

# EVENT REPORT

Daytona International Speedway  
March 5-7, 2026



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# EVENT OVERVIEW

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## MotoAmerica's first round of 2026 delivered increased fan attendance and record-breaking historical highlights.

The Daytona 200 featured a strong showing with 51 total entries. Josh Herrin's victory of the Daytona 200 made him the only rider with 4 consecutive victories. A grand total of 141 entries delivered outstanding action across nine individual races and activities.

### Races:

- 1 *Daytona 200*
- 2 *Mission King Of The Baggers*
- 2 *Twins Cup*
- 2 *Mission Super Hooligan National Championship*
- 1 *Mission King Of The Baggers Challenge*
- 1 *Annual Pit Stop Challenge*

## IMPACT SNAPSHOT

141	Rider Entries
4	Competition Classes
7	Races total
TBA	Broadcast TV
34.9M	Digital Video Views
59.6M	Social Media Impressions
2.9M	Social Media Engagement
n/a	Attendance (track does not release)

### NOTES:

- Metrics: March 5-14, 2026; 10-day metrics
- Facility does not report attendance for any event.



# NEW TV PARTNER

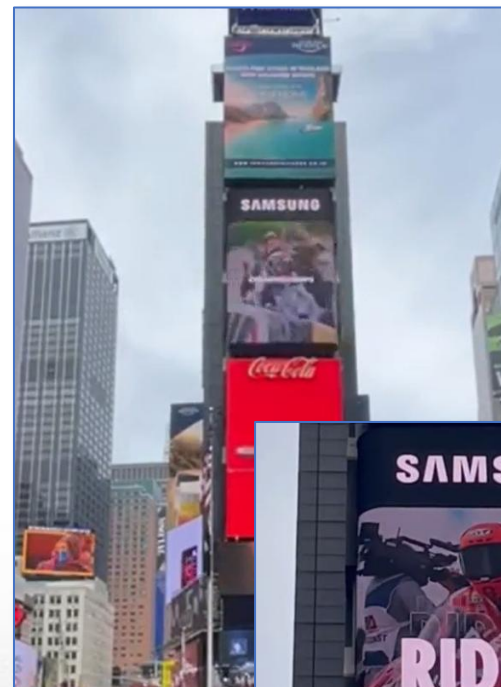
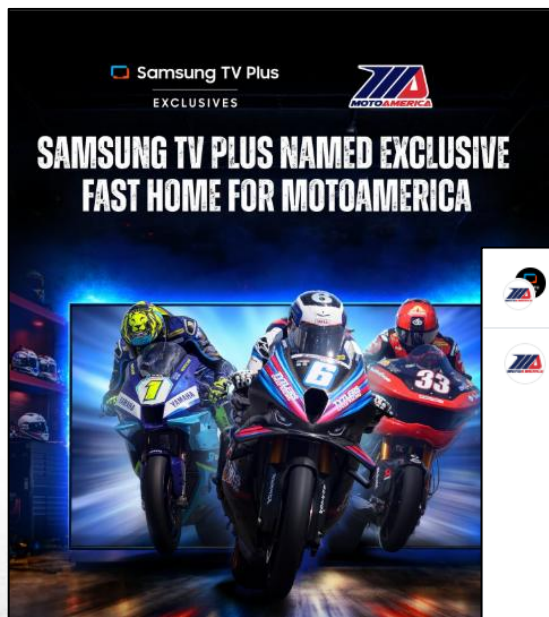
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## MotoAmerica & SAMSUNG, a powerful partnership.

**Samsung TV Plus**, which recently surpassed 100 million monthly active users, and V10 Entertainment today unveiled a multi-year partnership with MotoAmerica that will bring fans every live race and immersive, wall-to-wall coverage of the 2026-2027 seasons. The DAYTONA 200 kicks off March 6th on the Samsung TV Network (STN), followed by the debut of **MotoAmericaTV**, the exclusive 24/7 Samsung FAST destination launching later this spring.

A proud moment, seeing **MotoAmerica in Times Square** marks an exciting milestone for our sport and our growing partnership with Samsung TV Plus. This highlights the continued expansion of motorcycle road racing and the opportunities to introduce MotoAmerica to new audiences around the world.



## DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	54,712	32,877
YouTube	2,666,022	56,713
Facebook	17,967,046	116,939
Instagram	11,833,826	N/A
X	257,780	N/A
TikTok	2,083,683	N/A
<b>TOTAL</b>	<b>34,863,069</b>	<b>206,529</b>

Metrics: March 5-14, 2026; 10-day metrics

## LINEAR TV SUMMARY

**New for 2026** – MotoAmerica welcomes Samsung TV Plus.  
Ratings are TBA for this first 2026 event.

### OVERALL BROADCAST DISTRIBUTION:

- Samsung TV Network/Plus All classes
- MotoAmerica Live+ Streaming All classes
- ESPN Latin America *Daytona 200*
- MTRSPT1 All classes, delayed
- YouTube All classes, delayed



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	383	99	85	110	45	44
Impressions	59,624,397	36,442,293	13,473,308	438,479	2,083,683	7,186,634
Engagement	2,009,550	1,002,850	707,504	13,537	212,625	73,034
Video Views	34,808,357	17,967,046	11,833,826	257,780	2,083,683	2,666,022

**Jerry Watts**  
THANKS MOTOAMERICA FOR BRINGING MOTORCYCLE RACING BACK FROM THE DEAD IN THE GOOD OL USA

**Samantha George Boyd**  
🔥 This is going to be a great season, the racing looks intense, can't wait for more!

**Trackday Addicts Page**  
It's on our bucket list to go to this event!

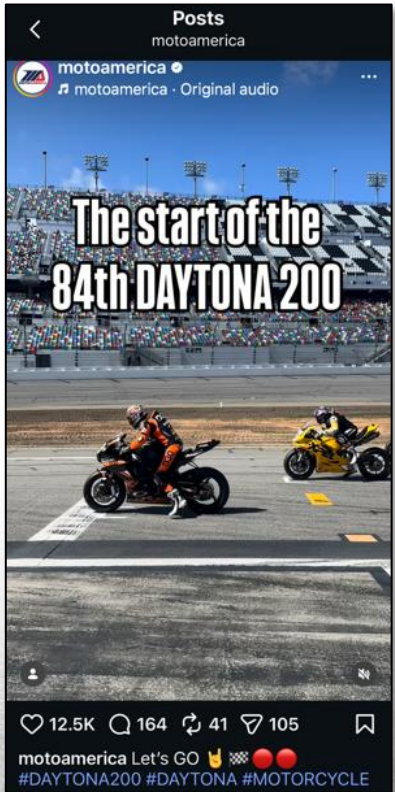
**Michelle Horne Hamby**  
Looking forward to this year's events xox Laguna Seca xox

**Semir Faz**  
Super Hooligans was the best racing of the weekend!

**Billy Powell**  
Was there in the grandstands. Congratulations to Ella and Kayla, who became the 1st woman to finish 3rd in the Daytona 200 and stood on the podium.

**Jay Congdon**  
What a race!! The ups the downs the twist and turns! Hearin taking #5 with 4 in a row. And winning v over 40 seconds...and to the 18 year old young lady that showed the boys she is the real deal and put herself on the box! Well-done!

**Phillip McCook**  
Congratulations  
**Kayla Yaakov**  
👏👏👏  
History Made 🎉  
A proud "I was there" moment!  
Everybody in the grandstands was getting loud 📢📢





## Meltwater AI Metrics Insight:

Historic milestone of female racer Kayla Yaakov at Daytona 200  
Kayla Yaakov made history by finishing third at the Daytona 200, becoming the first woman ever to podium in this prestigious race. [twitter.com](https://twitter.com). She secured third place after an intense last-lap battle with ex-MotoGP rider Darryn Binder. [twitter.com](https://twitter.com)  
Her achievement was widely recognized across multiple sources, including celebrations on International Women's Day and endorsements from MotoAmerica and other motorsport communities. [twitter.com](https://twitter.com)

**Total Potential Audience Reach:** 225,504,509 (with syndications)

## Local Broadcast

- WKCF-TV (Orlando, FL): WESH 2 News on CW18 at 9:00am – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/p9jVsGF5rF?\\_gl=1%2Ar9n9td%2A\\_gcl\\_au%2AMTQxODkzNDI5OC4xNzcwMDQ1MTg2LjE3MTk4ND E2MDQuMTc3MjU1MjkwMC4xNzcyNTU0MTA1](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/p9jVsGF5rF?_gl=1%2Ar9n9td%2A_gcl_au%2AMTQxODkzNDI5OC4xNzcwMDQ1MTg2LjE3MTk4ND E2MDQuMTc3MjU1MjkwMC4xNzcyNTU0MTA1)
- WKCF-TV (Orlando, FL): WESH 2 News on CW18 at 9:00am – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ScDdx9TWLk?\\_gl=1%2A1453iki%2A\\_gcl\\_au%2AMTQxODkzNDI5OC4xNzcwMDQ1MTg2LjE3MTk4 NDE2MDQuMTc3MjU1MjkwMC4xNzcyNTUzMDYz](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ScDdx9TWLk?_gl=1%2A1453iki%2A_gcl_au%2AMTQxODkzNDI5OC4xNzcwMDQ1MTg2LjE3MTk4 NDE2MDQuMTc3MjU1MjkwMC4xNzcyNTUzMDYz)
- WOFI-TV (Lake Mary, FL): Good Day Orlando Xtra – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Elf13WYXJ8?\\_gl=1%2Afews8d%2A\\_gcl\\_au%2AODc2MDg1MzkuMTc3MjY1ODkxMi4xMDMxMDQx NTMuMTc3MjY1ODkzNy4xNzcyNjU5MDg4](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Elf13WYXJ8?_gl=1%2Afews8d%2A_gcl_au%2AODc2MDg1MzkuMTc3MjY1ODkxMi4xMDMxMDQx NTMuMTc3MjY1ODkzNy4xNzcyNjU5MDg4)
- WKMG-TV (Orlando, FL): News 6 at 11pm – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/YnjgAFxL8X?\\_gl=1%2A5ypmjb%2A\\_gcl\\_au%2AMTkwnTA0Njk5Ni4xNzcyNzQwNzAxLjIwODM5Mjcjz NTMuMTc3MjU0MDcxNS4xNzcyNzQxNDEw](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/YnjgAFxL8X?_gl=1%2A5ypmjb%2A_gcl_au%2AMTkwnTA0Njk5Ni4xNzcyNzQwNzAxLjIwODM5Mjcjz NTMuMTc3MjU0MDcxNS4xNzcyNzQxNDEw)



# PIT STOP CHALLENGE

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MotoAmerica held its annual Pit Stop Challenge with Celtic/Economy Lube + Tire/Warhorse taking the win.

Special Thanks to all Pit Stop Challenge sponsors. MotoAmerica and the teams appreciate the support.



# NOTABLE ACTIVITIES

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Ring Ceremony with Thom Duma of Thom Duma Fine Jewelers awarding to Mathew Scholtz the 2025 Supersport Champ ring.



BMW Motorrad reunited the Butler & Smith team commemorating the 50<sup>th</sup> anniversary of the Daytona 200. Guests of honor were Steve McLaughlin, Reg Pridmore, Gary Fisher's daughters Heidi & Kimberly, and Udo Gietl.



Legendary race starter Bobby Lemming (left) poses with legendary announcer Pat Gonsalves (center) and legendary artist Lee Bivens (right) who created a commemorative painting right on pit lane of the late, legendary announcer Richard Chambers.



Bodie Paige won the Nicky Hayden AMA Flat Track Horizon Award in July, and with an outstanding performance at the AMA Road Race Grand Championship in Daytona Beach, Fla., added the Nicky Hayden AMA Road Race Horizon Award. The Australian-born rider joins Dallas Daniels as the only riders to win two Horizon Awards in one year.



Comprehensive marketing execution with digital, social, static and rolling billboards. Midway partners supported with tall banners and postcards during bike week.



Mission Foods large standees graced grocery stores in region and promoted series, class, riders and consumer discount.



# VIP SUPERFAN

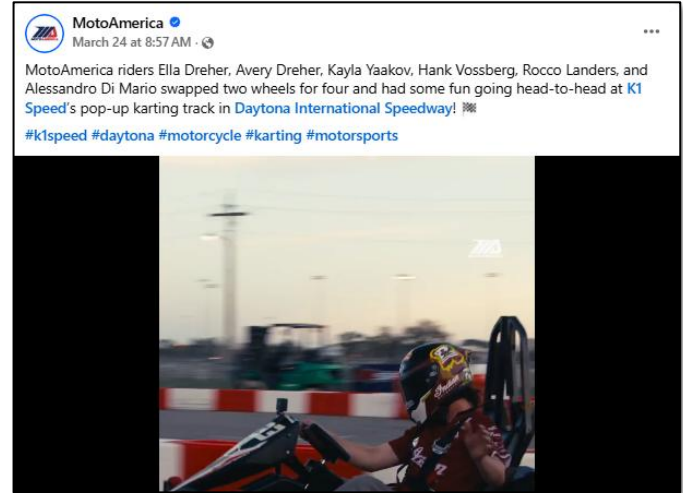
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Back On Track fundraising to support injured riders.



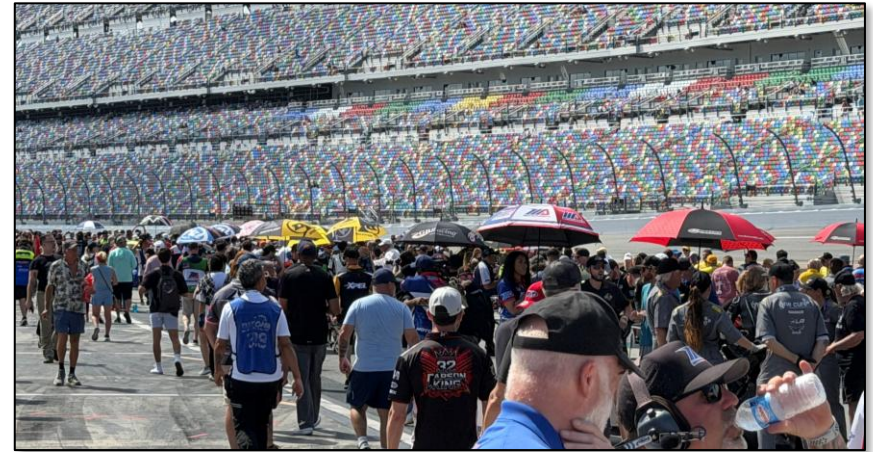
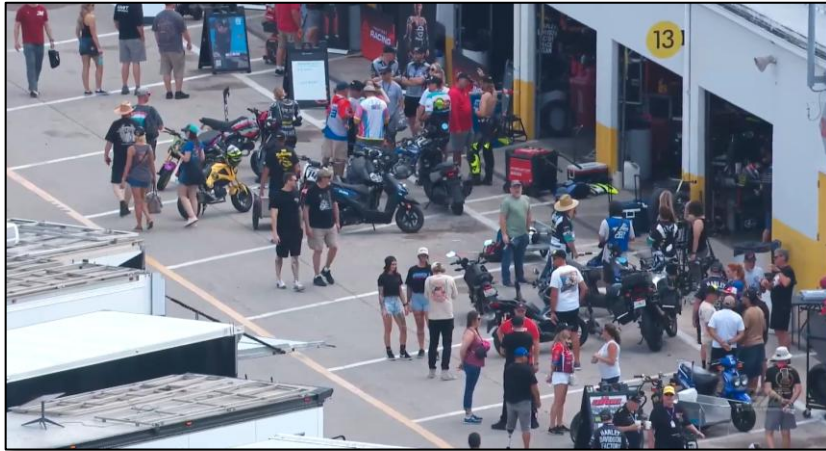
Go kart dynasty **K1 Speed** rolled out a complete karting experience for fans and MotoAmerica riders alike.



Honda broadcasting MotoAmerica Live+ all day in their DIS Midway booth.







# FAN ZONE

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# OFFICIAL PARTNERS

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PROGRESSIVE

DUNLOP

Insta360



Indian  
MOTORCYCLE

ROYAL  
ENFIELD

aprilia

CFMOTO  
EXPERIENCE MORE TOGETHER

SUZUKI

HEVILITE

MOTUL  
PERFORMANCE LUBRICANTS

DRAG  
Specialties

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QUALITY TOOLS & CONTROLS

audio-technica

VP  
Racing  
FUELS

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UNLIMITED

COMETIC  
GASKET

Jockford Fosgate  
PURPOSE BUILT AUDIO

cardo



SPECTRO  
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BATTERY

Anthony's  
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BIEST

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BACK-TRACK  
RACER HISTORY

# SERIES OVERVIEW



## GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has delivered incredible growth across entries, classes, attendance, social media, viewership, and content distribution.

## REACH & ENGAGEMENT

Ten spectacular annual 3-day events deliver 103 annual races. Events feature up to 200 riders across 5-7 classes. The entertainment & community draw affluent crowds with camping, family-friendly activities, bike shows, and more.



# CONTACT



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