



RACE WEEKEND MEDIA RECAP APRIL 3 - 22
CHAMPIONSHIP AT ROAD ATLANTA 2018

CHAMPIONSHIP OF ATLANTA SUMMARY

TOTAL IMPRESSIONS

35.5M +

Total Race Views: 592K +

Total Social Media Impressions & Engagement: 6.4M+

Total Media Impressions: 29.1M +

Total Brand Impressions: 75.42M+

APRIL 3 - 22



FACEBOOK RACE WEEKEND

TOP POSTS

#1 MotoAmerica
Published by Hootsuite [?] · April 12 · 🌐



Welcome Tony Hawk to Suzuki Championship Reach: 181.3K+

#2 MotoAmerica...
What's up #Atlanta? Tony Hawk will be joining us next week for the Suzuki Championship at Road Atlanta. He'll perform an epic live show with his #skateboarding crew on Saturday, April 14th - you don't want to miss it. Grab your tickets here...



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34

Tony Hawk Joins Suzuki Championship in Atlanta
Reach: 84.2K+

#3 MotoAmerica...
We're live with Josh Herrin who is giving new meaning to the words last-minute privateer this weekend at Road Atlanta.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34

Live with Josh Herrin
Reach: 24.4K+

100
POSTS

111.2K+
TOTAL VIDEO VIEWS
27 videos

286K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

4.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

1.05M+ TOTAL REACH
of people who had any content from our page enter their screen

56.9M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



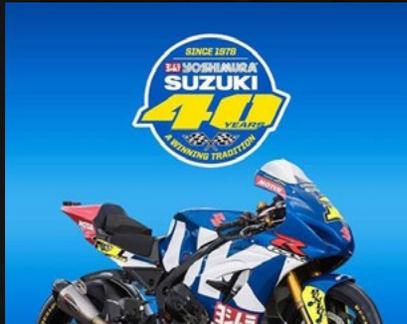
INSTAGRAM RACE WEEKEND



#1
Roger Hayden Leading
Reach: 32,265
Likes: 3,781



#2
Crash Race 2
Reach: 30,586
Likes: 2,309



#3
40th Anniversary
Reach: 21,826
Likes: 2,168

71
POSTS

919.4K+
TOTAL REACH

of people who had any content from our page enter their screen

73.6M+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.1M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

9.02M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen

TOP POSTS



TWITTER RACE WEEKEND

TOP POSTS



#1
 Tony Hawk Joins at Road Atlanta
 Impressions: 139K+



#2
 Tony Hawk Meets Wayne Rainey
 Impressions: 55.6K+



#3
 Two Series, Two Stars
 Impressions: 23.8K+

91
POSTS

533K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

3.4K+
TOTAL INTERACTIONS
 comments, likes, retweets

9.5M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS

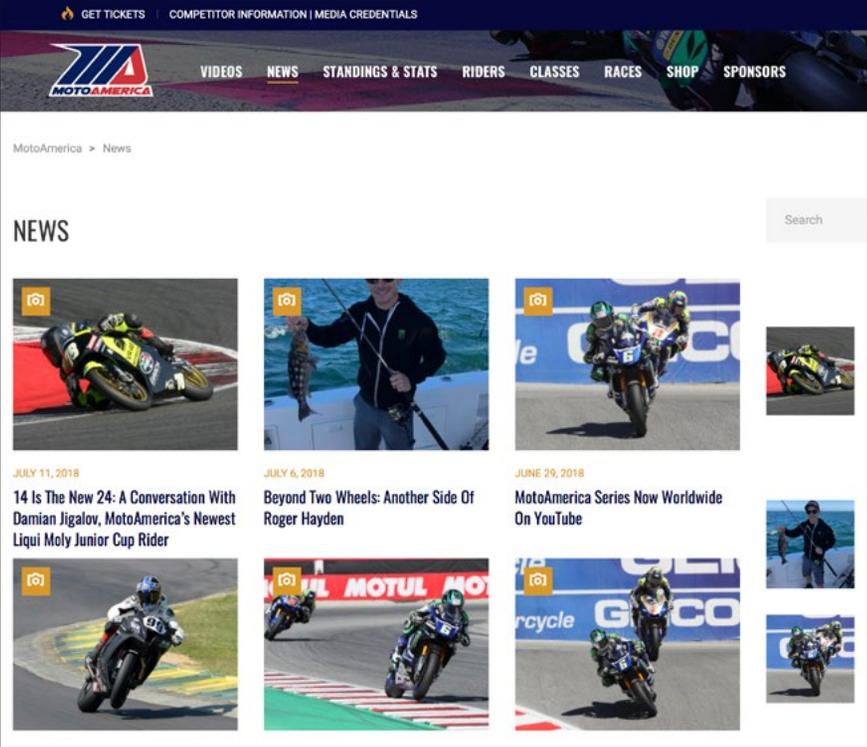
157,386
PAGE VIEWS

Bounce Rate: 69.38%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 15 SECONDS
AVG. TIME ON PAGE

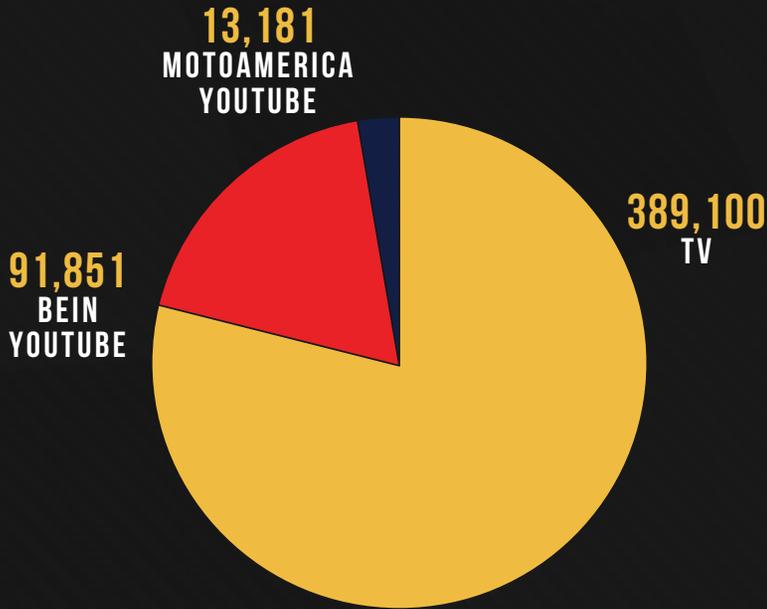
1.60
PAGES PER VISIT

115,276
TOTAL UNIQUE VISITORS
total # of people who visited the site



BROADCAST PERFORMANCE

6 RACE BROADCASTS



494,132
TOTAL VIEWERS
(AT LEAST 1 MIN)

98,575
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

April 3- 22

REVZILLA

News

Search Common Tread

Eliasson reigns at Road Atlanta, rain or shine

Lance Oliver Apr 16, 2018

12 Comments

Imagine you're a racer trying to beat Toni Elias in MotoAmerica Motul Superbike. You're looking — hoping — for a weak spot. Maybe the rain? There was that disastrous wet weekend in New Jersey two years ago.

Eliasson stamped out that spark of a hope under the wet heel of his Alpinestars boots on Sunday. The defending champion and Yoshimura Suzuki Factory Racing rider rode a perfectly calculated race on a soaked Road Atlanta track, finishing it off with the fastest lap of the day on the final lap, to nail down a double win and take a solid lead in the chase for the

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE.COM

MOTORCYCLE.COM
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Hall Of Famer Wes Cooley To Attend Suzuki Championship At Road Atlanta

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MONTHLY PAGE VIEWS
734,370

YAMAHA

FIND A DEALER | MY YAMAHA ACCOUNT | EVENTS & DEMOS

MOTORCYCLE ATV SIDE-BY-SIDE ENJOYABLE POWER PRODUCTS

Road Racing - Monster Energy / Yamalube / Yamaha Factory Racing Team

MONSTER ENERGY YAMAHA FACTORY RACING TEAM

YAMALUBE

BLU CRU

2018 looks to be a promising year for the Monster Energy/Yamalube/Yamaha Factory Racing team. After seven consecutive years of domination in the prestigious Superbike class, 2017 certainly did not go as planned. Defending 2015 and 2016 MotoAmerica Superbike Champion, Cameron Beaulieu, and his teammate, four-time AMA Superbike Champion Josh Hayes, struggled during the first part of the season with a new electronics package. Then, just as Cameron started to get his legs back, a dislocated shoulder in Superbike Race 2 at Pittsburgh International Race Complex put him out for the rest of the season, and out of contention for his third consecutive Championship.

Cameron is now fully healed and has shown that he has the speed and strength that allowed him to win his two back-to-back MotoAmerica Superbike Championships. The Northern Californian will have a new teammate for 2018, as Josh Hayes has taken on a new role in his racing career. After more than 300 professional racing starts, four AMA Superbike championships, including 63 Superbike wins (all on the Yamaha YZF-R1), Josh will be Yamaha's Factory Racing Ambassador and Yamaha SRU crew leader coach. The "Mississippi Madman" will also serve as a test rider for the Monster Energy/Yamalube/Yamaha Factory Racing Superbike team.

Commenting on his new role, Josh said, "I never intended to stop racing, but with Yamaha's vision and goals, it became time to move in a new direction with the young talent that's been dominating the MotoAmerica Superbike class. I am sure we will bring up for the start at Road Atlanta."

MONTHLY PAGE VIEWS
569,070



ALL HITS MEDIA COVERAGE

MOTOAMERICA 2018 OPENS THIS WEEKEND	RACE 1 RESULTS FROM ROAD ATLANTA	ELIAS SWEEPS ROAD ATLANTA
	RACE 2 RESULTS FROM ROAD ATLANTA	
ROAD ATLANTA SATURDAY RESULTS	EVEN MORE FROM THE RACES AT ROAD ATLANTA	WES COOLEY ATTENDS ROAD ATLANTA
	MORE FROM THE RACES AT ROAD ATLANTA	
CHAMPIONSHIP AT ROAD ATLANTA RACE 2 RESULTS		HOW DIFFICULT IS RACING IN THE RAIN
	ELIAS LEADS DAY AT ROAD ATLANTA	
ROAD RACING SEASON STARTS APRIL 13-15		JD BEACH READY FOR RED CLAY OF DIXIE
	MOTOAMERICA 2018 ROUND 1	
ELIAS WINS IN ATLANTA		MONSTER ENERGY / YAMALUBE / YAMAHA FACTORY RACING TEAM
	ELIAS REIGNS AT ROAD ATLANTA	

29.1M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS





THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP APRIL 10 - MAY 2
CHAMPIONSHIP OF TEXAS 2018

CHAMPIONSHIP OF TEXAS SUMMARY

TOTAL IMPRESSIONS

102.61M +

Total Race Views: 598K +

Total Social Media Impressions & Engagement: 6.2M+

Total Media Impressions: 30.9M +

Total Brand Impressions: 65.51M+

APRIL 10 - MAY 2



FACEBOOK RACE WEEKEND

April 10- May 2

TOP POSTS

#1  **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐



Scholtz Takes COTA Race One Reach: 15.4K+ Likes: 455

#2  **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐

Lucky Young Men: Jackson Blackmon Racing and Cory Ventura will get the chance to train with Valentino Rossi VR46 Official in Italy.



MOTOAMERICA.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

14,353 people reached [Boost Post](#)

Divine Gumasing, Joe Patterson and 563 others 18 Comments 37 Shares

Chance to Train with Valentino Rossi
Reach: 14.4K+ Likes: 563

#3  **MotoAmerica**
Published by Paul Carruthers [?] · April 22 · 🌐

They stopped Toni Elias once, but they couldn't do it twice at Circuit of The Americas in the second MotoAmerica Motul Superbike race.



MOTOAMERICA.COM

Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached [Boost Post](#)

Toni Elias Back on Top
Reach: 11.4K+ Likes: 312

75
POSTS

87K+
TOTAL VIDEO VIEWS

23 videos

23K+
TOTAL ENGAGEMENT

clicks, likes, shares, comments

4.5M+
TOTAL IMPRESSIONS

of times activity related to your page was seen

794K+ **TOTAL REACH**
of people who had any content from our page enter their screen

50.3M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

April 10- May 2

TOP POSTS



1 motoamerica • Follow
Circuit of The Americas

motoamerica Nine-time World Champion @valeyellow46 gets some racing tips from #motoamerica Liqui Moly Junior Cup racer @blackmon_18, Blackmon and @coryventura64 will train with Rossi and Co. at his ranch in Italy in July.

redspade Yeah buddy!!! @blackmon_18 r_l_m_3 @nataliee_white there's your boy!!

motogirlgt Nice♥

adolfo_diaz12 Bien vale

n188lc The GOAT!

borja_... Cuidad, pronto lo pondrá a parir como lo adelante jajaja

#1

Training with Rossi & Co.

Reach: 23,120
Likes: 2,325

69
POSTS

975K+

TOTAL REACH

of people who had any content from our page enter their screen



2 motoamerica • Follow
Circuit of The Americas

motoamerica Repost from @85jakelewis: "Is #manlymonday a thing? Sometimes you gotta hook your boy up with a ride back after a rough day at the office."

#nutstobutts #motoamerica

motoamerica

#motorcycle #racing #race #motorcycling #AMA #motorcycles #instamotorcycle #speed #adrenaline #extreme #extremesports #pic #action #champion #racinglifestyle #actionsports #fast #instabike #motorsport #motorsports #moto #motoamerica2018 #COTA #circuitoftheamericas #AmericasGP blazetikenapalm Post the race on youtube

#2

#manlymonday

Reach: 21,845
Likes: 2,151

74.2M+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.11M+

TOTAL IMPRESSIONS

of times activity related to your page was seen



3 motoamerica • Follow
Circuit of The Americas

motoamerica The rain poured down as @matthew_scholtz stalked @josh_herrin in the first @motulusa Superbike Race this past weekend at @cota_official. Scholtz eventually pulled ahead to take the win.

#MotoAmerica #AmericasGP Brian J. Nelson

motoamerica

2,120 likes

APRIL 24

Log in to like or comment.

#3

Scholtz Wins

Reach: 20,086
Likes: 2,120

5.2M+

TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



#TeamWestby
FATHER HONORS LATE SON

TWITTER RACE WEEKEND

TOP POSTS



#1
 Why the Smiles?
 Impressions: 12.4K+ Likes: 109



#2
 Superbike Riders Hit the Track
 Impressions: 8.5K+ Likes: 30



#3
 Scholtz Wins in the Rain
 Impressions: 5,055 Likes: 42

71
POSTS

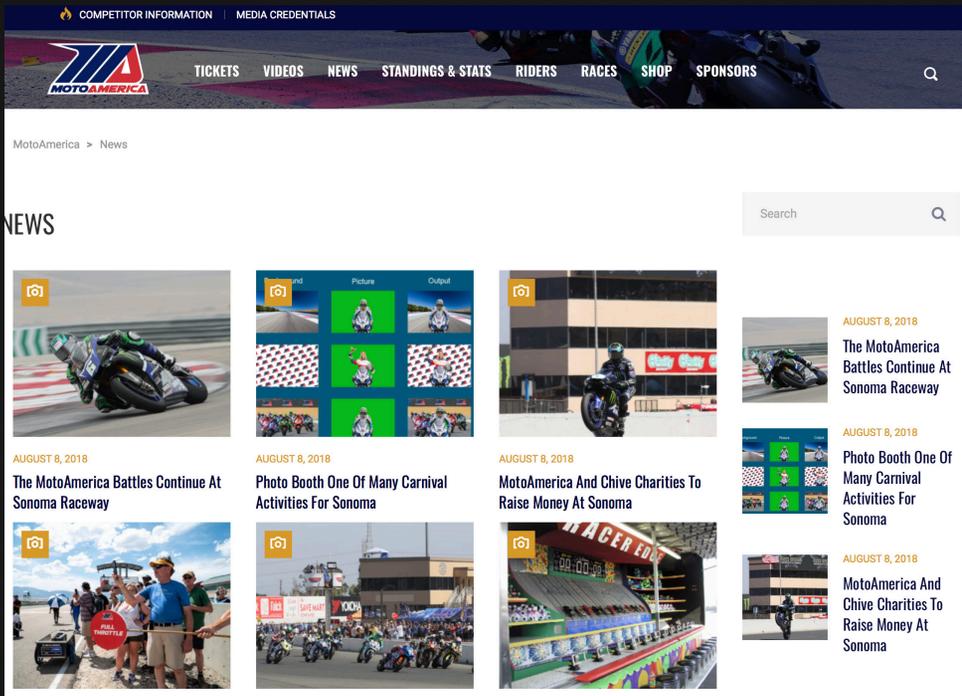
528.6+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

3.15K+
TOTAL INTERACTIONS
 comments, likes, retweets

10.01M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



172,849
PAGE VIEWS

Bounce Rate: 71.10%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 10 SECONDS
AVG. TIME ON PAGE

1.57
AVG. PAGES PER VISIT

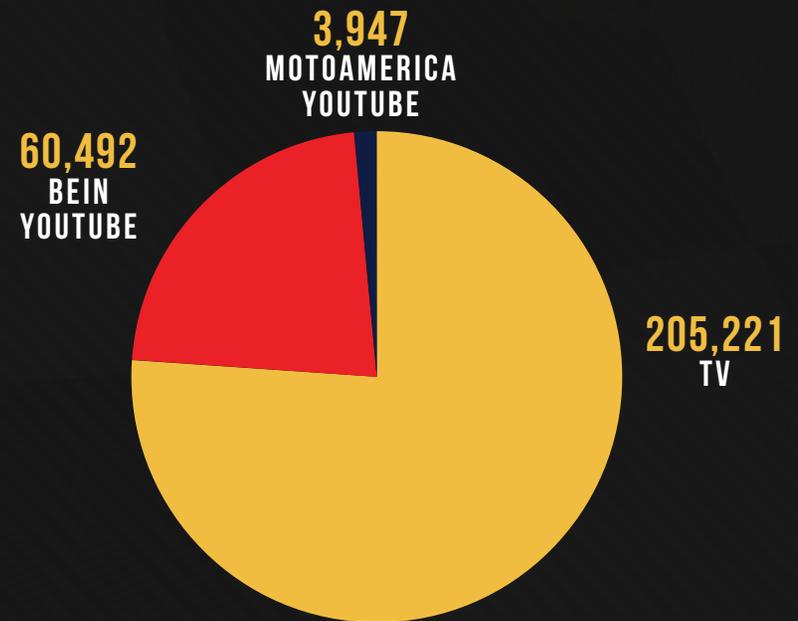
127,509
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

4 RACE BROADCASTS

2 LIVE RACES

2 REPLAYS



269,660
TOTAL VIEWERS
(AT LEAST 1 MIN)

59,305
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

April 10- May 2

MOTORCYCLE.COM

MOTORCYCLE.COM
THE ALL-NEW 2018 STAR ELUDER. JOURNEY TO THE TOP. YAMAHA
WIN \$1,000 Amazon Gift Card!

Sights And Sounds (Okay, Just Sights) From COTA 2018
Trizzle travels to Texas for the Austin MotoGP

Don't Miss Stories on Motorcycle.com

Spotlight
2018 Yamaha Star Eluder

Facebook® Official Site

By now you already know what happened at the snooze fest that was Austin MotoGP (and if you don't, I highly suggest you read Mr. Allen's always wonderful MotoGP recap). Marc Márquez stole the show for the sixth straight year, leaving some fans disappointed with the day's racing. To be fair, Moto2 and MotoAmerica Superbike provided some good racing, the former with the interesting battle for the lead, and the latter with a tight fight for the podium.

Featured Motorcycle Brands: aprilia, BMW, Honda

MONTHLY PAGE VIEWS
949,860

TOTALMOTORCYCLE.COM

TOTALMOTORCYCLE.COM

ELIAS AND YOSHIMURA SUZUKI DOMINATE MOTOAMERICA SBK

Team Suzuki Press Office - April 16

Toni Elias - Suzuki GSX-R1000 - 1-1
Roger Hayden - Suzuki GSX-R1000 - DNF - 5

Toni Elias scored a perfect season-opening weekend in the Suzuki Championship at Road Atlanta as the defending MotoAmerica Superbike Champion completed the weekend sweep by winning Suzuki's Super 2 in the

ARCHIVES: August 2018, July 2018, June 2018, May 2018, April 2018, March 2018, February 2018, January 2018, December 2017, November 2017, October 2017, September 2017, August 2017, July 2017, June 2017, May 2017, April 2017, January 2017, December 2016, November 2016, September 2016

MONTHLY PAGE VIEWS
419,160

MOTORPASIONMOTO.COM

MOTORPASIONMOTO.COM

Toni Elías suma y sigue en COTA para continuar como líder de MotoAmerica

¡SUSCRÍBETE A MOTORPASIONMOTO! Recibe un email de día con nuestros artículos. Tu correo electrónico

24 April 2018 - Actualizado 23 April 2018, 08:33

MONTHLY PAGE VIEWS
339,420



ALL HITS MEDIA COVERAGE

 2018 COTA SUNDAY RESULTS	 RELEASE BY PAULA GARCÍA ÁLVAREZ	 2018 AUSTIN MOTOGP RESULTS RECAP
 MOTOGP WEEKEND IN AUSTIN, TEXAS	 ELIAS AND YOSHIMURA DOMINATE	 SIGHTS AND SOUNDS (OKAY JUST SIGHTS)
 ELIAS SPEEDS COTA SUPERBIKE	 MATHEW SCHOLTZ TEXAS WIN	 ELIAS MAINTAINS MOTOAMERICA LEADERSHIP
 ELIAS WINS SUPERPOLE AT COTA	 ABOUT TODAY AT COTA	
 TONI ELIAS LEADS HEADING INTO 2ND ROUND	 ELIAS WINS IN AUSTIN	

30.9M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP

APRIL 24 – MAY 13



SUMMARY

TOTAL IMPRESSIONS

81.64M+

Total Race Views: 419.6K+

Total Social Media Impressions & Engagement: 2.74M+

Total Media Impressions: 24.2M+

Total Brand Impressions: 54.7M+

APRIL 24 – MAY 13



FACEBOOK

TOP POSTS

#1 MotoAmerica is at VIRginia International Raceway.
Published by Dulcinée Marie [?] · May 9 · Alton, VA · 🌐

The first Supersport race replay from the Championship of #Virginia is live!
Watch it now: <http://motoamerica.com/#vir> #MotoAmerica



YOUTUBE.COM
Championship of Virginia at VIR: Supersport Race 1
Who takes the checkered flag first at the

Supersport Race Replay Reach: 25.2K+ Likes: 342

#2 MotoAmerica
June 15 at 3:00 PM · 🌐

Beach Break Live from the other end of the paddock. It's a good one.



29,043 people reached Boost Unavailable

331 122 Comments 70 Shares 12K Views

Like Comment Share

Beach Break Live
Reach: 29K+ Likes: 331

#3 MotoAmerica
Like This Page · July 5 · Edited · 🌐

MotoAmerica was live — at VIRginia International Raceway.
May 6 · Alton, VA · 🌐

LIQUI MOLY USA Inc. Junior Cup Race 2 Press Conference



Your video is popular with men between the ages 25-34 Boost Unavailable

117 56 Comments 60 Shares 5.4K Views

Junior Cup Race Press Conference
Reach: 19.4K+ Likes: 106

148
POSTS

47.3K+
TOTAL VIDEO VIEWS

16 videos

22.2K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.6M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

664K+ **TOTAL REACH**
of people who had any content from our page enter their screen

36.4M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM

TOP POSTS



#1
 Josh Herrin
 Warming Up
 Reach: 41.8K+
 Likes: 4,505



#2
 Josh Herrin
 Pre-Race Party
 Reach: 37.1K+
 Likes: 2,159



#3
 JD Beach
 Reach: 19K+
 Likes: 1,178

5.6k followers 234 following

55
POSTS

697.8K+
TOTAL REACH
 # of people who had any content from our page enter their screen

53.5K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

883.5K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

12M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen





TOP POSTS



#1
Burnouts
19.6K+ Impressions Likes: 159



#2
Wayne Rainey Welcomes
8K+ Impressions Likes: 48



#3
Golden Gate Bridge
7.8K+ Impressions Likes: 26

68
POSTS

186.8K+
TOTAL IMPRESSIONS
of times activity related to your page was seen

1.6K+
TOTAL INTERACTIONS
comments, likes, retweets

6.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS

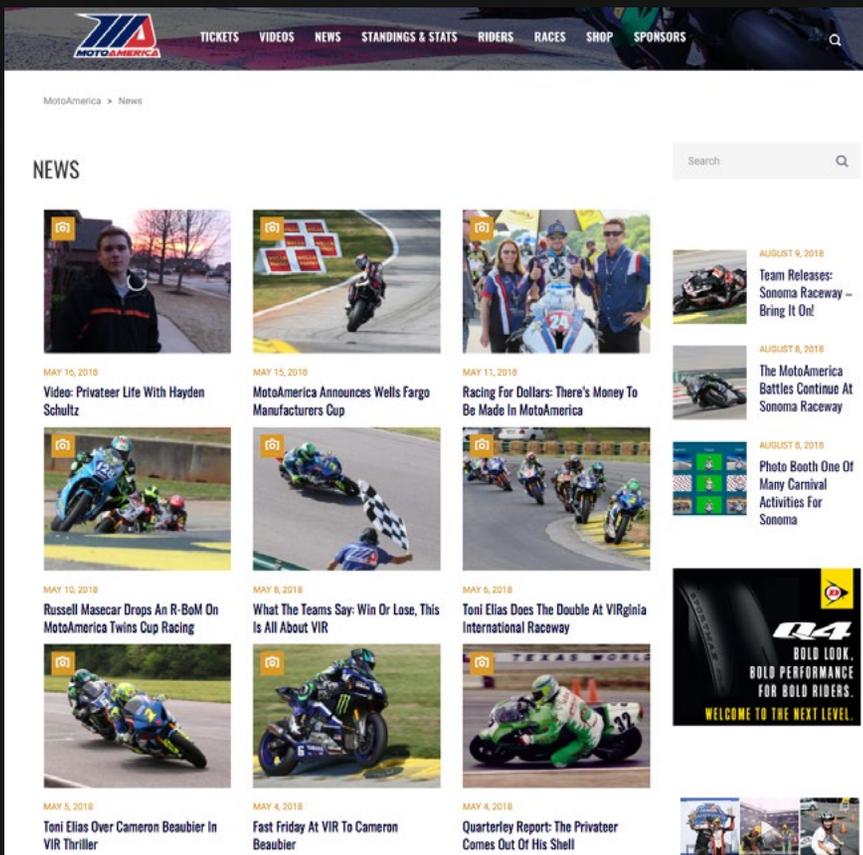
181,744
PAGE VIEWS

Bounce Rate: 77.14%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

51 SECONDS
AVG. TIME ON PAGE

1.46
AVG. PAGE VIEWS

99,529
TOTAL UNIQUE VISITORS
total # of people who visited the site



b BEIN SPORTS RACE VIEWS

April 24-May 13

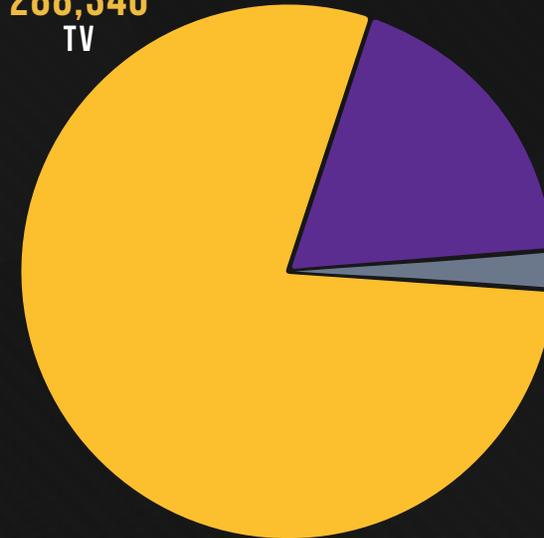
8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



288,340
TV



68,108
BEIN
YOUTUBE

8,816
MOTOAMERICA
YOUTUBE

365,264
TOTAL VIEWERS
(AT LEAST 1 MIN)

54,340
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

April 24-May 13

INSIDE TONY HAWK AND MOTOAMERICA'S ACTION-PACKED WEEKEND OF SKATING AND SUPERBIKES

The legendary skater's insane tricks brought Road Atlanta's Suzuki Championship races to the next level.

MAXIM STAFF - APR 25, 2018

Left: Tony Hawk; Right: Superbike rider Josh Herrin rode a modified street bike to compete in both races when his transport couldn't deliver his race bikes.

Presented by MotoAmerica

As promised, [Tony Hawk's](#) skate team flew high and [superbikes](#) flew by at the MotoAmerica Suzuki Championship last week. Record numbers of fans crowded into the buzzing rider paddock and fan fest area to witness these awesome action sports converge for the first time on Road Atlanta's world-renowned courses.

Motul SuperBike Race 1 Highlights - Road Atlanta

MONTHLY PAGE VIEWS
3,860,760



Elias And Beach Dominate At VIRginia International Raceway

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Motorcycle.com Reader Survey

WIN \$1,000

Share this Article

By [Press Release](#) | May 7, 2018

Toni Elias and JD Beach continue to dominate the 2018 series at VIRginia International Raceway.

MONTHLY PAGE VIEWS
734,370

MotoAmerica: Toni Elias gewinnt US-Superbike-Krimi

Von Andreas Gemeinhardt - 06.05.2018 09:56

Toni Elias (Suzuki) und Cameron Beaubier (Yamaha) lieferten sich auf dem Virginia International Raceway ein erbittertes Duell um den Sieg. Am Ende triumphierte der Spanier mit 0,0114 Sekunden Vorsprung.

Beim dritten Saisonereignis der US-Superbike-Meisterschaft MotoAmerica auf dem Virginia International Raceway wurde der erste Lauf bereits kurz nach dem Start abgebrochen. Yamaha-Pilot Garrett Gerloff stürzte und riss Bobby Fong (Yamaha) sowie Roger Hayden (Suzuki) mit in das Verderben. Fong war beim Neustart wieder dabei und ging erneut zu Boden. Gerloff wurde mit einer Brustkorbverletzung in eine Klinik eingeliefert. Hayden fühlte sich nach dem Sturz unwohl und verzichtete auf eine weitere Teilnahme. Cameron Petersen (Honda) zerstörte in der achten Runde seine Honda bei einem Highspeed-Crash.

An der Spitze des Feldes machten sich Titelverteidiger Toni Elias (Yoshimura Suzuki) und das Yamaha-Trio Cameron Beaubier, der sich am Samstag die Pole-Position sicherte, Mathew Scholtz sowie Joshua Herrin aus dem Staub. Herrin geriet zur Rennmitte neben die Strecke, verlor zehn Positionen und startete anschließend eine beeindruckende Aufholjagd.

Baubier führte bis zur vorletzten Runde, dann wurde er in einem spannenden Finale noch von Elias bezwungen, der damit seinen vierten Saisonsieg feiern konnte und seinen Vorsprung im Gesamtklassement auf 26 Punkte ausbaute. Scholtz eroberte sich

MONTHLY PAGE VIEWS
442,350

ALL HITS MEDIA COVERAGE

24.2M+ TOTAL MEDIA HITS



FAN FAVORITE JD BEACH WINS



ELIAS TAKES TWO IN VIRGINIA



TONI ELIAS' DOUBLE



TONI ELIAS SUPERBIKE



BEACH WINS DOUBLES



FAST FRIDAY



ROUND 3 VIR



ELIAS AND BEACH WIN



TONI ELIAS WINS



ROGER HAYDEN LEFT DIZZY AFTER CRASH



CHASE BRYANT TAILGATE EVENT



MA ROUND 3



PODIUM CRASH BATTLE



TONI "HULK" ELIAS



ROGER HAYDEN LEFT DIZZY AFTER CRASH



INSIDE TONY HAWK



ELIAS DOMINTATES



TONI ELIAS CRASH



TONI ELIAS WINS



QUESTIONS WITH WAYNE



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP MAY 23 - JUNE 11
CHAMPIONSHIP AT ROAD AMERICA 2018

CHAMPIONSHIP AT ROAD AMERICA SUMMARY

MAY 23 - JUNE 11

TOTAL IMPRESSIONS

75.9M +

Total Race Views:	572.9K +
Total Social Media Impressions & Engagement:	3.8M+
Total Media Impressions:	40.2M +
Total Brand Impressions:	31.9M+



FACEBOOK RACE WEEKEND

May 23 - June 11

TOP POSTS

#1 MotoAmerica...
#MotoAmerica caught up with Motul USA Superbike riders Josh Herrin, Cameron



Herrin, Beaubier and Elias Reach: 81K+ Likes: 769

#2 MotoAmerica...
Dunlop Motorcycle Tires helps us recall all the exciting moments that made the Championship at Road America the best round of the season thus far.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

14,353 people reached

Divine Gumasing, Joe Patterson and 563 others 18 Comments 37 Shares

Dunlop Recall All the Exciting Moments
Reach: 30.3K+ Likes: 582

#3 MotoAmerica...
Published by Paul Carruthers (T) May 29

Caroline Olsen makes her return to the racetrack this weekend at Road America.

Caroline Olsen



Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached

Caroline Olsen Returns to Racing
Reach: 21.5K+ Likes: 660

119
POSTS

74.9K+
TOTAL VIDEO VIEWS

16 videos

19.4K+
TOTAL ENGAGEMENT

2.5M+
TOTAL IMPRESSIONS

664K+ TOTAL REACH

21.1M+
TOTAL BRAND IMPRESSIONS



INSTAGRAM RACE WEEKEND

May 23 - June 11

TOP POSTS



#1
 Fitting Honor of Nicky Hayden
 Reach: 40.8K+
 Likes: 7,081



#2
 Photo Finish by .002 Seconds
 Reach: 20K+
 Likes: 2,265



#3
 #WheelieWednesday
 Reach: 19.8K+
 Likes: 2,115

64
POSTS

785.2K+
TOTAL REACH
 # of people who had any content from our page enter their screen

65.6K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

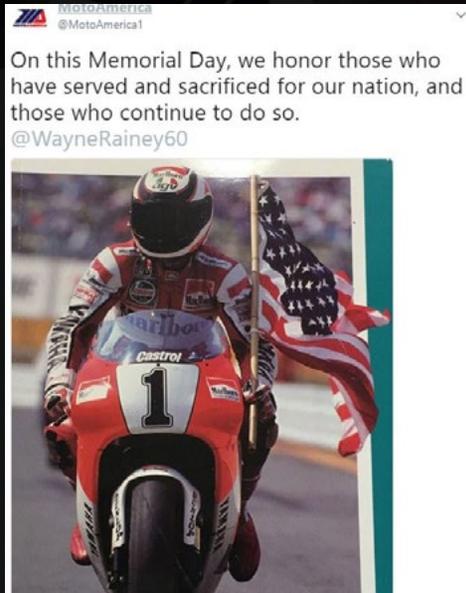
1.01M+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

5.5M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



TWITTER RACE WEEKEND

TOP POSTS



#1

Memorial Day
Impressions: 12.04K+ Likes: 240



#2

Two Hard Earned 1st Place Wins
Impressions: 11.1K+ Likes: 62



#3

Photo Finish by .002 Seconds
Impressions: 8.6K+ Likes: 69

80
POSTS

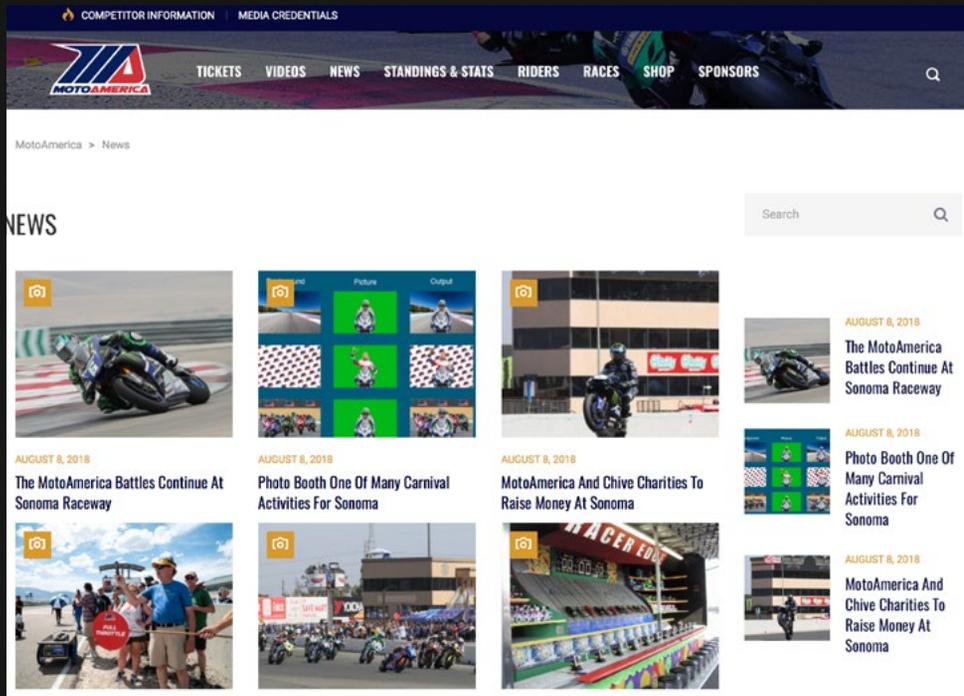
220.9K+
TOTAL IMPRESSIONS
of times activity related to your page was seen

2.1K+
TOTAL INTERACTIONS
comments, likes, retweets

5.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



129,624
PAGE VIEWS

Bounce Rate: 70.73%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 12 SECONDS
AVG. TIME ON PAGE

1.61
AVG. PAGES PER VISIT

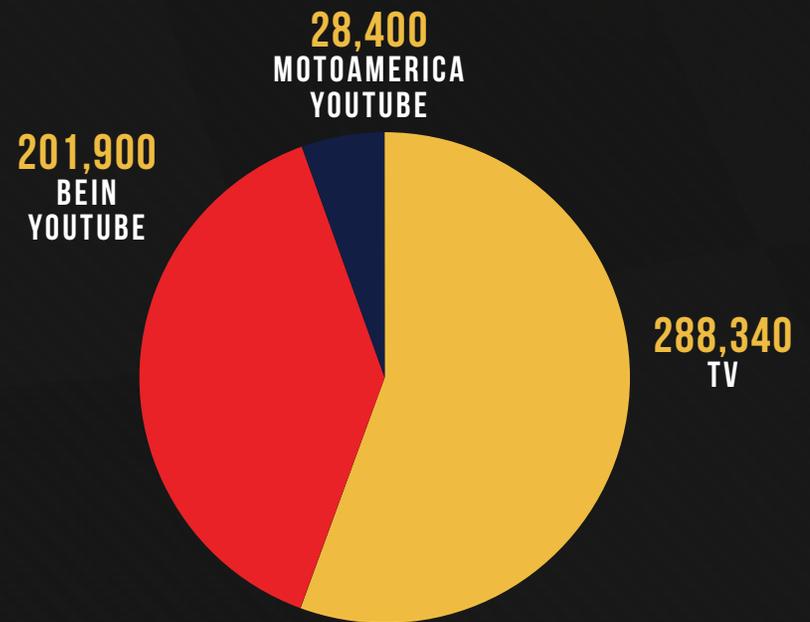
63,537
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



518,640
TOTAL VIEWERS
(AT LEAST 1 MIN)

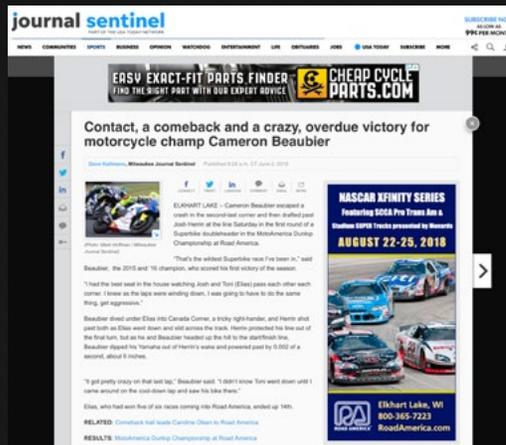
54,340
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

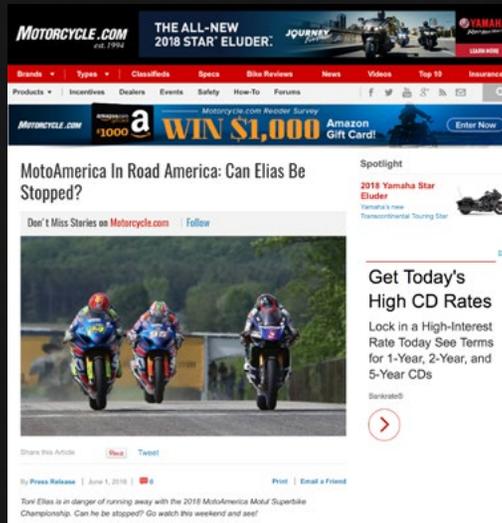
May 23 - June 11

JOURNAL SENTINEL



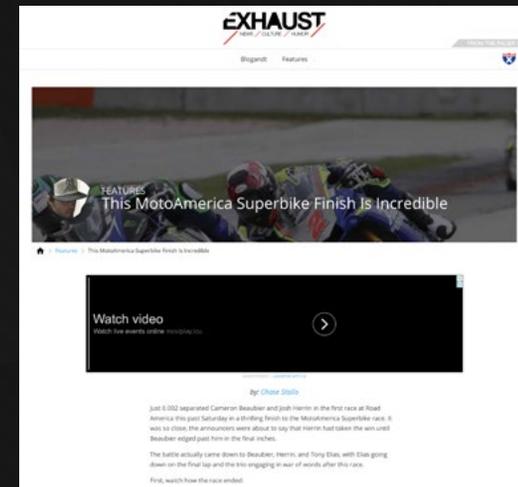
MONTHLY PAGE VIEWS
5,917,740

MOTORCYCLE.COM



MONTHLY PAGE VIEWS
734,370

EXHAUST



MONTHLY PAGE VIEWS
524,580



ALL HITS MEDIA COVERAGE

ROADRACING WORLD .com RACE 2 RESULTS FROM ROAD AMERICA	MOTORCYCLE.COM est. 1994 CAN ELIAS BE STOPPED?	mnews.com.au BEAUBIER TAKES THE DOUBLE
journal sentinel PART OF THE USA TODAY NETWORK BEAUBIER WINS WILD RACE ROAD AMERICA	GP ONE BEAUBIER BREAKS THE STREAK	TMW North America's #1 motorcycle website Total Motorcycle.com HAYDEN AT PODIUM AT ROAD AMERICA
ULTIMATE MOTORCYCLING BEAUBIER DOMINATES ROAD AMERICA	MOTO-D MOTOAMERICA RACE RECAP	MECCA OF SPEED RACERS DON'T FORGET
bein SPORTS ROAD AMERICA NOTEBOOK	BORN TO RIDE MOTORCYCLE MEDIA STORY BY ROB BROOKS	matanpasian moto STORY BY PAULA GARCIA ALVAREZ
TODAYS CYCLE COVERAGE ROADRACE FACTORY RACE REPORT: ROAD AMERICA	PHILISTINES MC MOTOAMERICA CAN ELIAS BE STOPPED?	MOTOCICLISMO TONI ELIAS MOTOAMERICA
	EXHAUST RIDE / OUTFIT / SEARCH MOTOAMERICA FINISH IS INCREDIBLE	MOTORBIKE MAGAZINE STORY BY DAVID GOMEZ
	SOLOMOTO ROAD AMERICA	TODOCIRCUITO MOTOAMERICA CHAMPIONSHIP

40.2M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS





THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP

WEATHERTECH RACEWAY LAGUNA SECA 2018



SUMMARY

TOTAL IMPRESSIONS

87.3M +

Total Race Views: 338K +

Total Social Media Impressions & Engagement: 3.9M+

Total Media Impressions: 7.33M +

Total Brand Impressions: 72.79M+

JULY 11- JULY 5





TOP POSTS

#1 Golden Gate Bridge Superbike Ride



MotoAmerica was live
Like This Page · June 20 · Edited ·

Golden Gate Bridge Superbike Ride
Cameron Beaubier, Josh Herrin, & Valentin Debise represent #MotoAmerica during the Golden Gate Bridge Superbike Ride in anticipation of this weekend's #USWorldSBK at WeatherTech Raceway Laguna Seca! — at Golden Gate Bridge.

51,134 Views

Like Comment Share

727 Realtime Comments

Golden Gate Bridge Superbike Ride Reach: 135,244

#2 MotoAmerica
June 15 at 3:00 PM ·

Repost from Josh Herrin: "My World SBK pre race party will be held tomorrow, Saturday June 16th from 11AM - 4PM at Attack Performance in Huntington Beach, CA. Come out and check out the race bike, eat free Wienerschnitzel, race Razor Worldwide pit bikes, eat more Wienerschnitzel, as well as enter to win tons of awesome prizes. The address is 5382 Commercial Dr, Huntington Beach, CA 92649!"



Repost from Josh Herrin: World SBK Pre Race Party
Reach: 113,705

#3 MotoAmerica
Like This Page · July 5 · Edited ·

Dane Westby was just a kid from Tulsa turned world-class racer. Since his tragic death in 2015, Westby Racing has been hard at work reclaiming Dane's unfinished business. Hear from his dad Tryg and rider Mathew Scholtz Racing on the #TeamWestby legacy.



Dane Westby
Reach: 26,926

99 POSTS

103,904 TOTAL VIDEO VIEWS

19 videos

21,499 TOTAL ENGAGEMENT

clicks, likes, shares, comments

1,373,283 TOTAL IMPRESSIONS

of times activity related to your page was seen

547,706 TOTAL REACH

of people who had any content from our page enter their screen

68.46M+ TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen





TOP POSTS



10:25 AM - 29 Jun 2018
66 Retweets 203 Likes

#1
Burnouts
17,494 Impressions



10:13 AM - 21 Jun 2018
18 Retweets 106 Likes

#2
Wayne Rainey Welcomes
8,100 Impressions



6:12 PM - 20 Jun 2018
5 Retweets 28 Likes

#3
Golden Gate Bridge
4,341 Impressions

126
POSTS

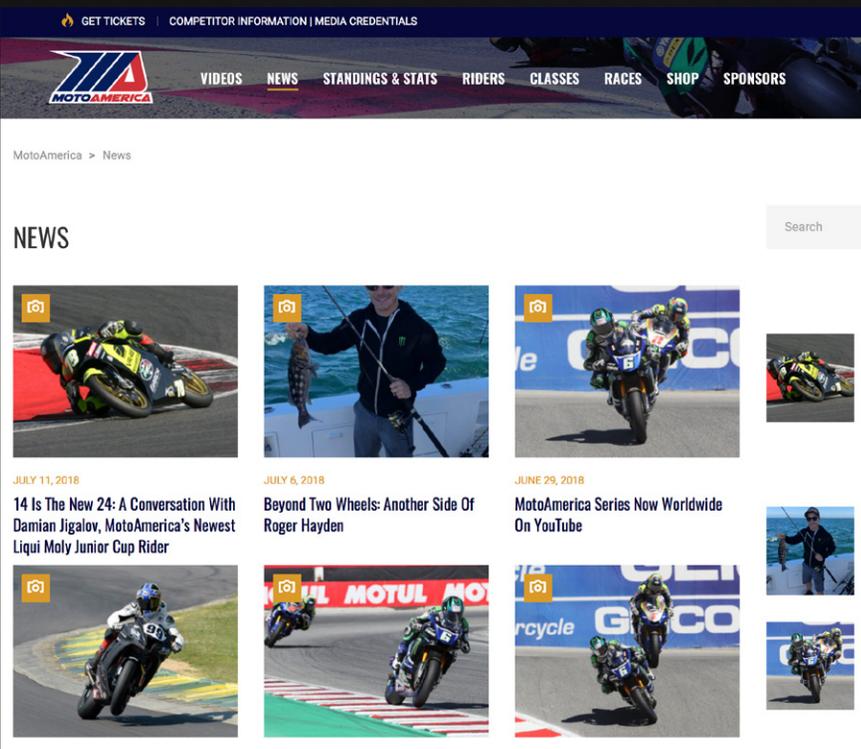
183,282
TOTAL IMPRESSIONS
of times activity related to your page was seen

2,101
TOTAL INTERACTIONS
comments, likes, retweets

6.9M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



99,185
PAGE VIEWS

Bounce Rate: 46.89%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 53 SECONDS
AVG. TIME ON PAGE

2.15
AVG. PAGE VIEWS

29,974
TOTAL UNIQUE VISITORS
total # of people who visited the site

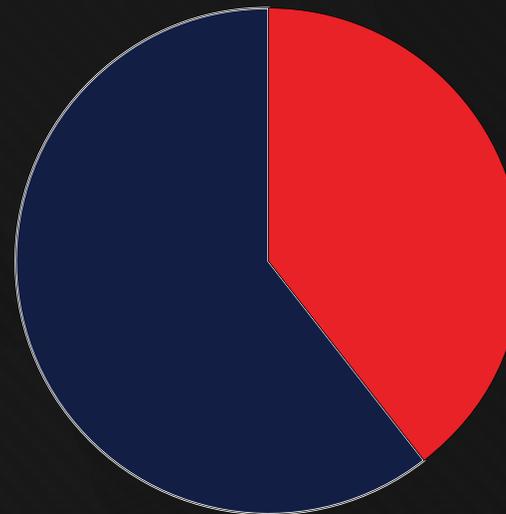
June 11- July 5

b BEIN SPORTS RACE VIEWS

18 RACE BROADCASTS

8 LIVE RACES

8 REPLAYS

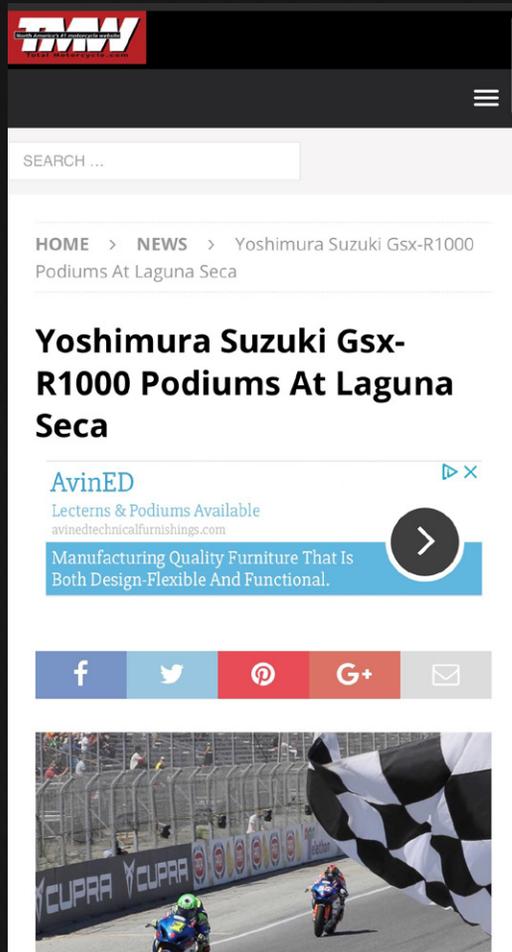


100,113
WATCHED
ENTIRE PROGRAM

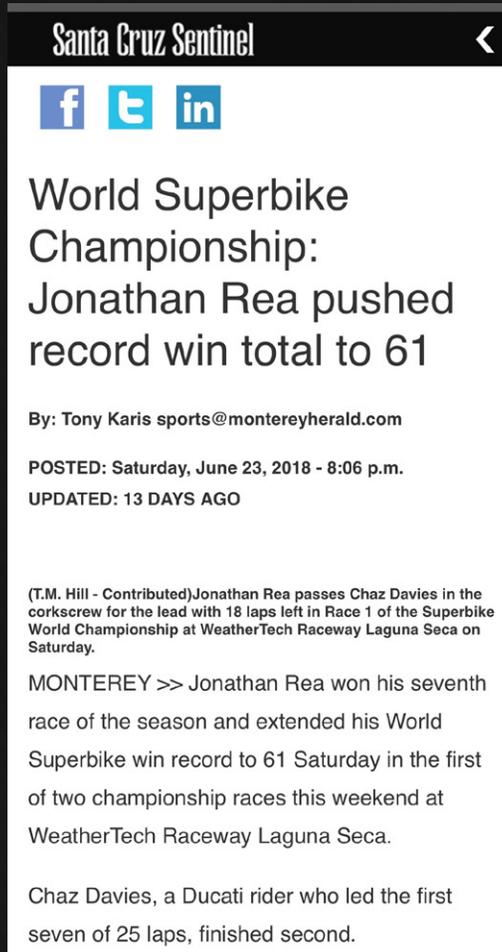
338,797
TOTAL VIEWERS
(AT LEAST 1 MIN)



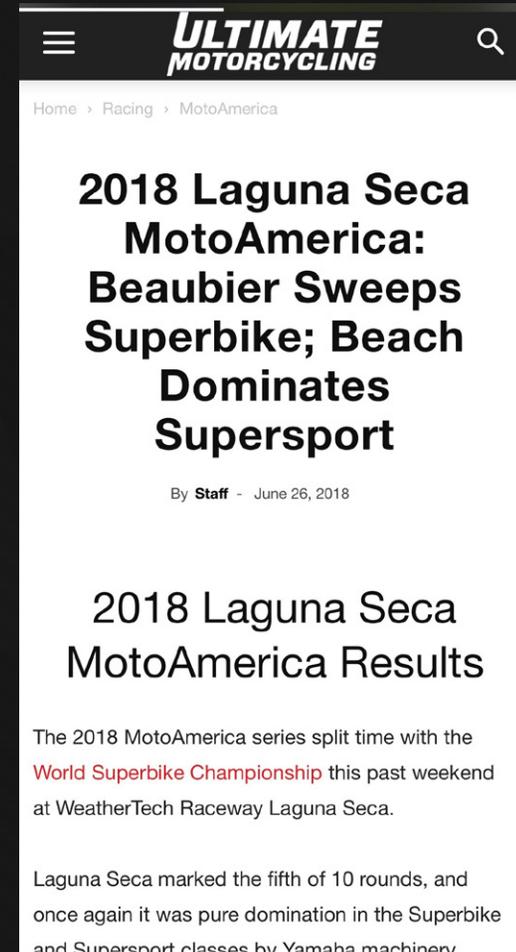
TOP SPOTS MEDIA COVERAGE



MONTHLY PAGE VIEWS
1,154,300



MONTHLY PAGE VIEWS
949,200



MONTHLY PAGE VIEWS
891,000



ALL HITS MEDIA COVERAGE

4,617,893 TOTAL MEDIA HITS



PRESS RELEASE BY
YAMALUBE



A WINNER OF A WEEKEND
JONATHAN REA RECORD
WIN TOTAL



EDDIE LAWSON AT
LAGUNA SECA
LAGUNA SECA
WSBK PREVIEWS



PRESS RELEASE
BY KYLE WYMAN

PRESS RELEASE BY
SUZUKI MOTOR

MORE FROM THE RACES
AT WEATHERTECH

SUPERBIKE RACE
TWO RESULTS

SUPERBIKE RACE
ONE RESULTS

JOSH HERRIN BREAKS
LAP RECORD

FRIDAY RECAP

M.A. PREVIEWS

MATHEW SCHOLTZ
COMING BACK STRONG

FULL RACE VIDEOS

SUPERBIKES TO RIDE
ACROSS BRIDGE



JONATHAN REA
WINS RACE 1



BEAUBIER RACKS UP
FOURTH TRIUMPH
BEAUBIER WINS AGAIN

LAGUNA SECA
NOTEBOOK

BEAUBIER LEADS WAY
TO MONTEREY






12 BROADCAST AIRINGS ON 4 LOCAL TV STATIONS



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP JULY 10-JULY 31
CHAMPIONSHIP OF UTAH 2018

CHAMPIONSHIP OF UTAH SUMMARY

TOTAL IMPRESSIONS

91.2M +

Total Race Views: 441K +

Total Social Media Impressions & Engagement: 8.8M+

Total Media Impressions: 20.7M +

Total Brand Impressions: 61.7M+

JULY 10 - JULY 31



FACEBOOK RACE WEEKEND

TOP POSTS

#1 MotoAmerica is at Utah Motorsports Campus.
Published by MotoAmerica [?] · July 22 at 10:46 AM · Grantsville, UT · 🌐



Crash Ends Day for Josh Herrin Reach: 1.4M+

#2 MotoAmerica is at Utah Motorsports Campus.
Published by Silicon Drive 191 · July 21 at 9:37 AM · Grantsville, UT · 🌐

Yoshimura Suzuki's Toni Elias crashed his GSX-R1000 yesterday and things turned bad when the bike, air fence and Styrofoam blocks caught fire. Elias hitchhiked back to the pits with Mathew Scholtz, who almost ran off the track



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34 [Boost Post](#)

👍❤️🗨️ 50 30 Comments 23 Shares

Toni Elias GSX-R1000 Crash
Reach: 210.4K+

#3 MotoAmerica
Published by Doug Hamann 191 · July 17 at 9:00 AM · 🌐

The hustle that goes down before Roger Hayden hits the track. #MotoAmerica #BehindTheScenes



Your Ad Has a High Relevance Score
Great work! Your ad has an average relevance score of 8, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

👤 63,869 people reached [Boost Unavailable](#)

Hustle Before Roger Hayden Hits the Track
Reach: 63.9K+

112
POSTS

687K+
TOTAL VIDEO VIEWS

34 videos

60.8K+
TOTAL ENGAGEMENT

clicks, likes, shares, comments

4.59M+
TOTAL IMPRESSIONS

of times activity related to your page was seen

2.5M+ **TOTAL REACH**
of people who had any content from our page enter their screen

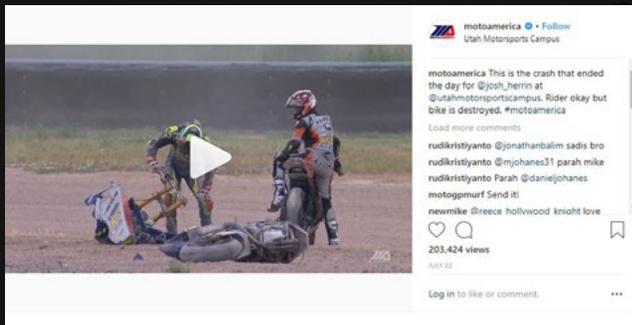
50.3M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

TOP POSTS



#1
 Josh Herrin
 Crash
 Reach: 171K+
 Likes: 5.1K+



#2
 Tire Shot
 Reach: 95K+
 Likes: 4.5K+

#3
 Josh Herrin
 Reach: 76K+
 Likes: 4.1K+



#3
 Josh Herrin
 Reach: 76K+
 Likes: 4.1K+

85
POSTS

5.6k followers 234 following
 official Instagram account of #MotoAmerica, the
 Utah
 bspeers85 francogutz + 2 more

1.3M+
TOTAL REACH
 # of people who had any content from our page enter their screen

89K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

1.8M+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

5.2M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen

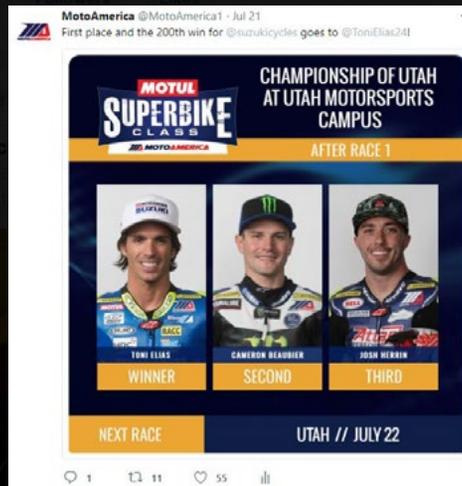


TWITTER RACE WEEKEND

TOP POSTS



#1
 Toni Elias Crash
 Impressions: 8.1K+



#2
 First Place: Toni Elias
 Impressions: 7.8K+



#3
 beINSPORTS Announcement
 Impressions: 7.5K+

99
POSTS

275K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

12.6K+
TOTAL INTERACTIONS
 comments, likes, retweets

6.2M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen

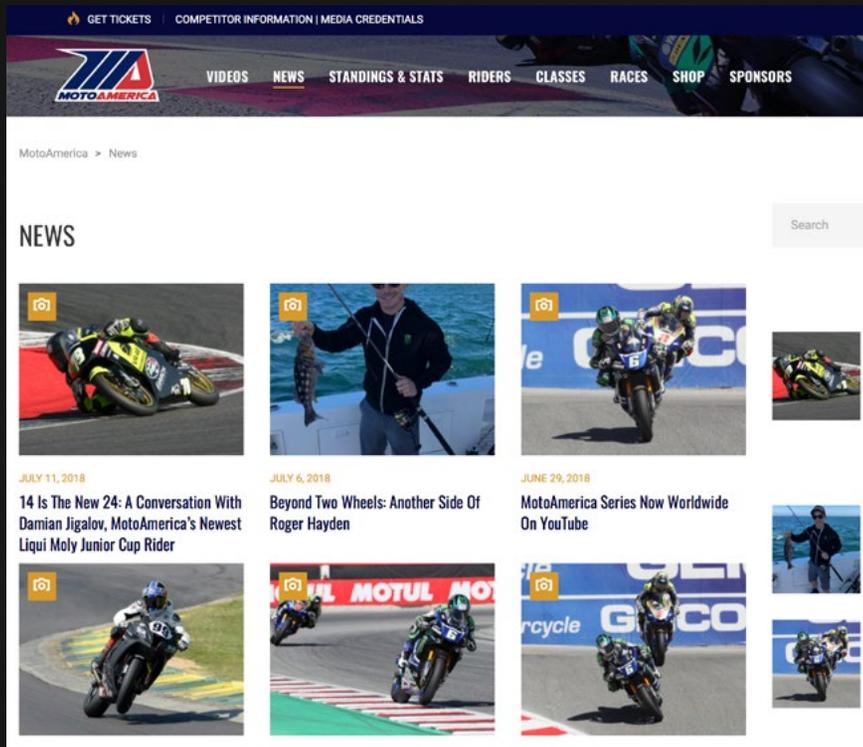


July 10- July 31

WEBSITE ANALYTICS

92,644
PAGE VIEWS

Bounce Rate: 64.43%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site



1 MINUTE 8 SECONDS
AVG. TIME ON PAGE

1.55
PAGES PER VISIT

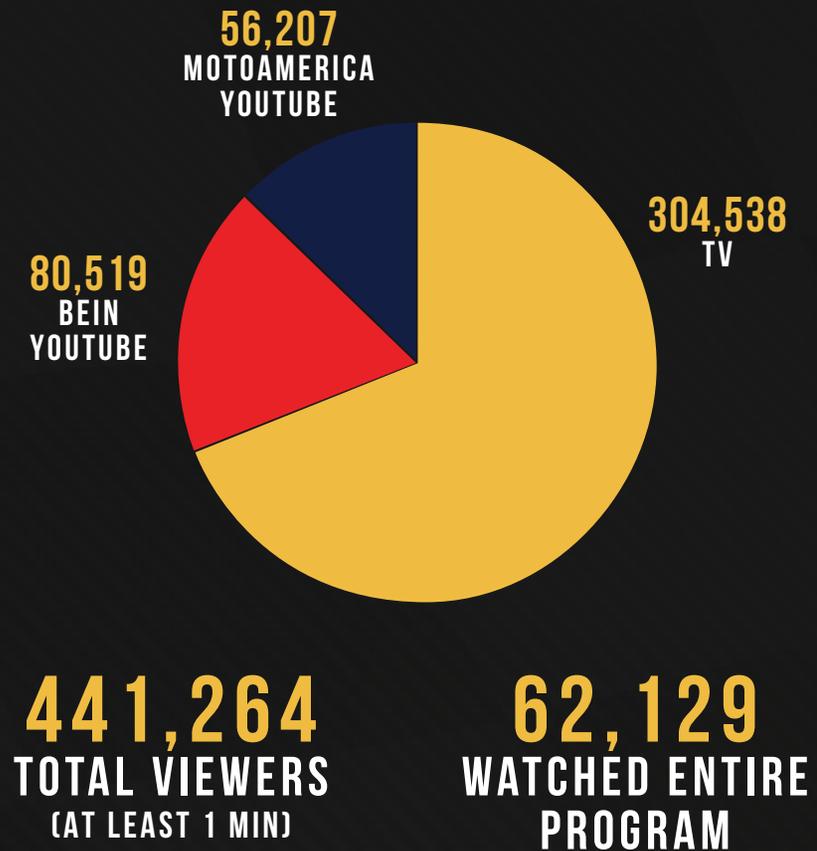
72,014
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

14 RACE BROADCASTS

4 LIVE RACES

10 REPLAYS



TOP SPOTS MEDIA COVERAGE

July 10- July 31

COMMON TREAD

News

Search Common Tread

MotoAmerica midseason update: A tale of two racers

Lance Oliver Jul 19, 2018

It was the best of times for Toni Elias, and then, well, it wasn't exactly the worst of times (he'll tell you the worst was sitting at home without a ride when the 2016 season was about to start), but things have gone downhill surprisingly fast for the 2017 MotoAmerica Motul Superbike champion.

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE.COM

2018 Dual DSR Review

Share this Article

By Press Release | July 27, 2018 | 0

This past weekend's Round Six MotoAmerica race at Utah Motorsports Park witnessed a couple of spectacular crashes, with both riders fortunately walking away pretty much unscathed.

MONTHLY PAGE VIEWS
949,860

GOOD4UTAH.com

Pre-Season Games Utah's Start Aug. 11th CWJ30

News

2018 MotoAmerica comes to the Utah Motorsports Campus

Updated Jul 20, 2018 04:36 PM MDT

2018 MotoAmerica comes to the Utah Motorsports Campus

MONTHLY PAGE VIEWS
346,890



ALL HITS MEDIA COVERAGE

 ELIAS AND BEAUBIER SPLIT IN UTAH	 SUPERBIKE RACE ONE RESULTS FROM UTAH	 SUPERBIKES RETURN THIS WEEKEND
 ELIAS TO CHASEDOWN BEAUBIER	 EVEN MORE FROM THE RACES AT UTAH	 UTAH RESULTS RECAP USUAL SUSPECTS
 CHAMPIONSHIP OF UTAH RESULTS	 7/20 - 7/22 MOTOAMERICA UTAH	 SUPERBIKE TO RULE... UNTIL IT CRASHES
 SUZUKI REACHES LANDMARK VICTORY	 MIDSEASON UPDATE: A TALE OF 2 RACERS	 MOTOAMERICA STARTS 2ND HALF IN UTAH
 ELIAS WINS IN UTAH	 TONI ELIAS VICTORY	 2018 MOTOAMERICA COMES TO UTAH
 ELIAS AND BEAUBIER TRIUMPHED IN UTAH	 BEAUBIER DOMINATES 2ND DAY AT UTAH	

20.7M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



LOCAL MEDIA COVERAGE



THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP

JULY 30 - AUGUST 22

CHAMPIONSHIP OF SONOMA SUMMARY

TOTAL IMPRESSIONS

86.5M +

Total Race Views: 333K +

Total Social Media Impressions & Engagement: 6.7M+

Total Media Impressions: 12.8M +

Total Brand Impressions: 67M+

JULY 30 - AUGUST 22



FACEBOOK RACE WEEKEND

July 30-August 22

TOP POSTS

#1 MotoAmerica was live.
Published by Jason Kingham [?] · August 12 at 4:29 PM · 🌐



Stock 1000 Race by Riderz Law Reach: 70.9K+ Likes: 672

#2 MotoAmerica
Published by Doug Hamann [?] · August 8 at 5:05 PM · 🌐

The newly formed Classic Superbike Racing Association (CSRA) will take motorcycle road-racing fans back in time at this weekend's Cycle Gear Championship of Sonoma. #MotoAmerica fans will get the chance to see



00:31

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people.

Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👎🗨️ 270 33 Comments 96 Shares

CSRA Will Take Fans Back in Time
Reach: 34.9K+ Likes: 270

#3 MotoAmerica was live.
Published by Paul Carruthers [?] · August 11 at 12:50 PM · 🌐

Liqui Moly Junior Cup Grid Walk...



04:07

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people.

Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👎🗨️ 119 34 Comments 11 Shares

Liqui Moly Junior Cup Grid Walk
Reach: 23.9K+ Likes: 119

119
POSTS

627.3K+
TOTAL VIDEO VIEWS

41 videos

21.4K+
TOTAL ENGAGEMENT

5M+
TOTAL IMPRESSIONS

clicks, likes, shares, comments

of times activity related to your page was seen

1.01M+ TOTAL REACH
of people who had any content from our page enter their screen

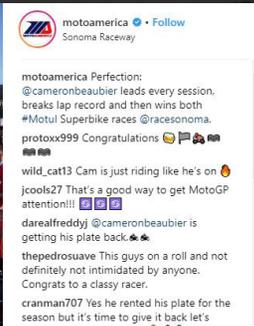
42.3M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

July 30-August 22



#1
Perfection
Reach: 22.6K+
Likes: 2,430



#2
Toast of the Town
Reach: 19K+
Likes: 1,803



#3
Synchronized Crashing
Reach: 16.5K+
Likes: 593

90 POSTS

959K+
TOTAL REACH
of people who had any content from our page enter their screen

72.7K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.3M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

17.6M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



TOP POSTS

TWITTER RACE WEEKEND

TOP POSTS

MotoAmerica @MotoAmerica1 · Aug 10
Take home this @rogerhayden95 Signed Corsair-X Nicky-7 Helmet by @AraiAmerica! All proceeds benefit @ChiveCharities. bit.ly/ChiveatSonoma



7 21 122

#1
Signed Corsair-X Nicky-7 Helmet
Impressions: 12.4K+ Likes: 122

MotoAmerica @MotoAmerica1 · Aug 12
Top @MotulUSA Superbike Riders @joshherrin, @rogerhayden95, and @Scholtzm20 by @billsartofspeed! Bid on this piece in our @ChiveCharities online auction event.
Painting signed by: @joshherrin, @rogerhayden95, @Scholtzm20.
BID HERE: bit.ly/MotoAmericaCha...



3 12 42

#2
Top @MotulUSA Superbike Riders
Impressions: 11.4K+ Likes: 42

MotoAmerica @MotoAmerica1 · Aug 2
This #TBT takes us back to @RaceSonoma last year and the dominating performance turned in by @cameronbeaubier winning both races at his home round. Can the #Motul Superbike Championship points leader run it back when we head to #Sonoma next week? #MotoAmerica 📸: Brian J Nelson



5 40

#3
#TBT @RaceSonoma Last Year
Impressions: 8.6K+ Likes: 40

95
POSTS

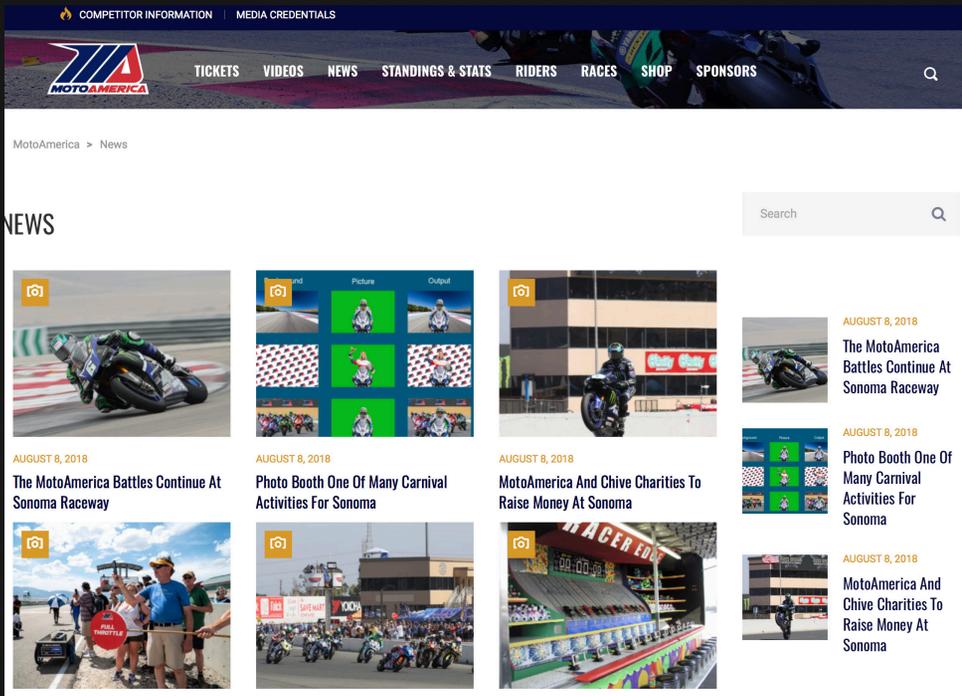
325.2K+
TOTAL IMPRESSIONS
of times activity related to your page was seen

9.2K+
TOTAL INTERACTIONS
comments, likes, retweets

7.1M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



249,386
PAGE VIEWS

Bounce Rate: 59.04%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

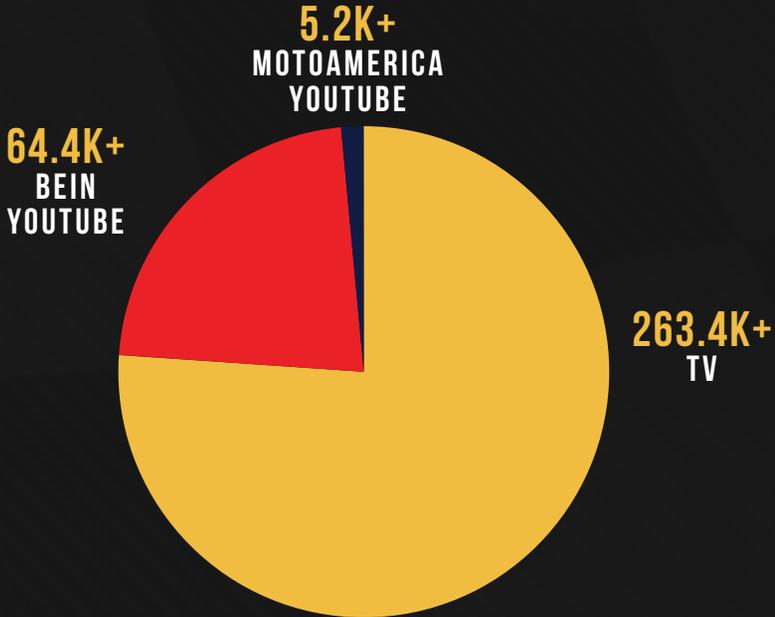
44 SECONDS
AVG. TIME ON PAGE

1.32
AVG. PAGES PER VISIT

162,367
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

8 RACE BROADCASTS



207.7K+
TOTAL VIEWERS
(AT LEAST 1 MIN)

55.7K+
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

July 30-August 22

REVZILLA.COM

COMMON TREAD

NEWS REVIEWS OPINION HOW TO RIDES & EVENTS MOTO 101

King Cam: Beaubier rules MotoAmerica Motul Superbike on Saturday

Lance Oliver Aug 12, 2018

This place used to be called Sears Point. For a while, it was Infineon. Now it's just Sonoma Raceway. Might as well rename it Cam's Kingdom, because the man rules here.

After winning both races here in dominating fashion last year and breaking a 10-year-old track record in Saturday's qualifying, Monster Energy/Yamalube/Yamaha Factory Racing rider Cameron Beaubier cruised to a 7.296-second victory on his YZF-R1, spending most of the race comfortably managing his cushion to second-place finisher Josh Herrin on the Attack Performance/Termin Compounds Yamaha R1 and third-place Tom Ellas on the Yoshimura Suzuki Factory Racing GSX-R1000 Beaubier, from nearby Roseville, California, backed by a strong cheering section, reeled off a series of five laps in the 1:35 range and then dropped to the 1:36 and 1:37 range to manage his lead the rest of the way. Herrin and Elias each managed one lap in the 1:35 range and nobody else in the race turned even one lap that fast.

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE.COM

MOTORCYCLE.COM est. 1994

Brands Types Classifieds Specs Bike Reviews News Videos Top 10 Insurance

Products Incentives Dealers Events Safety How-To Forums

Watch Both MotoAmerica Superbike Full Races From Round 7 At Sonoma

Head to head racing from California's wine country

Don't Miss Stories on Motorcycle.com

2018 Yamaha Star Eluder

Yamaha's new Transcontinental Touring Star

Soothe™ Massage - Book Your Massage Now.

Experience Soothe On-Demand Massage Delivered To You In As Little As 1 Hour

soothe.com

Featured Motorcycle Brands: Aprilia, BMW, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Suzuki

For those unaware, MotoAmerica took over the AMA Superbike Series in 2015 and is currently the premier motorcycle road racing series here in the United States. Its primary goal was/is to reinvigorate the sport of motorcycle road racing in North America, and to act as a feeder series to showcase riders and ultimately send them up through the ranks to race against the top-level big boys in World Superbike and MotoGP. Since its establishment in 2015, MotoAmerica has grown and evolved, and there are currently five classes: Superbike, Stock 1000, Supersport, Twins and Junior Cup.

This past weekend hosted Round 7 of the 2018 series at Sonoma Raceway in Northern California, and in case you missed the action, or want to rewatch it, we've got both Superbike races in their entirety below for your viewing pleasure. Enjoy....

MONTHLY PAGE VIEWS
949,860

NAPAVALLEYREGISTER.COM

Register Staff Aug 13, 2018

Beaubier sweeps Cycle Gear Championship of Sonoma

Register Staff Aug 13, 2018

SUBSCRIBE FOR \$34 / DAY

SONOMA - Cameron Beaubier showed Sunday that he really is unbeatable at Sonoma Raceway.

The Monster Energy/Yamalube/Yamaha Factory Racing rider swept to his second

MOST POPULAR

- Update: Napa High School announces new mascot, drawing grudging acceptance
- Jeffrey Brett Latham
- Sexually violent predator sentenced to 300 years to life in Napa Superior Court
- Man arrested for alleged false imprisonment after Napa Police force entry into home
- Gaby Chavez Smith

MONTHLY PAGE VIEWS
340,530



ALL HITS MEDIA COVERAGE

 SONOMA RACEWAY RETURNS	 BEAUBIER DOMINATES	EXTREME POWER SPORTS SAN ANTONIO WATCH FULL RACES ROUND 7
SONOMA CYCLE GEAR CHAMPIONSHIP AT SONOMA	 SONOMA RACEWAY	 SONOMA RACEWAY
 CHAMPIONSHIP OF SONOMA EVENT	 BEAUBIER SWEEPS SONOMA RACEWAY	 SONOMA SATURDAY CAMS KINGDOM
 EVEN MORE FROM SONOMA RACEWAY	 SUPERBIKE FULL RACES	 ROGER LEE HAYDEN ANNOUNCES RETIREMENT
 MOTUL SUPERBIKE RACE 2 RESULTS STOCK 1000 RACE RESULTS	 BATTLES CONTINUE AT SONOMA RACEWAY	 MOTOAMERICA SONOMA 2018
 CYCLE GEAR CHAMPIONSHIP OF SONOMA	 BEAUBIER SWEEPS CYCLE GEAR CHAMPIONSHIP	 TRAVIS WYMAN KEEPS CHAMPIONSHIP BID ALIVE
	 SONOMA RACEWAY NOTES	 BEACH/BEAUBIER LEAD INTO CHAMPIONSHIP

12.8M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP

AUGUST 14 - SEPTEMBER 5

DATA UPDATE

AUGUST 14 - SEPTEMBER 5

Facebook started limiting API access for third party analytic capturing software. Starting July 31, 2018 Facebook revoked access causing a skew in analytics. Numbers from July 31st and onward reflect this change and will show significantly lower results than expected.



CHAMPIONSHIP OF PITTSBURGH SUMMARY

AUGUST 14 - SEPTEMBER 5

TOTAL IMPRESSIONS

13.4M +

Total Race Views: 380.6K+

Total Social Media Impressions & Engagement: 7.5M+

Total Media Impressions: 5.1M +

Total Influencer Impressions: 811.4K+



FACEBOOK RACE WEEKEND

August 14 - September 5

TOP POSTS

#1  **MotoAmerica**
August 25 at 1:33 PM · 🌐



Josh Herrin Takes MOTUL USA Reach: 195.9K+ Likes: 958

370
POSTS

307.3K+
TOTAL VIDEO VIEWS
49 videos

#2  **MotoAmerica** was live.
August 26 at 1:33 PM · 🌐

Stock 1000 Race from Pittsburgh International Race Complex



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people

Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👎🗨️ 270 33 Comments 96 Shares

Stock 1000 Race from Pittsburgh
Reach: 124.1K+ Likes: 525

#3  **MotoAmerica**
August 24 at 1:25 PM · 🌐

Scholtzy Goes Sideways: Mathew Scholtz Racing was obviously happy with his sliding performance in the



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people

Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👎🗨️ 119 34 Comments 11 Shares

Scholtzy Goes Sideways
Reach: 107.9K+ Likes: 1K+

42.5K+ [Book Now](#) **5.7M+** [message](#)
TOTAL ENGAGEMENT TOTAL IMPRESSIONS
clicks, likes, shares, comments [Sports League](#) # of times activity related to your page was seen

1.6M+ [Community](#) **TOTAL REACH** [See All](#)
of people who had any content from our page enter their screen



INSTAGRAM RACE WEEKEND

August 14 - September 5

TOP POSTS



#1
Scholtzy Goes Sideways
Reach: 63.4K+
Likes: 32.1K+



#2
Josh Herrin Takes Motul USA
Reach: 29.1K+
Likes: 13.3K+



#3
Beubier Testing The Limits
Reach: 29K+
Likes: 16.1K+

90 POSTS

78.2K+ TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.1M+ TOTAL REACH
of people who had any content from our page enter their screen

1.4M+ TOTAL IMPRESSIONS
of times activity related to your page was seen



TWITTER RACE WEEKEND

August 14 - September 5

TOP POSTS



Tweets: 6,308 Following: 334 Followers: 12.4K Likes: 5,808

MotoAmerica @MotoAmerica1

"The entire MotoAmerica family is saddened today by the loss of Brian Drebber," said MotoAmerica President Wayne Rainey. "Brian had a passion for our sport that was evident in his announcing. He was a big part of our paddock and he will be missed."
motoamerica.com/2018/08/14423/

11:10 AM - 23 Aug 2018

18 Retweets 91 Likes

#1
 Loss of Brain Drebber
 Impressions: 13.3K+ Likes: 91

MotoAmerica @MotoAmerica1 - Aug 20

Racing legend @rogerhayden95 reflects on his epic 20 year career and how he looks to end the #MotoAmerica season on a high note with @suzukicycles & @yoshuzracing. 🌟

0:51 | 1,631 views

#2
 Roger Hayden Reflects on Career
 Impressions: 8.3K+ Likes: 117

MotoAmerica @MotoAmerica1 - Aug 24

Scholtzy Goes Sideways: @Scholtzy20 was obviously happy with his sliding performance in the #MotulSuperbike qualifying two @PittRace.

0:04 | 2,355 views

#3
 Scholtzy Goes Sideways
 Impressions: 6.3K+ Likes: 70

97
POSTS

373.4K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

1.9K+
TOTAL INTERACTIONS
 comments, likes, retweets



INFLUENCER IMPRESSIONS

August 14 - September 5

INFLUENCER: TREVOR RICE

TOP POSTS



#1

Championship of Pittsburgh

Impressions: 80.1K+
Reach: 67.6K+
Likes: 1.1K+



#2

How Fast Were They Going?

Impressions: 77.4K+
Reach: 61.7K+
Likes: 1.9K+



#3

Going for Hot Lap

Impressions: 76.5K+
Reach: 66K+
Likes: 794

@GUYSLIFE_

7,980
TOTAL LIKES

730,386
TOTAL REACH

of people who had any content from our page enter their screen

28
STORIES

8
POSTS

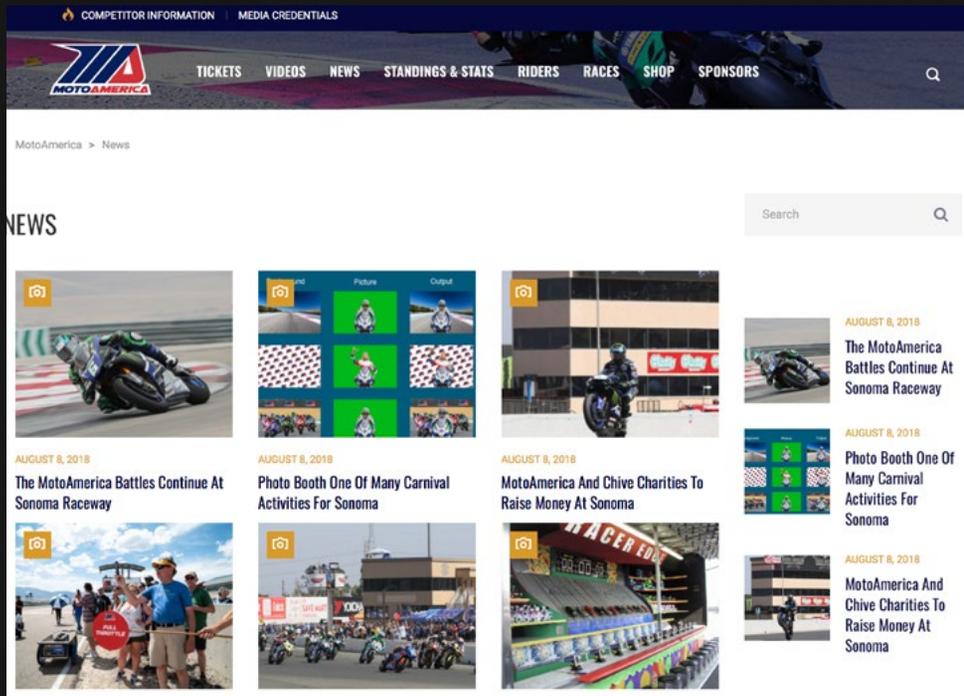
811,488
TOTAL IMPRESSIONS

of times activity related to your page was seen



August 14 - September 5

WEBSITE ANALYTICS



178,943
PAGE VIEWS

Bounce Rate: 76.36%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE .01 SECONDS
AVG. TIME ON PAGE

1.47
AVG. PAGES PER VISIT

99,814
TOTAL UNIQUE VISITORS
total # of people who visited the site



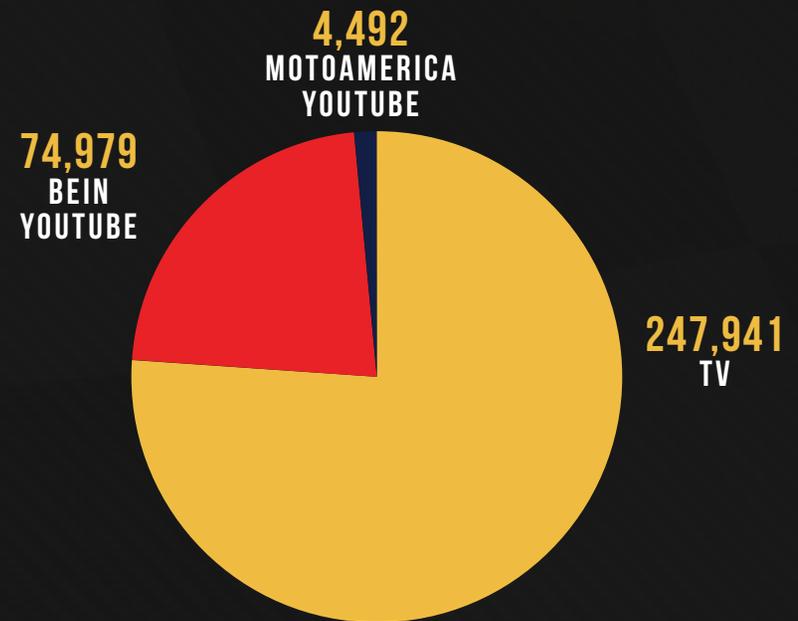
August 14 - September 5

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



327,412
TOTAL VIEWERS
(AT LEAST 1 MIN)

53,258
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

August 14 - September 5

PITTSBURGH POST-GAZETTE

MotoAmerica races into Pittsburgh for a second year

Anthony Conroy | Pittsburgh Post-Gazette

MotoAmerica returns to Pittsburgh this weekend, and the nation's premier racing series is looking to build on the success of last year's inaugural event. In 2017, nearly 15,000 spectators watched racebikes battle each other at Pittsburgh International Raceway.

Wayne Rainey, the MotoAmerica president and a former three-time FIM world champion, said event organizers were "wowed" by the attendance.

"What a great success," he said. "For it being our first time there, everyone seemed really happy with how it turned out. I'm told everyone loves it, including the riders. They say it's a

MONTHLY PAGE VIEWS
5,237,790

REVZILLA.COM

MotoAmerica Pittsburgh: A Supersport title delayed, a popular Herrin win and too many red flags

Lance Oliver | Aug 27, 2018

Motorcycle racing can be the cruellest sport, and also the most unpredictable. Millimeters can make the difference between an epic victory and a painful ambulance ride. A small opportunity can mark the line between watching the races at home on TV or changing their outcome on the track.

This MotoAmerica weekend at Pittsburgh International Race Complex, with too many red flags, showed some of that pain and elation.

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE SPORTS

ELIAS BEATS BEAUBIER IN THE SECOND RACE AT PITTSBURGH

The MotoAmerica title champion Tom Elias returned to winning the championship in the Pittsburgh round. The Supersport was fought in the first race but in the second race took the main road, Cameron Beaubier.

The Pittsburgh International Race Complex hosted one of the best races of the year, with the first dual being the best of all. Elias continued to win the championship, behind Beaubier, but the fight continues. This Sunday the dual arrived at the end of the race, with the two riders exchanging each other several times before the checkered flag.

It was close to the, in the straight of the gate. But the race was decided, with Elias being 45 thousandths of a second faster. It was close, I am proud of those numbers and glad that there are some championships where you can watch such a spectacle. Sometimes it suits me and other days. Everyone is here to win. Elias took it at the end of the race.

MotoAmerica's second race results:

1. Tom Elias (USA) 00:40:00.000 - 02:46:57.0
2. Cameron Beaubier (USA) 02:47:31.1 - 0:540 seconds
3. Josh Herrin (USA) 02:47:31.1 - 2:39.0
4. Jake Lewis (USA) 02:47:31.1 - 4:03.7
5. Matthew Scholtz (USA) 02:47:31.1 - 4:48.0
6. Mattia Casadei (ITA) 02:47:31.1 - 5:03.3
7. David Eick (USA) 02:47:31.1 - 5:22.3

MONTHLY PAGE VIEWS
324,840



August 14 - September 5

ALL HITS MEDIA COVERAGE

 MOTOAMERICA RACES INTO PITTSBURGH	 CHAMPIONSHIP OF PITTSBURGH	 RACE 1 RESULTS
 SUPERBIKE RACE RESULTS FROM PITTSBURGH NEWS AND NOTES FROM PITTSBURGH	 WYMAN AND PRINCE SET FOR BATTLE	 ELIAS BEATS BEUBIER IN THE 2ND RACE AT PITTSBURGH
 CHAMPIONSHIP OF PITTSBURGH	 SUNDAY RESULTS SATURDAY RESULTS	 MOTOAMERICA PITTSBURGH
 HERRIN ON TOP OF PODIUM AT PITTSBURGH	 ELIAS EDGES BEUBIER AT PITTSBURGH	

5.1M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



LOCAL BROADCAST



THE END

PREPARED BY: **KAHN
MEDIA**



RACE WEEKEND MEDIA RECAP

AUGUST 28 - SEPTEMBER 19

CHAMPIONSHIP OF NEW JERSEY SUMMARY

AUGUST 28 - SEPTEMBER 19

TOTAL IMPRESSIONS

38.9M +

Total Race Views: 403K+

Total Social Media Impressions & Engagement: 27.6M+

Total Media Impressions: 11.3M +



FACEBOOK RACE WEEKEND

August 28 - September 19

TOP POSTS

#1  **MotoAmerica**
September 7 at 1:20 PM · 🌐



Josh Herrin Keeps it Fun Reach: 81.5K+ Likes: 832

279
POSTS

 **1.4M+**
TOTAL VIDEO VIEWS

744.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

43 videos
6.4M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

#2  **MotoAmerica**
September 8 at 8:58 AM · 🌐

Cameron Beaubier makes sparks fly during a wet Superpole at New Jersey Motorsports Park - NJMP. Rider is okay.



Cameron Beaubier Makes Sparks Fly
Reach: 49.5K+ Likes: 130

#3  **MotoAmerica was live.**
September 9 at 11:51 AM · 🌐

Stock 1000 Race from New Jersey Motorsports Park



Stock 1000 Race from New Jersey
Reach: 34.5K+ Likes: 357

19.4K+
TOTAL PAGE VIEWS
of times your page was viewed

5.1M+
TOTAL REACH
of people who had any content from our page enter their screen

167
ACTIONS ON PAGE
of clicks on your page's contact info and cal-to-action button

1.9K+
PAGE PREVIEWS
of times people hovered over your page to preview page content

3K+
PAGE FOLLOWS
of new people who have followed your page

2.6K+
PAGE LIKES
of new people who have liked your page



INSTAGRAM RACE WEEKEND

August 28 - September 19

TOP POSTS



#1
Josh Herrin Keeps it Fun
 Reach: 63.5K+
 Likes: 5.6K+



#2
Josh Herrin Wins Superbike Race 1
 Reach: 51.7K+
 Likes: 4.6K+



#3
Mathew Walks Away from Crash
 Reach: 28.9K+
 Likes: 2.4K+

100
POSTS

102.7K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

1.6M+
TOTAL REACH
 # of people who had any content from our page enter their screen

14.8M+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen



TWITTER RACE WEEKEND

August 28 - September 19

TOP POSTS



#1

Josh Herrin Keeps it Fun
Impressions: 37K+ Likes: 279



#2

#TOP10 Moment
Impressions: 14.4K+ Likes: 124



#3

Relive Cameron Beubier's Race
Impressions: 9.4K+ Likes: 27

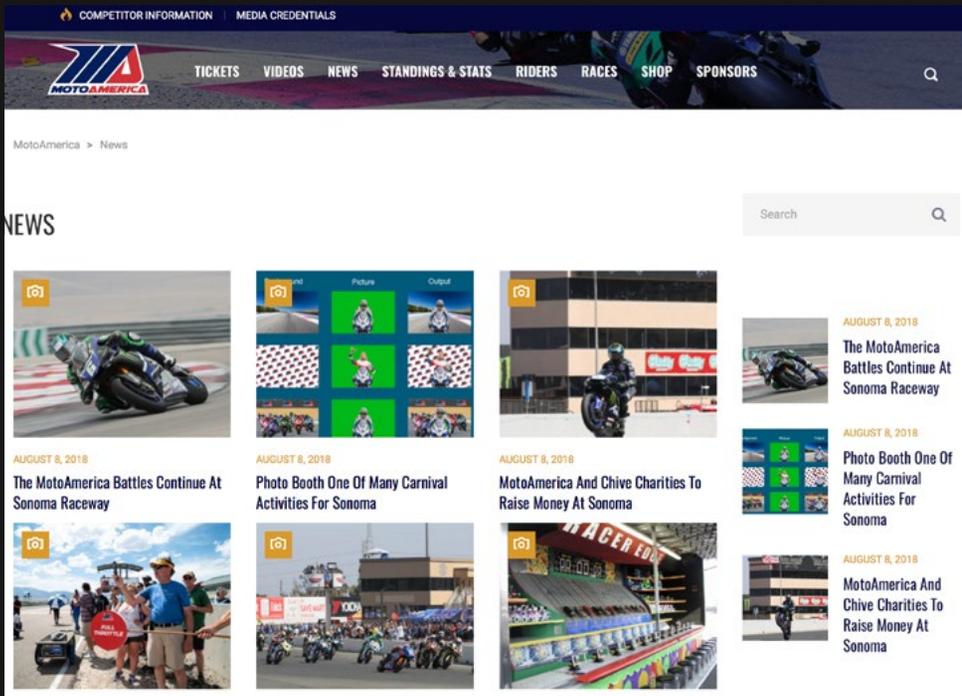
106
POSTS

5.6M+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

2.9K+
TOTAL INTERACTIONS
comments, likes, retweets



WEBSITE ANALYTICS



195,525
PAGE VIEWS

Bounce Rate: 76.63%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

0 MINUTE 42 SECONDS
AVG. TIME ON PAGE

1.31
AVG. PAGES PER VISIT

130,166
TOTAL UNIQUE VISITORS
total # of people who visited the site

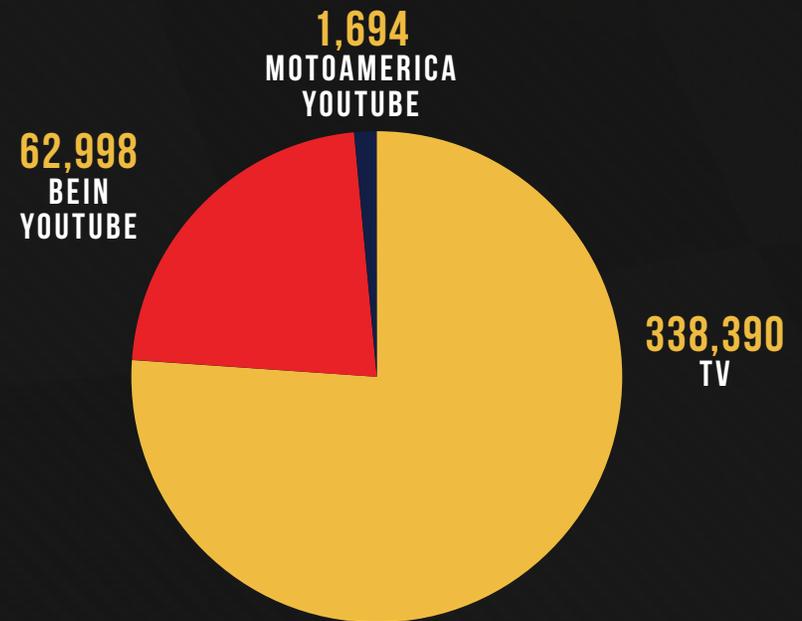
August 28 - September 19

BROADCAST PERFORMANCE

4 RACE BROADCASTS

4 LIVE RACES

NO REPLAYS



269,186
TOTAL VIEWERS
(AT LEAST 1 MIN)

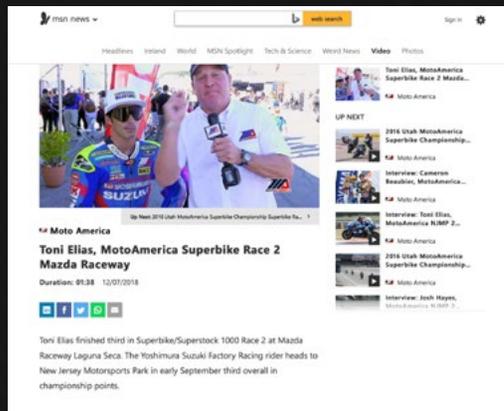
69,204
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

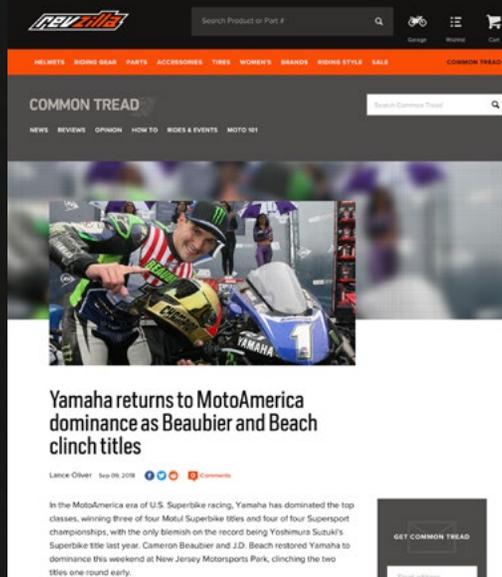
August 28 - September 19

MSN.COM



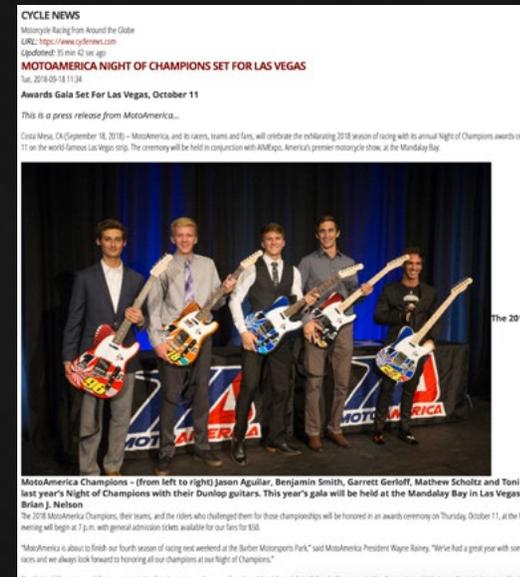
MONTHLY PAGE VIEWS
895.6M

REVZILLA.COM



MONTHLY PAGE VIEWS
5.62M

CYCLETRADER.COM



MONTHLY PAGE VIEWS
5.02M



ALL HITS MEDIA COVERAGE

 MOTOAMERICA SUNDAY RESULTS MOTOAMERICA SATURDAY RESULTS	 HERRIN EARNS WIN IN NEW JERSEY	 ANOTHONY CLEARED TO RACE
 GOTHAM AT NEW JERSEY MOTOAMERICA	 FOUR CHAMPIONS CROWNED IN NEW JERSEY	
 CHAMPIONSHIP COULD BE DECIDED IN NEW JERSEY	 ROUND 9 NEW JERSEY	 MOTOAMERICA 2018 NEW JERSEY
 LAST TRAIN FOR THE TITLE FOR ELIAS	 SUPERCHARGED RACE REPORT	 ROADRACE FACTORY RACE REPORT
 ALEX DUMAS MOTOAMERICA	 TONI ELIAS MOTOAMERICA SUPERBIKE RACE 2	 BEAUBIER WINS 3RD
 MOTOAMERICA NEW JERSEY	 MOTOAMERICA NEW JERSEY	 PODIUM IN NEW JERSEY
 BEAUBIER CLINCHES MOTOAMERICA CROWN	 MOTOAMERICA NIGHT OF CHAMPIONS	 BEAUBIER CLINCHES TITLE

11.3M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS





THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP MAY 23 - JUNE 11
CHAMPIONSHIP AT ROAD AMERICA 2018

CHAMPIONSHIP AT ROAD AMERICA SUMMARY

MAY 23 - JUNE 11

TOTAL IMPRESSIONS

75.9M +

Total Race Views:	661.2K +
Total Social Media Impressions & Engagement:	3.8M+
Total Media Impressions:	40.2M +
Total Brand Impressions:	31.9M+



FACEBOOK RACE WEEKEND

May 23 - June 11

TOP POSTS

#1 MotoAmerica...
#MotoAmerica caught up with Motul USA Superbike riders Josh Herrin, Cameron



Herrin, Beaubier and Elias Reach: 81K+ Likes: 769

#2 MotoAmerica...
Dunlop Motorcycle Tires helps us recall all the exciting moments that made the Championship at Road America the best round of the season thus far.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

14,353 people reached

Divine Gumasing, Joe Patterson and 563 others 18 Comments 37 Shares

Dunlop Recall All the Exciting Moments
Reach: 30.3K+ Likes: 582

#3 MotoAmerica...
Published by Paul Carruthers (1) May 29

Caroline Olsen makes her return to the racetrack this weekend at Road America.

Caroline Olsen



Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached

Caroline Olsen Returns to Racing
Reach: 21.5K+ Likes: 660

119
POSTS

74.9K+
TOTAL VIDEO VIEWS

16 videos

19.4K+
TOTAL ENGAGEMENT

2.5M+
TOTAL IMPRESSIONS

clicks, likes, shares, comments

of times activity related to your page was seen

664K+ TOTAL REACH

of people who had any content from our page enter their screen

21.1M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

May 23 - June 11

TOP POSTS



#1
 Fitting Honor of Nicky Hayden
 Reach: 40.8K+
 Likes: 7,081



#2
 Photo Finish by .002 Seconds
 Reach: 20K+
 Likes: 2,265



#3
 #WheelieWednesday
 Reach: 19.8K+
 Likes: 2,115

64
POSTS

785.2K+
TOTAL REACH
 # of people who had any content from our page enter their screen

65.6K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

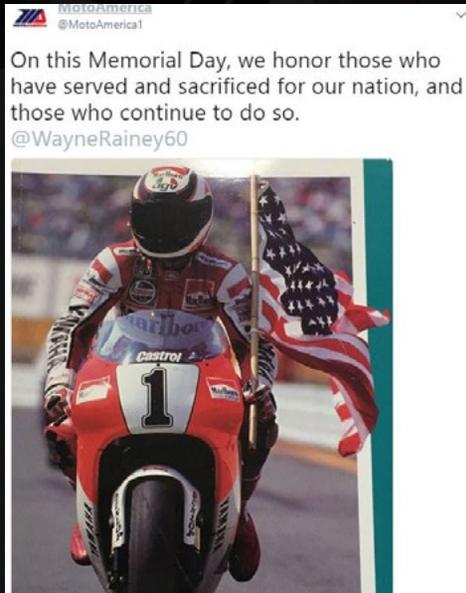
1.01M+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

5.5M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



TWITTER RACE WEEKEND

TOP POSTS



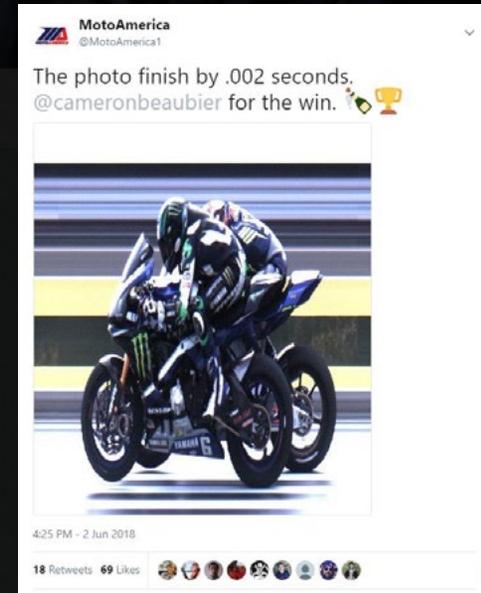
#1

Memorial Day
Impressions: 12.04K+ Likes: 240



#2

Two Hard Earned 1st Place Wins
Impressions: 11.1K+ Likes: 62



#3

Photo Finish by .002 Seconds
Impressions: 8.6K+ Likes: 69

80
POSTS

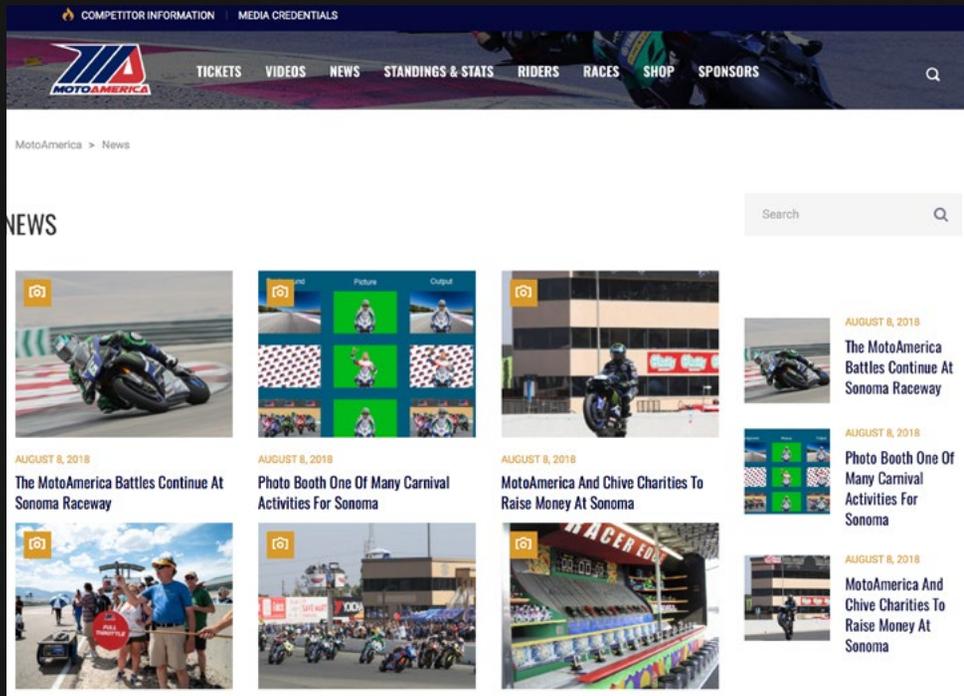
220.9K+
TOTAL IMPRESSIONS
of times activity related to your page was seen

2.1K+
TOTAL INTERACTIONS
comments, likes, retweets

5.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



129,624
PAGE VIEWS

Bounce Rate: 70.73%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 12 SECONDS
AVG. TIME ON PAGE

1.61
AVG. PAGES PER VISIT

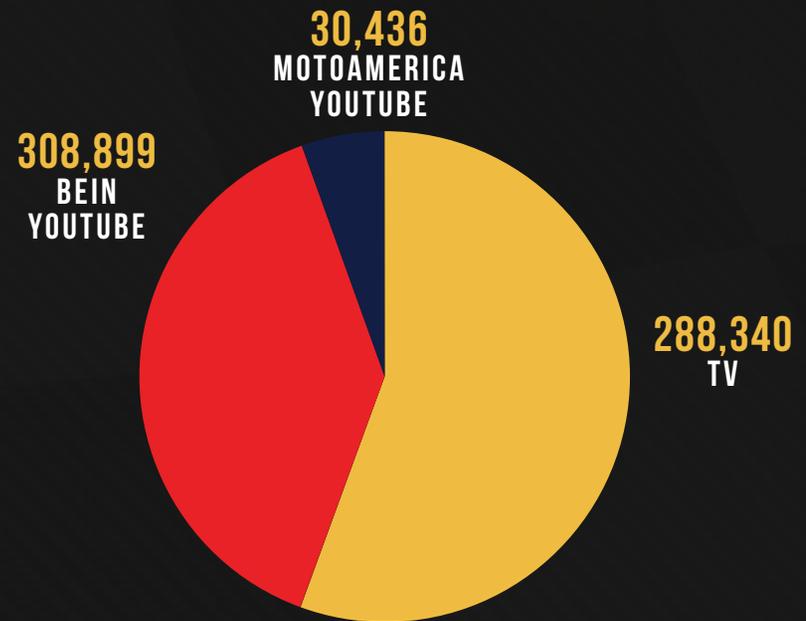
63,537
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



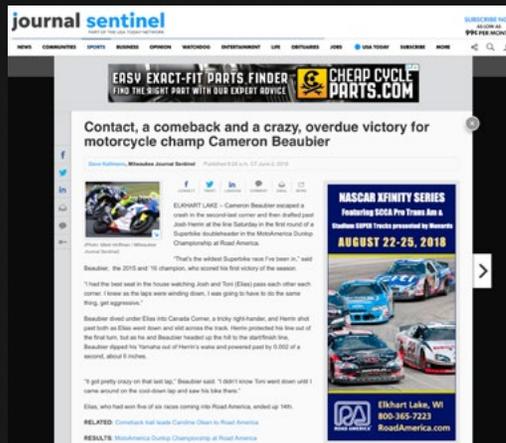
252,389
TOTAL VIEWERS
(AT LEAST 1 MIN)

69,519
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

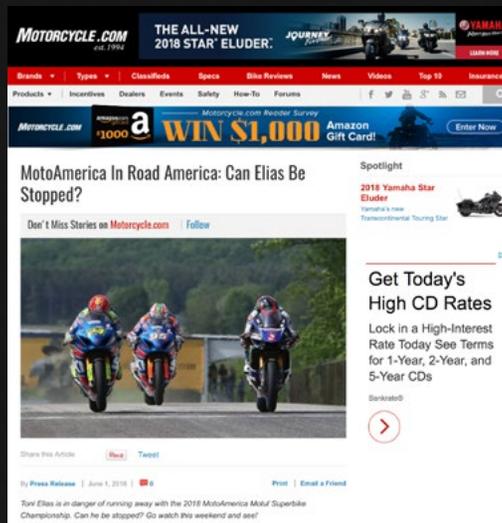
May 23 - June 11

JOURNAL SENTINEL



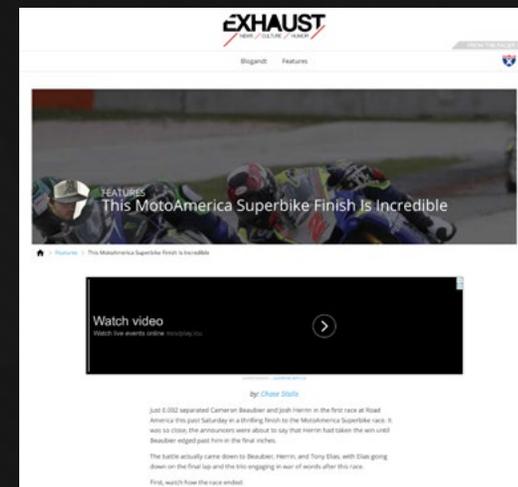
MONTHLY PAGE VIEWS
5,917,740

MOTORCYCLE.COM



MONTHLY PAGE VIEWS
734,370

EXHAUST



MONTHLY PAGE VIEWS
524,580



ALL HITS MEDIA COVERAGE

ROADRACING WORLD .com RACE 2 RESULTS FROM ROAD AMERICA	MOTORCYCLE.COM est. 1994 CAN ELIAS BE STOPPED?	mnews.com.au BEAUBIER TAKES THE DOUBLE
journal sentinel PART OF THE USA TODAY NETWORK BEAUBIER WINS WILD RACE ROAD AMERICA	GP ONE BEAUBIER BREAKS THE STREAK	TAV North America's #1 motorcycle website Total Motorcycle.com HAYDEN AT PODIUM AT ROAD AMERICA
ULTIMATE MOTORCYCLING BEAUBIER DOMINATES ROAD AMERICA	MOTO-D MOTOAMERICA RACE RECAP	MECCA OF SPEED RACERS DON'T FORGET
bein SPORTS ROAD AMERICA NOTEBOOK	BORN TO RIDE MOTORCYCLE MEDIA STORY BY ROB BROOKS	matanpasian moto STORY BY PAULA GARCIA ALVAREZ
TODAYS CYCLE COVERAGE ROADRACE FACTORY RACE REPORT: ROAD AMERICA	PHILISTINES MC MOTOAMERICA CAN ELIAS BE STOPPED?	MOTOCICLISMO TONI ELIAS MOTOAMERICA
	EXHAUST RACE / OUTFIT / SEARCH MOTOAMERICA FINISH IS INCREDIBLE	MOTORBIKE MAGAZINE STORY BY DAVID GOMEZ
	SOLOMOTO ROAD AMERICA	TODOCIRCUITO MOTOAMERICA CHAMPIONSHIP

40.2M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS





THE END

PREPARED BY: **KAHN
MEDIA**