

THE SECRETS OF THEIR SUCCESS: Rich Taylor of EKS Brand Goggles



The men behind the logos don't always get the publicity that their high-paid racers do. These men toil behind the scenes. These men don't know the meaning of nine-to-five and would never be happy taking a vacation during the racing season. The motocross industry is forged by these men. They have dedicated countless hours, risked their finances, and based their lives on the premise of service to the sport of motocross.

The MXA staff decided to interview some of the mover-and-shakers of the motocross biz in an effort to share some of the wisdom, inspiration and experiences of the men behind the logos



RICH TAYLOR - EKS BRAND GOGGLES

WHERE DID YOU GET THE IDEA TO START YOUR OWN COMPANY?

"I've sort of been involved with goggles my whole life. I grew up ski racing and then I raced motocross professionally for about fifteen years. Meanwhile my dad was an executive at Smith goggles. I kind of had a background in goggles and when I quit racing I realized I needed to start something of my own and I started X-Brand."

HOW DID YOU COME UP WITH THE NAME?

"I was racking my brain for a unique creative name that is simple and that everyone could relate to. I have some friends who are in the stunt industry who are in a group called Brand X. I always thought that was really cool, so I just turned it around, so that my logo is just a big 'X.'"

WHAT'S THE MOST CHALLENGING THING ABOUT RUNNING A BUSINESS?

"Business in general has been such a learning experience. From accounting, to production, to creating art and manufacturing, the whole thing is overwhelming, coming from a racing background. I started this business by myself and honestly, I don't know what the heck I'm doing. It's going good, and I'm doing well, but I'm learning as I go. I've raced motorcycles my whole life and now I'm running a business, so everyday is a learning experience."

ARE THERE ANY BUSINESS PEOPLE YOU LOOK UP TO?

"My dad, Hook Taylor, took Smith goggles from almost being nonexistent in the motorcycle industry to one of the top three goggle companies in the world. Also, Eddie Cole out at SixSixOne has helped me with some great ideas, and I really look up to what he has done. It seems like everything he touches turns to gold, too."

WHAT HAVE YOU LEARNED FROM YOUR CUSTOMERS?

"Customers seem to know a quality product. I think my product sells because of the quality and the price point that it's at. Business is driven by the customers who want a good product at a good price."