line of protective gear for skateboard fiends. Their complete full-color catalog can be had by sending \$2 to Torsten Hallman Racing Inc., 1300 Hill St., El Cajon, California 92020; (714) 442-0431.

The key to their success from the beginning has been the performance of the products themselves. As Lars (an ISDT Gold Medalist) puts it, "We (Torsten, Birgitta and myself) feel that there is a difference between some motocross products like that between a Porsche and a Volkswagen. We'll keep it that way." ■



Lars in Rim City.



Arne Kring, Torsten Hallman and Bengt Aberg.