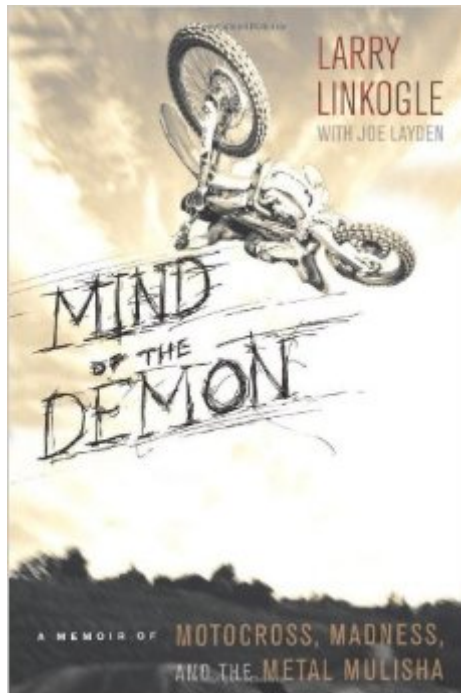


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Mind Of The Demon: A Memoir Of Motocross, Madness, And The Metal Mulisha



Synopsis

Larry Linkogle was a child-prodigy motocross racer who turned pro at age 15. A daredevil and rebel from the start, he quit the sport in spectacular fashion during a major national event and went home to create a new extreme sport—Freestyle Motocross (FMX)—marked by high-flying stunts and death-defying action. From there, the ride just got wilder. On a lark, he and a friend created The Metal Mulisha—now a top brand in FMX—and he was on a fast track to the good life. But after a near-fatal accident, Link made a series of decisions that almost finished him off for good—getting involved in prescription drugs, drug and gun running, underground fistfighting, and other behavior that compromised his health, his relationships, and his career. After hitting rock bottom and experiencing a moment of clarity, Link began to turn things around, salvaging and strengthening the things that mattered most. Now an icon to millions of extreme sports fans, Link is well on the road to a happy ending.

Book Information

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Customer Reviews

A motocross prodigy, Larry Linkogle went pro at 15, stealing prestigious trophies from senior riders. He never loved competitive motocross, though, preferring trick riding and audience-pleasing theatrics. At one high-profile event, he poked the establishment in the eye with a high-profile, rebellious ride, and freestyle motocross was born. But when his sport got co-opted by the money mavens he despised, he began a defiant descent into brutal self-destruction. Link's narrative of a life in motorcycles seems both familiar and strange. Familiar, because we recognize his rapid rise and violent collapse from a million rock star biographies. Strange because sportsmen usually suffer this

massive crack-up only after their careers end, not at their athletic peak. Link's ability to balance an apparent death wish against record-setting accomplishments and remarkable business feats makes a harsh study in contrasts. Pushed into competitive riding early, by a father whose own demons cast a long shadow, Link always balked at racing, speed trials, and other statistics that attracted big-money sponsors. He felt most comfortable performing the tricks and stunts that motocrossers shared when audiences weren't looking. He sought ways to bring such showmanship onto the track, an effort that alienated sponsors but made him an anti-hero to audiences. Time after time, Link snagged some sponsor that loved his muscular theatricality. But as his sponsors became more established, gambling ever-greater sums on his track prowess, they inevitably demanded Link tone it down. He lost representation by biting the hand that fed him, though such oppositional defiance repeatedly snagged him some new, aspiring sponsor. Then his new Daddy Warbucks got rich and conservative; the cycle never ends.

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