

BARBER VINTAGE MOTORSPORTS MUSEUM CELEBRATES LEGENDARY ERALDO FERRACCI AT 20TH ANNUAL BARBER VINTAGE FESTIVAL

FOR IMMEDIATE RELEASE

BIRMINGHAM, Ala. (October 16, 2025) — Twenty years ago, Barber Vintage Motorsports Museum Technical Director Brian Slark had an idea for a multi-day vintage motorcycle festival that would draw like-minded enthusiasts from far and wide to Birmingham, Alabama.

“I looked around this wonderful facility that George Barber built, and we had everything in-house,” recalled the 87-year-old Slark, now museum curator emeritus. “Everything was within walking distance or a tram ride. Visitors could cover all of the events in one day.”

Fast forward to today, and the Barber Vintage Festival, held every October since 2005 at the breathtaking, 880-acre Barber Motorsports Park, has grown by leaps and bounds, celebrating motorcycling on a scale rivaling any event of its kind in North America.

For the third consecutive year, title sponsor BMW hosted “Motorrad Days Americas,” welcoming fans of the Bavarian brand. Official partners included Grandview Medical Center, Mecum Auctions, Law Tigers Motorcycle Lawyers, Michelob Ultra, and Triumph Motorcycles.

“Motorcycles by Moonlight,” the museum’s annual fundraising dinner, celebrated Grand Marshal Eraldo Ferracci, led by an address from Executive Director Brian Case and department updates from Conservation Manager Ally Domar and Education Programs Manager Dr. Liz Johnson.

Johnson spoke about the museum’s recently announced partnership with Yamaha. “Many of the guests did not realize we had an education program,” she admitted, “and were eager to share the opportunities with their children, friends, and other family members.”

Champion racers Kevin Schwantz and Larry Pegram, journalists Kevin Cameron and Cook Neilson, as well as son Larry Ferracci took to the stage and spoke fondly of Ferracci. To close the evening, Ferracci was presented with a striking portrait painted by artist Makoto Endo.

Weekend seminars featured Ferracci, Domar, MotoGP Legends Kenny Roberts and Kenny Roberts Jr., noted author Peter Egan, plus designer and resident mentor Pierre Terblanche. Thunderous engine startups reverberated twice daily throughout the museum’s five floors.

American Historic Racing Motorcycle Association cross-country, flat track, motocross, road racing, and trials competitions took place on the 17-turn, 2.38-mile road course and the nearby hillsides and proving grounds. Manufacturer demo-ride programs were in full swing all weekend.

A highlight for many festival attendees, the swap meet hosted 380 vendors populating 522 spaces. “The book signing with Peter Egan was very successful,” said Guest Services Manager Sunny Crew. “Many swap-meet vendors were excited to meet and exchange stories with Peter.”

Over three days, the museum admitted more than 3,000 guests, not including members, VIPs, and volunteers. Between the gift shop and the remote merchandise trailer, sales of books, jewelry, T-shirts, and other festival-related items far exceeded those of previous years.

“The smiling faces always make an impression on me,” said Slark, reflecting on this year’s event. “Everyone looked amazed, relaxed, and happy to be surrounded by motorbikes and like-minded people. I often wonder, how can we keep making it better? But we do.”

Suggested photo captions:

Tens of thousands of motorcyclists spent a fun-filled weekend, October 3-5, in north central Alabama. “A motorcycle doesn’t stand up on its own,” said Barber Vintage Motorsports Museum Curator Emeritus Brian Slark. “But when you put a gifted person on it, that’s magic. It’s the people who make the Barber Vintage Festival special.”

Three educational displays highlighted the museum’s collaboration with Yamaha. “Each display had a circuit board, a Yamaha PW50, a poster providing more info about the collaboration, and a QR code that linked to our website,” said Education Programs Manager Dr. Liz Johnson. “I received lots of positive feedback from docents, volunteers, and guests about the displays.”

“Motorcycles by Moonlight,” the Barber Vintage Motorsports Museum’s annual fundraiser, was sponsored by Iconic Motorbike Auctions, which organized the successful silent auction through its website. Barber and Iconic are already making plans to partner again for the 2026 Barber Vintage Festival, October 9-11.

In addition to its third consecutive title sponsorship of the 20th annual Barber Vintage Festival, BMW hosted BMW Motorrad Days Americas in the Fan Zone, a Saturday night social in the Grand Atrium of the Barber Vintage Motorsports Museum, and tram riding tours of the 17-turn, 2.38-mile Barber Motorsports Park road course.

Photo credit: Joe Avila/Barber Vintage Motorsports Museum

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About the Barber Vintage Motorsports Museum

The Barber Vintage Motorsports Museum is a 501(C)(3) tax-exempt, private operating foundation dedicated to the preservation, interpretation, exhibition, and history of motorcycles, vintage vehicles, and motorsports located at Barber Motorsports Park in Birmingham, Ala. For

more than 30 years, the museum has focused on various aspects of motorsports, from displaying motorcycles and cars spanning more than 120 years of production to the Barber Advanced Design Center, a high-tech workspace for design exploration. The museum embraces the culture of motorsports enthusiasts by hosting programs, such as the Barber Design Camp, and events, including the annual Barber Vintage Festival. With five floors housing 1,800 motorcycles, 150-plus automobiles, 60 of which are Lotus race cars, and numerous vintage and iconic vehicles, the Barber Vintage Motorsports Museum is the ultimate family-friendly environment for education, exploration, and inspiration. Additional information is available at www.barbermuseum.org.

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