

2014 Team Honda Muscle Milk



MUSCLE MILK





Contents

Team Honda Muscle Milk Overview	4
A Dream Powered By Racing	8
The Sport, Inside and Out	12
Advancing the State of Moto Art in the 450 Class	16
Justin Barcia	20
Trey Canard	28
2014 Team Sponsors	36



Team Honda Muscle Milk Overview

In 2013, American Honda celebrated a milestone: 40 years competing in AMA motocross competition. Since winning its first AMA 250 National Championship in 1973, American Honda has amassed an unparalleled championship record in AMA Supercross and motocross. Racing fans the flames of passion across every level at American Honda, and it's interwoven within the people and products that make up the brand.

The 2014 season will be Muscle Milk's third year as the title sponsor of the team. Two of the hottest young riders ever to race for Honda will return in 2014—Justin Barcia and Trey Canard. In the 2013 AMA Supercross series, rookie Barcia earned fourth overall on his CRF450R with two premier-class victories, while teammate Canard returned to racing after a nearly career-ending crash in 2012 to finish a remarkable sixth overall. The AMA Motocross Championship saw Barcia step up and battle for the podium each week, finishing third overall in the series standings, and Canard followed in fourth.

"We are coming off a solid 2013 season with Trey and

Justin," says Ray Conway, motorcycle race director. "We had some wins and both guys are healthy, so I am really looking forward to a run at both the Supercross and motocross championships for 2014. Everyone is returning for this year, Trey and Justin, Team Manager Dan Betley, Muscle Milk and all our top-quality technical sponsors. Everything is in place for a successful 2014 season."

After filling the role of team manager in 2013, Dan Betley will return for the 2014 season in hopes of leading Team Honda Muscle Milk to a championship. "Both Trey and Justin showed great speed in the 450 competition in 2013," says Betley. "We had a lot of podium finishes and some wins, making it a great season to build on. We know they are both fully capable of winning races and championships in 2014."

Joining the team for 2014 is Sam Mishima as manager motorcycle sports. Formerly a motorcycle testing engineer with Honda R&D/American Honda, Sam is eager to help Team Honda Muscle Milk claim a championship. "After returning from his 2012 injury,

Trey had a great comeback season," says Mishima. "Justin also had a great season, winning two races in his rookie year. I am excited to join the team and use my R&D background to assist in the development of the 2014 CRF450R race bike."

Muscle Milk is a company devoted to helping athletes of all ages and levels reach their full potential, and after two exciting seasons they are eager to continue their partnership with American Honda in 2014.

"We are extremely excited to be entering the third year of our partnership with Honda Racing," says CytoSport's Senior Vice President of Marketing John Peirano. "Both of our brands are committed to being an industry leader and remain dedicated to ensuring a premium product experience. We share Honda Racing's passion for championship performance, and we feel that our returning riders Justin Barcia and Trey Canard embody that philosophy on and off the track. The Muscle Milk family can't wait to continue to support their training and competition throughout the season."



2013 Rider Recap

Canard's 2013 season was his third with Team Honda Muscle Milk, and it started with a bang. Overcoming a haunting crash that took him out of the 2012 championship, he nearly won the opening Supercross round at Anaheim, and then nearly won the third round as well. He ended the Supercross season with three podium finishes, four additional top-five finishes and one heat race win. During the 12-round motocross campaign, Canard logged three podium finishes and an additional three top-fives en route to fourth overall in the standings. With a full season under his belt, Canard is faster and more confident than at any other point in his career.

With his first full year on the Honda CRF450R behind him, Barcia is gunning hard for championships in 2014. He's already proven he can win. Now it's a matter of winning more. During the 2013 Supercross season, Barcia finished in the top five at 13 of 17 rounds, including two wins and three additional podiums. In the outdoor motocross championship, he logged an impressive five podium finishes to close out the series in third. There's one thing the competition learned about Barcia in 2013: Don't bet against him.

Canard and Barcia will again compete in both the 2014 AMA Supercross and AMA Motocross championships aboard their Honda CRF450Rs in 2014.

A Dream Powered by Racing

Honda is a company powered by dreams. And no dream fuels the human spirit like the challenge of racing. Racing is as much a part of Honda's DNA as the raw materials used to build its incredible machines. Since the very beginning of the Honda Motor Company, the challenging spirit of racing has influenced every facet of the company's evolution. It fans the flames of passion across every level of Honda, and it's interwoven within the people and products that make up the Honda brand. The same attention to detail that stands on display in the Team Honda Muscle Milk CRF450Rs can be found in everything we do.

Beginning with the company's earliest years, founder Soichiro Honda insisted his engineers prove the company's capabilities by testing their creations in the crucible of competition. Mr. Honda issued a challenge to the racing world in 1954: "My childhood dream was to be a motorsport world champion with a machine built by myself. I here avow my definite intention that I will participate in the TT races, and I proclaim with my fellow employees that I will pour in all my energy and creative powers to win." In 1959,

Honda brought his young company to the prestigious Isle of Man TT, and two years later the Honda Motor Company captured its first Grand Prix win, a victory that forever altered the global racing landscape.

Honda's influence on world championship Grand Prix road racing is as powerful today as it was when Mr. Honda's amazing machines first dominated the Grand Prix scene more than 60 years ago. In 2013, Honda won its 62nd Grand Prix Constructors Championship, including victories in current MotoGP and Moto2 racing classes. Honda riders have won an astounding 667 Grand Prix/MotoGP races, a number boosted by 20-year-old Repsol Honda rider Marc Marquez, who won the 2013 MotoGP World Championship in his rookie season, becoming the youngest rider in Grand Prix history to take the title.

American Honda also celebrated its 40th year of racing in the U.S. in 2013, as well as the 22nd anniversary of the Daytona Supercross by Honda. From Honda's first epic AMA 250 National Motocross Championship win by Gary Jones in 1973 through today's Team Honda Muscle Milk Supercross racers

Trey Canard and Justin Barcia, Honda has a long history of success in American motocross and Supercross. In the U.S. alone, Honda has earned more than 100 national titles in motorcycle road racing, Supercross, motocross and off-road competition. Highlights over the years of Honda racing success in the U.S. include more than 60 AMA motocross and Supercross titles, 30 road racing championships in AMA Superbike, Supersport, Formula Xtreme and Formula One, five AMA flat track titles and a record-setting 24 SCORE Baja 1000 victories, including the 17th consecutive win in 2013. Name the motorcycle racing discipline, and you'll find a collection of Honda championship trophies.

The drive to pioneer new engineering—whether in the pursuit of a championship or in the production of consumer products—continues to forge the soul of the Honda Motor Company. Racing inspires new heights of creativity at Honda, encouraging an unceasing search for new designs. This long-standing and deep-seated passion for racing excellence continues to power Honda to create the dreams of today, dreams that will appear as the innovations of tomorrow.





Honda Race Results: The Winningest Team in History

1973

Gary Jones AMA 250 National Champion

1974

Gary Jones AMA 250 National Champion
Marty Smith AMA 125 National Champion

1975

Marty Smith AMA 125 National Champion

1977

Marty Smith AMA 500 National Champion

1980

Chuck Sun AMA 500 National Champion

1982

Donnie Hansen AMA 250 Supercross Champion
Donnie Hansen AMA 250 National Champion
Darrell Shultz AMA 500 National Champion

1983

David Bailey AMA 250 Supercross Champion
Johnny O'Mara AMA 125 National Champion
David Bailey AMA 250 National Champion

1984

Johnny O'Mara AMA 250 Supercross Champion
David Bailey AMA 500 National Champion

1985

Ron Lechien AMA 125 National Champion

1986

Rick Johnson AMA 250 Supercross Champion
Micky Dymond AMA 125 National Champion
Rick Johnson AMA 250 National Champion
David Bailey AMA 500 National Champion

1987

Micky Dymond AMA 125 National Champion
Rick Johnson AMA 250 National Champion
Rick Johnson AMA 500 National Champion

1988

Rick Johnson AMA 250 Supercross Champion
George Holland AMA 125 National Champion
Rick Johnson AMA 500 National Champion

1989

Jeff Stanton AMA 250 Supercross Champion
Mike Kiedrowski AMA 125 National Champion
Jeff Stanton AMA 250 National Champion

1990

Jeff Stanton AMA 250 Supercross Champion
Jeff Stanton AMA 250 National Champion

1991

Jean-Michel Bayle AMA 250 Supercross Champion
Jean-Michel Bayle AMA 250 National Champion
Jean-Michel Bayle AMA 500 National Champion

1992

Jeff Stanton AMA 250 Supercross Champion
Jeff Stanton AMA 250 National Champion

1993

Jeremy McGrath AMA 250 Supercross Champion
Dough Henry AMA 125 National Champion

1994

Jeremy McGrath AMA 250 Supercross Champion
Dough Henry AMA 125 National Champion

1995

Jeremy McGrath AMA 250 Supercross Champion
Steve Lamson AMA 125 National Champion
Jeremy McGrath AMA 250 National Champion

1996

Jeremy McGrath AMA 250 Supercross Champion
Steve Lamson AMA 125 National Champion

2002

Ricky Carmichael AMA 250 Supercross Champion
Ricky Carmichael AMA 250 National Champion
Travis Preston AMA 125 National Champion

2003

Ricky Carmichael AMA 250 Supercross Champion
Ricky Carmichael AMA 250 National Champion

2004

Ricky Carmichael AMA 250 National Champion

2006

Davi Millsaps AMA Supercross Lites East Champion

2008

Ashley Fiolek AMA Women's Motocross Champion
Trey Canard AMA Supercross Lites East Champion

2009

Ashley Fiolek AMA Women's Motocross Champion

2010

Trey Canard AMA 250 Motocross Championship

2011

Ashley Fiolek AMA Women's Motocross Champion
Justin Barcia AMA Supercross 250 East Champion

2012

Ashley Fiolek AMA Women's Motocross Champion
Justin Barcia AMA Supercross Lites East Champion
Eli Tomac AMA Supercross Lites West Champion

2013

Wil Hahn AMA Supercross 250 East Champion
Eli Tomac AMA 250 Motocross Champion



The Sport, Inside and Out

Each year professional Supercross and motocross racing continues to gain popularity with men and women alike, and 2013 was no different. With the world's best riders battling it out each weekend on some of the most grueling and treacherous tracks across the country, it is no surprise the live attendance rate and television viewership continues to increase at each event. The Supercross and motocross championships stand as the premier racing series of the American Motorcyclist Association (AMA), with 29 events spanning the country. Most riders contest both series, with the 17-round AMA Supercross series, an FIM World Championship, starting in January and ending in early May, followed immediately by the 12-round AMA Motocross Championship, which runs to the end of August. Together these events allow race fans to enjoy eight months of intense competition.

Supercross consists of indoor man-made race courses built on the floors of baseball and football stadiums within major cities across the country. The tracks are extremely technical and showcase big jumps, whoops, tabletops and other obstacles that

place a premium on the rider's acrobatic skill, timing and all-out courage. Supercross features two classes and displacement ranges. In the 250 Supercross class, racers may run a four-stroke engine no larger than 250cc in displacement. The 250 class season is divided into two regional series, East and West. Each region consists of nine rounds, concluding in Las Vegas, NV, with the Davey Coombs Sr. East-West shootout. The Supercross class allows four-stroke engines no larger than 450cc, and competes in all 17 rounds of the series.

Each event is structured the same with timed qualifying practices during the day, two heat races, a consolation race and main event in each class. Each heat race is eight laps for the 450 class and six laps for the 250 class, with the top nine riders advancing to the main event. The other racers are relegated to the consolation race, known as the Last Chance Qualifier, which is four laps in the 250 class and six laps in the 450 class, with the top two advancing. The main event is 15 laps in the 250 class, and 20 laps for the 450 class, with 25 championship points awarded for the race win. Beginning in 2012, the rider in each

class who is currently leading the championship points chase carries the red number plate.

In motocross, the original format for this style of competition, races are conducted on outdoor tracks of approximately 1 mile or more in length that utilize the natural topography along with built-up jumps and added obstacles. The summer's grueling 12-race series is a true test of a rider's physical and mental toughness, as they are forced to battle through two 30-minute-plus-two-lap motos. At the end of the day the results of the two motos are combined to produce an overall score and winner in each class. Motocross also has two classes, 250 and 450. There are no regional divisions in motocross and both classes run the entire 12-round series.

After record-setting attendance figures in 2011, the AMA Supercross series continued to see incredible numbers in both event attendance and live television viewership during the 2012 season. With four sold-out events, and an average attendance of 50,000 people per race, it was an exciting year for the sport. In addition, a new television package with SPEED



The AMA motocross championship will return to the most premier motocross facilities in the nation in 2014

and CBS Sports produced the highest ratings the sport has ever seen. The package also helped expand the reach of racing to a total of 172 international territories in North America, Europe, South America, Africa and Oceania.

The AMA Supercross series continued to see incredible numbers in both event attendance and live television viewership during the 2013 season. With three sold-out events at Anaheim 1, Atlanta and the finale in Las Vegas, along with an average attendance of more than 50,000 people per race, it was an exciting year for the sport. St. Louis and Indianapolis were near sellouts with more than 60,000 people in attendance. The series also saw an increase in pit attendance over the 2013 season with 314,639 fans

taking part in the pit parties. In addition, Supercross' expanding television package hit a milestone in 2013 when the National Television of Arts and Sciences (NATAS), in the category of Outstanding Live Events Turnaround, nominated the AMA Supercross, an FIM World Championship, broadcast from Salt Lake City's Rice-Eccles Stadium (2012) on CBS in the 24th Annual Sports Emmy Awards.

In 2014 the racing excitement will return to 13 of the previous venues, including Angel Stadium in Anaheim, CA, for the season opener, as well as rounds three and five, Chase Field, Overstock.com Stadium, Qualcomm Stadium, Cowboys Stadium, Georgia Dome, Lucas Oil Stadium, Daytona International Speedway, Rogers Centre, Edward

Jones Dome, Reliant Stadium, Century Link Field, and Sam Boyd Stadium for the finale. This year's campaign will showcase two new stops at Ford Field in Detroit, MI, and MetLife Stadium in East Rutherford, NJ.

The AMA motocross championship will return to the most premier motocross facilities in the nation in 2014, including Hangtown, Thunder Valley, High Point, Budds Creek, Red Bud, Washougal, Spring Creek, Unadilla, Muddy Creek and Miller Motorsports Park. Returning to the circuit after a four-year hiatus is Glen Helen Raceway in Devore, CA, which will host the season opener in May. Joining the schedule for the first time is the Indiana National in Crawfordsville, IN.



The Class of the 450 Class

Earning a ride on the factory Honda team has one perk no other team can offer: Honda racing machines. Over the years, Honda has earned a reputation for developing the most enviable race bikes in the paddock, and that advantage has helped lead many aspiring racers to national championships. In 2014, both Trey Canard and Justin Barcia plan to add to that championship list armed with what is unquestionably the best CRF450R race bike Honda has ever produced.

Because current racing rules require the motorcycles be closely based on production machines, Honda created the ideal racing platform with the CRF450R that Team Honda Muscle Milk can tune for pro racing.

“The 2013 model was all-new, and stock it was a fantastic bike,” says team manager Dan Betly. “The 2014 model is an upgraded version of that. As we refine the race bike from year to year, the lap times come down, which means we are doing our jobs and the riders are getting more comfortable on the equipment.”

“Engine-wise the bikes are refined, but the whole key

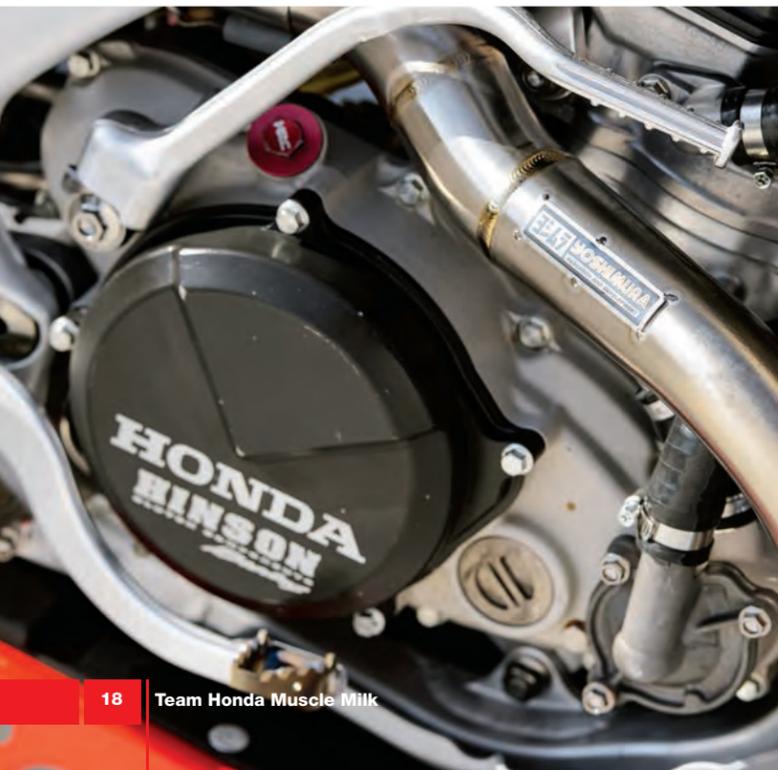
to any works bike program is fine-tuning the equipment to the individual rider and finding out what their goals and specific needs are on that equipment. Does our race bike have more horsepower than a production motor? Yes, but is it crazy hard to ride? No. It is about having the horsepower where you need it and catering that to the rider’s style and what he is looking for.

“During the course of the season, we do make tuning changes, especially when we switch from Supercross to the motocross series. For Supercross we focus more on bottom-to-mid-range engine power, trying to get a better response coming out of a corner to help our riders, for example, get over a triple that doesn’t have much run-up. For motocross, the engines are tuned more for mid-to-top-range power due to the high speeds encountered on the outdoor tracks. Either way, we are always focused on ease of riding and smoothness of power delivery. You don’t want anything too hard to ride.”

Building the ultimate racing platform for the scrub generation

The CRF450R features a rolling chassis with a specific focus on meeting the needs of today’s scrub generation of riders, and Barcia and Canard are at the forefront of that new generation. Honda accomplished this through an aluminum frame designed to fully integrate and attain maximum advantage from an innovative suspension package, plus a strategically engineered dual-muffler exhaust that tucks in closely to the center of mass. Designed from clean-sheet concepts as a total package that would be eminently flickable, responsive and lightweight—thanks in part to development input from multitime champion Jeremy McGrath—every element in the CRF450R chassis has been focused on attaining class-leading mass centralization and unrivaled handling.

The CRF450R’s aluminum frame carries prominent visible differences when compared to the previous-generation frame. Specifically, the junction of the steering head and main frame spars intersects distinctly lower on the steering head pipe, much closer to the midway point rather than toward the top as with the previous design. This change helps lower



the CG, instills more tuned flex into the chassis for better front-end traction, and provides more traction feel and better cornering traits. Equally important foundational design changes include maximizing the benefits of new-generation front and rear suspension components.

Suspension innovation

The rear Pro-Link system now features a new shock that's 14.5mm shorter than before, and it sits lower in the frame to help lower the CG. New damping settings are matched to the new frame and innovative fork for a plush yet controlled ride. In addition, from the very inception the new frame was designed to incorporate a new two-muffler exhaust system that tucks in tightly to better centralize mass and lower the moment of inertia. This new design strikes an excellent balance between enhanced handling, maximum power and superior noise attenuation.

Other chassis touches include an aluminum swingarm that provides added rigidity thanks to taller beam height in the front and center sections for less deflection in ruts and improved corner-exit traction. Also, with the change to dual mufflers, the aluminum subframe is now lighter and shorter than before.

An engine fit for a pro

In the engine department, the 2014 CRF450R is tuned to give riders power when and where they need it through a combination of camshaft and valve timing, compression ratio, intake and exhaust port shape, and PGM-FI fuel injection settings.

For added durability, the CRF450R's piston skirt is coated with molybdenum disulfide to create a tougher, low-friction surface. An oil jet sprays cooling oil on the underside of the piston, and there's also a heavy-duty gearbox. Plus, the CRF450R clutch is now a six-spring design for stronger clamping pressure with a lighter feel at the lever, better modulation of the friction point and added durability.

Dual muffler technology creates an ideal balance. On the exhaust side, the use of two mufflers allows a greater flow of exhaust gases for more power with less noise. Also, the decision to install two mufflers allows each muffler to be shorter, and therefore closer to the bike's center of mass. As a result, even though the two mufflers together weigh only slightly more than a comparable single, larger muffler, having the two tucked in tighter results in a measurably lower moment of inertia—the real-world payoff

resulting in a bike that's more flickable, easier handling in the air, and more responsive in corners than it would be with a conventional single muffler hanging way off the back of the bike. As a small side benefit, the switch to dual mufflers allowed a 3.5-ounce weight reduction in the aluminum subframe, which is also shorter. And the dual-muffler design allows the CRF450R to easily meet more stringent sound requirements enacted by various race-sanctioning organizations, while still hitting this new machine's performance targets.

The state of the art in today's production motocross machines has risen to immensely impressive levels of performance. The ongoing forces of mechanical evolution have irresistibly expanded all parameters of engine and chassis function to the point that huge jumps in technological advances—silver bullets, if you will—are now nearly impossible to attain. Still, starting with a clean sheet of paper as Honda did with the current CRF450R provides distinct advantages, allowing engineers to design in an integrated fashion to carve out a performance edge over the competition. The CRF450R—the latest in the evolution of one of the most successful motocross machines in history.



JUSTIN BARCIA



Justin Barcia

Anticipation was high when two-time 250 Eastern Region Supercross Champion and 2012 Monster Energy Cup winner Justin Barcia joined the 450 class full-time in 2013, and he quickly proved he had the speed to run up front. Among the best riders in the world, this remarkable 21-year-old solidified his place in the premier class with two Supercross race wins and numerous podium appearances. Since his professional debut in 2009, Barcia has established himself as one of the fastest racers in the world.

“I think I am a completely different person than the other racers out there on the track,” explains Barcia with a smile. “I ride different than my competition and think I have a little edge and attitude on the track that makes it exciting to watch.”

In 2009, Barcia made an impressive debut in the AMA Motocross Championship, finishing fifth overall in the series with eight podium appearances and a moto win at Southwick. The young phenomenon then went on to contest the Lites East Supercross series for the first time in 2010 and instantly become a force to be reckoned with, posting a total of five podium finishes

en route to second overall in the standings. 2011 became Barcia’s standout year, appearing on the podium at every round of the nine-race Supercross series to clinch his first Lites East Championship title. During the 2011 outdoor motocross season, Barcia capitalized on the opportunity to fill in for an injured Trey Canard with American Honda in the premier class, and he did not disappoint. Competing with the best riders in the world, Barcia took third overall at both Unadilla and Pala, and grabbed a moto win at Southwick. Barcia’s 2012 season proved just as successful, as he earned five race wins, maintaining his points lead throughout the entire season and wrapping up his second Lites East Championship with one round remaining. He ended the season with an impressive performance at the Monster Energy Cup, coming away with the overall victory and \$100,000 in his pocket.

Barcia may have been a newcomer in 2013, but he definitely made his presence known. At only the second round of the AMA Supercross series, Barcia posted his first career 450 class victory. Then in what seemed like a repeat of his first win at Chase Field,

Barcia put together an exceptional race in Seattle despite muddy conditions, grabbing the holeshot and leading wire-to-wire to capture his second career 450-class win. In addition, he logged eight top-five finishes and landed on the podium at Anaheim 3, San Diego, and Daytona en route to fourth overall in the championship. During his first full 450 campaign in the AMA motocross series, Barcia placed third overall in the championship after a successful year highlighted with five podium appearances and an additional five top-five finishes.

Although it was a noteworthy performance for a rookie, Barcia is not satisfied and wants nothing less than a championship. “The season didn’t go as planned because we didn’t win a championship, which is the main goal,” he says. “I wasn’t able to put the whole season together and had some good and bad races in both Supercross and motocross, so that took us out of the running. But, it could have gone worse, and overall I am happy to have gotten two Supercross wins, a bunch of podium finishes and the experience. It is a relief, though, to have my rookie season over and now I am ready to take it to the next level in 2014.



“My most satisfying race last year was definitely the Phoenix Supercross. It is where I got my first win and it was an awesome race. Everything went perfectly for me. I felt good and the bike was working great, so I was able to get out front and lead the whole race. It was early in the season and it kind of set my expectations really high for the rest of the year. It was definitely the highlight of my season.”

Barcia finished 2013 strong, traveling to Europe in November to compete in the famous Genoa and Bercy Supercross races. At the Superbowl of Supercross in Italy, Barcia was crowned King of Genoa for the first time in his career after an impressive 2-1 performance. The following week, Barcia continued his winning ways, becoming King of Bercy for the second time in his career with a three-race score of 1-1-2. Some of the biggest names in the sport have been crowned the King of Bercy, but the list of multiple winners reads like Supercross royalty, and Barcia is excited to be part of that group.

“Europe went really great for me,” he says. “Winning Genoa for the first time was awesome, but being added to such a small list of riders who have won Bercy multiple times is a real honor. It definitely wasn’t easy, though, with Trey there. We had two

weekends of intense racing, which was great for my off-season training and made the wins even more satisfying. You can train at home as much as you want, but nothing beats racing experience and time on the bike.”

The New York native believes he learned a lot throughout his rookie season. Now, in his second full year with Team Honda Muscle Milk, he is looking to expand his already impressive résumé. “In my mind I am always thinking about a championship, so that is the ultimate goal for 2014, but I also want to work on being more consistent than last year. I had never raced on the West Coast or done the entire series before last year, so it took awhile for me to make that adjustment. Now I know what to expect going into each race and am hoping to be on the podium every weekend. Usually when you do that you set yourself up to be in the hunt for the championship.”

For many riders the transition from the 250 to 450 class can be very difficult, but Barcia seemed to do it with ease. “For me making the switch to the premier class was actually pretty easy. I have been on Hondas my entire career, so it wasn’t like I was having to get used to a completely new bike. I think the 250 and 450 are pretty similar except for the difference in power, so that was all I really had to get

used to. It is a big bike and it is very fast, so you can’t ride over the edge or you can get hurt pretty easily. You really need to respect the bike and the power that it has.

“The Honda CRF450R is awesome, and really suits my riding style. It is lightweight and nimble, which lets me move around a lot and throw big whips. We have also made some really good adjustments while testing during the off-season, so I am more comfortable than ever on the bike.”

For 2014, Barcia will continue his relationship with Honda’s six-time national champion and world champion Jeff Stanton. “Working with Jeff has been really awesome for my program,” says Barcia. “He brings a lot to the table because he has been there, winning races and championships, so he knows what it takes. I think he brought a lot of confidence to my program and also really helped me mature as a rider. I was pretty wild and crazy with my riding when I was on the 250, always just going for it no matter what. Now, he has helped me become smarter and safer on the track.”

Barcia knows what he needs to win in 2014, and he’s ready to do exactly that. Make sure you’re watching number 51 when that starting gate drops.

Justin Barcia Statistics

2013

4th AMA Supercross Series
3rd AMA Motocross Series
8th Monster Energy Cup

2012

1st AMA Supercross Lites East Series
2nd AMA 250 Motocross Series
1st Monster Energy Cup

2011

1st AMA Supercross Lites East Series
12th AMA 250 Motocross Series (filled in aboard a factory Honda the last four rounds)

2010

2nd AMA Supercross Lites East Series
5th AMA 250 Motocross Series

2009

5th AMA 250 Motocross Series

AMATEUR

Five amateur titles in 2007
Two amateur titles in 2006
Three amateur titles in 2005

PROFILE

Born: March 25, 1992, Monroe, NY
Residence: Greenville, FL
National number: 51
Began riding: 1996, age 4
First race: 1999, age 7
Training: Mountain biking, road biking, running, riding and training with Jeff Stanton
Hobbies: Flying, fishing, paintballing
Height/weight: 5' 9"/155 pounds
Marital status: Single
Current race bike: Honda CRF450R
Mechanic: Mike Tomlin





TREY CANARD



Trey Canard

Trey Canard is generally regarded as one of the most humble, friendly and likable riders in the paddock, but don't let this fool you. It takes nothing more than strapping on a helmet and firing up his CRF450R for him to make the transformation into a hardened competitor who simply will not quit. After battling back from a nearly career-ending crash in 2012, the Oklahoma native proved throughout 2013 he is still blazingly fast and a force to be reckoned with on the track.

During the 2013 Supercross season Canard came out swinging, nearly winning rounds one and three, logging three podium appearances, four additional top-five finishes and one heat race win aboard his CRF450R. Canard continued to improve and make a noteworthy comeback throughout the 12-round motocross series, with three podium finishes and three top-fives.

"2013 was a really good year. I definitely wanted to improve the results, but the main goal of the year was to stay healthy and build a base for 2014 and I think that was accomplished," explains Canard. "The two

races that really stand out in my mind as the most satisfying are Anaheim one and the motocross finale at Lake Elsinore. I didn't know if I would be able to compete at the same level after my accident, so to come back after such a long hiatus and be up front battling for the win was really cool. My results weren't the best at Lake Elsinore, but it felt great to cross the finish line after an entire season. All and all I look back on it as a season I am really grateful for."

With a full season under his belt where he proved he could run with the fastest riders in America, Canard is more confident than ever.

"Getting a full season under my belt was a big boost in confidence for myself and I feel like everyone else around me, as well as a huge momentum builder for this year. I rode fairly conservatively in 2013, so hopefully this year I can come back with more intensity and aggression, while keeping the consistency."

You can't burst onto the motocross scene better than Canard did. At the young age of 17 he won his first

three professional races and clinched the AMA Lites East Championship during his 2008 rookie season—a feat only accomplished by a small group of riders. In 2010, Canard repeated this success by wrapping up his career-first AMA 250 motocross title with a total of five wins. He put the final touches on his season by helping Team USA claim its sixth-straight Motocross des Nations victory at Thunder Valley MX in Denver, CO.

Now in his fourth year with American Honda, Canard is very aware of the advantages of being a member of Team Honda Muscle Milk and he wants nothing more than to deliver even greater results for the team that's played a key role in his success throughout his professional career. "Adding my name to the wall of plaques at Honda is definitely something I want to do. They are so committed to the sport and have such an extensive championship record. It would mean the world to me to bring another title to the team. As a racer, winning championships has always been the goal, but I also want to bring that success to everyone involved."



“There are so many benefits to having a long-standing relationship with a company, and I am so grateful to have that with Honda.”

“There are so many benefits to having a long-standing relationship with a company, and I am so grateful to have that with Honda,” says Canard. “Being associated with Honda is awesome. They are a genuine and sincere company that is dedicated to developing the best quality product they can. I also think it is good not having to start fresh with a new team and new people. I already have a bond with everyone from past years, so it’s easy to have that level of trust needed to succeed.”

With an entire season aboard the all-new 2013 CRF450R, Canard is as excited as ever about his bike and its performance heading into 2014. “My 2014 CRF450R is unbelievable,” Canard says. “It is nice to go to a track and look at it, and have

complete belief that your motorcycle is going to be able to do what you need it to do. When you know your bike is going to handle the way you want in the whoops or corners, it really makes riding that much more fun. The handling has gotten so much better than in past years and I am still a big supporter of the dual-exhaust system. I think it really helps with the whole balance of the motorcycle. I am really happy with my bike and think it is so cool to see the whole team working so hard to make the motorcycle better than it has ever been.”

With the competition stiffer than ever heading into 2014, Canard believes he has one thing that separates him from the rest of the field. “The competition is so tough now, and we are all such

similar athletes, but one characteristic that I believe I have is heart. I have been through some difficulties and have been able to pull through and I really have to attribute that to my faith 100 percent. That has kept me going through everything. For 2014, of course, the expectation is to win races and ultimately a championship, but the only thing I can guarantee is my effort. I will focus on the things I can control, which are my thinking, my riding and my effort and I hope that when the time comes we can cross the finish line in first.”

Speed. Determination. Perseverance. Canard has all the qualities of a champion, and nobody has more heart.

Trey Canard Statistics

2013

6th AMA Supercross Series
4th AMA Motocross Series

2012

AMA Supercross Series—limited participation due to injury

2011

5th AMA Supercross Series—shortened season due to injury
AMA 250 Motocross Series—limited participation due to injury

2010

3rd AMA Supercross Lites West Series
1st AMA Motocross Lites Series

2009

6th AMA Supercross Lites West Series
13th AMA Motocross Lites Series—shortened season due to injury

2008

1st AMA Supercross Lites East Series
10th AMA Motocross Lites Series—shortened season due to injury

2007

18th AMA Motocross Lites Series (began racing at round 9 of 12)

AMATEUR

Eight amateur titles in 2007
AMA Horizon Award, 2007

PROFILE

Born: September 17, 1990, Elk City, OK
Residence: Shawnee, OK
National number: 41
Began riding: 1993, age 3
First race: 1993, age 3
Training: Weight lifting, cardio, motocross
Hobbies: Snowboarding, bicycling
Height/weight: 5' 7"/148 pounds
Marital status: Married
Current race bike: Honda CRF450R
Mechanic: Brent Presnell





2014 Team Sponsors

Top-level AMA teams depend on their sponsors, and Team Honda Muscle Milk has a host of sponsors that keep the team supplied with products that help make it all possible.



Muscle Milk

The 2014 season is Muscle Milk's third as title sponsor for the team. CytoSport, the maker of Muscle Milk, is among the largest sport-nutrition protein beverage companies in the U.S. Their deep involvement with athletes in widely varying disciplines makes them a natural fit with the team. CytoSport offers a complete line of protein-enhanced powders, bars and shakes, with Muscle Milk's Protein Nutrition Shake being one of the most widely recognized. This ready-to-drink blend is a protein-enhanced beverage that promotes workout recovery, lean muscle growth and sustained energy in all phases of athletic activity for pre-workout, post-workout, meal replacement or as a protein-rich snack.



Troy Lee Designs

For more than 30 years, Troy Lee Designs (TLD) has been customizing helmets for top racers the world over, and has earned a reputation as an innovator in many different racing fields. From its humble beginnings as a paint shop, TLD's expansion includes a retail store, a product line spanning from its own signature line of helmets to casual wear and race wear for various sports. Beginning in 2012, TLD partnered with American Honda in a multiyear agreement to produce the official Team Honda Muscle Milk apparel. The line includes T-shirts, hats, hoodies and pit shirts worn by staff and riders. To get your official Team Honda Muscle Milk merchandise, visit your local Honda dealership or go to troyleedesigns.com.



Pro Honda Oils and Chemicals

Pro Honda® Oils and Chemicals has supported Honda's motocross team for nearly 30 years, supplying a full line of lubricants and motorcycle maintenance products. Only Pro Honda products are approved by Honda R&D, and they are available at Honda dealerships across the country. Key products used by the team include Pro Honda Chain Lube, Contact/Brake Cleaner, Hondabrite Cleaner, and Spray Cleaner & Polish.



Honda Performance Development

Honda Performance Development, Inc. (HPD) is Honda's racing company in North America. Founded in 1993 and owned by American Honda Motor Company, HPD specializes in the design and development of automobile race engines, chassis and performance parts and technical/race support. The company derives its strength from the contributions of inspired associates driven to develop fresh ideas, winning solutions and leading-edge technologies. HPD produces several products used on the Team Honda Muscle Milk CRF450R racing machines, and assists the team with development.



Dunlop

Dunlop has an unequaled win record in virtually every form of AMA racing, and, as a Honda racing team sponsor for more than two decades, has contributed immensely to the Honda team's record of more than 60 national titles. Working hand-in-hand with Honda's factory riders and technicians guarantees cutting-edge tire technology for the Honda team, and the partnership pays dividends for consumers as well. Dunlop's Geomax series is designed for motocross and Supercross use, encompassing tires that range in use from blue-groove hard pack to sand and mud conditions.



Showa

Honda and Showa have celebrated countless championships over the years and bank on decades of experience to achieve future championships as well. Showa is also an OE supplier to Honda, and its expertise in motocross suspension adds greatly to the success of the team.



Renthal

Among manufacturers of handlebars and sprockets, only Renthal, a 28-year Honda racing team sponsor, can boast more than 100 world and national championships. It goes without saying American Honda's motocross team has won many of its championships with Renthal products. Trey Canard favors Renthal's Twinwall handlebar, an oversized-diameter, 1-1/8-inch handlebar that utilizes two tubes, one within the other. Teammate Justin Barcia prefers the increased forgiveness of the Renthal Fatbar. This handlebar features a tapered outer wall resulting in a 1-1/8-inch clamping diameter and 7/8-inch diameter at the control ends. This profiled wall and brace-less design combines excellent strength with good flexibility.



D.I.D

D.I.D has been a longtime Honda racing team sponsor and puts what it learns in competition into the OE products it supplies to Honda and other manufacturers. Spokes, rims and drive chains take an unbelievable beating in the world of professional Supercross and motocross, which is why Team Honda Muscle Milk puts its trust in D.I.D to provide components that can take the punishment. The team uses the 520ERT2 Gold chain and DirtStar rims.



VP Racing Fuels

The 2014 season will mark the 13th year VP Racing Fuels has been a Honda racing team sponsor. VP's experience in blending championship-winning fuels dates back 33 years, and in addition to its motocross and Supercross titles with Honda, the company also boasts several NHRA Pro Stock titles, plus championships in off-shore, off-road, circle-track and aviation competition. VP's unleaded fuel for motocross and Supercross is engineered to generate maximum horsepower in four-stroke applications in conformance with AMA Pro Racing rules, while requiring minimal jetting/mapping changes, and does not require radical changes in ignition timing like other racing fuels on the market.



Twin Air

Twin Air, one of the originators of oiled-foam air filters, has been with the Honda racing team for 15 years. Twin Air has been racking up championships around the globe for more than three decades. Twin Air's filter design, high-quality materials and superior construction deliver unbeatable performance and protection. They increase airflow while ensuring a high level of protection from dirt and dust.



Yoshimura

As a sponsor and supplier of cutting-edge four-stroke exhaust systems to Team Honda Muscle Milk, Yoshimura spends countless hours each year developing race bike exhaust systems and building products for consumers. The largest motorcycle-aftermarket exhaust manufacturer in the world, the company has been building four-stroke exhaust systems since 1954. Since moving to the dual-exhaust system on the 2013 CRF450R, Team Honda Muscle Milk has used the RS-9 and switches between the Carbon Muffler for Supercross and the Titanium Muffler for motocross. The RS-9 not only makes more power and torque possible, but also does it more quietly than single muffler systems. The uniquely sculpted Carbon Fiber end-caps feature a Tunable Insert System, able to fine-tune power delivery and decibel levels to rider specifications.



Hinson Racing

Hinson Racing, supplier of clutch components to the team, has won titles in every major professional off-road series, and expects to add more to its mantel with Honda. The massive power produced by the Honda team's factory engines is readily handled by Hinson Racing clutch components, which deliver the ultimate in off-road performance and reliability. Hinson products used by the team include the Billetproof Clutch Cover and Billetproof Clutch Basket.



Throttle Jockey

The sponsorship relationship between graphics supplier Throttle Jockey and Honda Racing began in 1998 and continues to the present. Honda wanted the best product and superior service, and Throttle Jockey stepped up and delivered. Throttle Jockey is an official Honda licensee, offering custom graphics for Honda models, and also manufactures custom graphics and seat covers for race teams and dealerships all over the United States and overseas. You can purchase your 2013 Team Honda Muscle Milk complete graphic kit for \$199.99. The full kit includes shroud decals, fender decals, swing arm decals, airbox decals (2013/14 CRF450R only), fork guard decals, VP tank decals, fork leg decals and seat cover (ripples cost extra).



GoPro

Joining forces with Team Honda Muscle Milk as a sponsor for the 2014 season is GoPro, the world's leading activity-image-capture company. GoPro produces the most popular and versatile high-definition cameras in the world, which help people capture and share their lives' most meaningful experiences with others. Founder Nicholas Woodman began developing the idea for GoPro in 2002 while on a surf expedition in Australia and in 2004 the company sold its first camera. Since then, GoPro has become highly successful within the extreme sport market, and in 2014 Team Honda Muscle Milk will use the famous HD HERO® line of wearable and gear-mountable cameras and accessories to capture racing video footage. GoPro's products are sold through leading specialty retailers in more than 50 countries, Best Buy and online in the official GoPro store.



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