

RACE REPORT

Daytona International Speedway
March 6-8, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Pitstop Challenge
Imagery
Marketing



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

A DECADE OF GROWTH & SUCCESS

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

A SPORTS SUCCESS STORY

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



FOUR SOLID YEARS ON THE BANKS

Another year of growth and reach for the MotoAmerica -
Daytona International Speedway event partnership.

Seven total races:

- *Daytona 200*
- *Mission King Of The Baggers*
- *SC-Project Twins Cup*
- *Mission Super Hooligan Championship Powered By Harley-Davidson*
- *Annual Pit Stop Challenge*

SNAPSHOT

131	Rider Entries
4	Competition Classes
7	Races total
57,000	Linear TV AA P2+
46M	Digital Video Views
55M	Social Media Impressions
1.3M	Social Media Engagement
n/a	Attendance

NOTES:

- Metrics: 8 Days (Event weekend and 5 days after.)
- Facility does not report attendance for any event.
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	61,636	38,888
YouTube	3,742,905	145,142
Facebook	9,171,467	43,575
Instagram	24,877,061	N/A
X	149,909	N/A
TikTok	8,330,438	N/A
TOTAL	46,333,416	227,605

LINEAR TV SUMMARY

57,000 Total AA P2+ USA (Fox Sports FS1 & FS2)

RACE BROADCASTS:

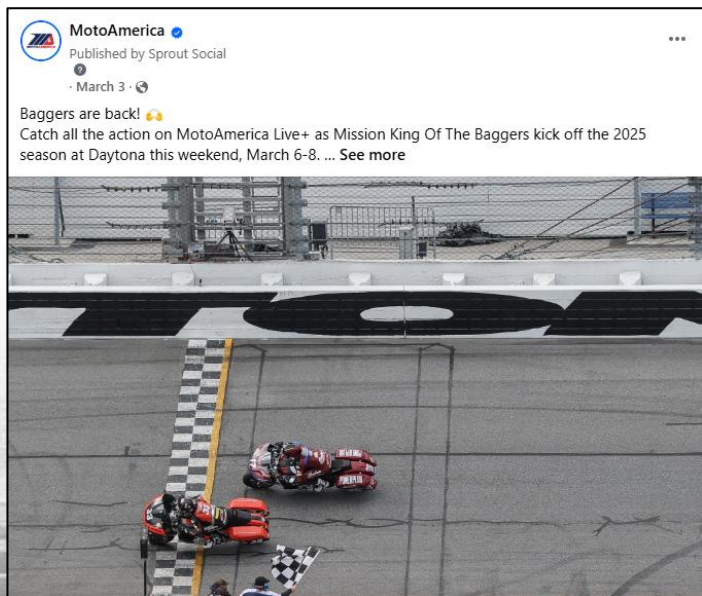
- | | |
|-------------------------------|--|
| • MotoAmerica Live+ Streaming | All Classes |
| • Fox Sports FS1 | <i>Mission King of the Baggers</i> |
| • ESPN Latin America | <i>Daytona 200</i> |
| • MTRSPT1 | D200 & <i>Baggers</i> live, others delayed |
| • YouTube | All classes, delayed |

RACE BROADCAST DISTRIBUTION:

- | | |
|--------------------------|---|
| • Fox Sports FS1 | USA |
| • Fox Sports FSR: | Canada, Caribbean |
| • ESPN LATAM: | Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala |
| • MTRSPT1 (FAST) | USA, Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa |

NOTES:

- Metrics and ratings reflects all race classes.
- Metrics/ratings reflect event weekend and week after (8 days)
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	316	82	67	102	22	43
Impressions	55,041,979	11,506,519	25,699,428	496,779	8,330,438	9,008,815
Engagement	1,275,446	327,004	689,504	12,336	184,417	62,185
Video Views	46,271,780	9,171,467	24,877,061	149,909	8,330,438	3,742,905
Comments, Shares	65,542	15,433	32,853	1,228	9,298	6,730

Jon Voigt • Follow
Awesome race was watching from the podium bleachers

Jake Carlton
I bought a weekend pass. I loved it
Sat on the couch nice and warm.
Broadcast was clear
announcers were great.

Thomas Elsaesser
Amazing to see yet another new company joining the grid !

5d Like Reply

Brodrick Brown
Let's gooooo. That's awesome. It was a long time coming for ARCH taking the track.

Craig Bergeron
No... this dude wasn't letting anyone get in the way this weekend. Was an amazing race. Was a little chilly in the stands, but worth every minute of it! 🏆

Jason Morris
I would love to get bike on Daytona speedway

Jesse W Taylor
Motor and nerve hell ya

Ruben Maldonado
I was in the grandstands! I thought for sure his team cost him the race but he chased down the leader and took over! Awesome race! Got to see history made!!



Mentions Trend

Total Mentions

1.56k ↑ 96%
Previous period 794

Daily Average

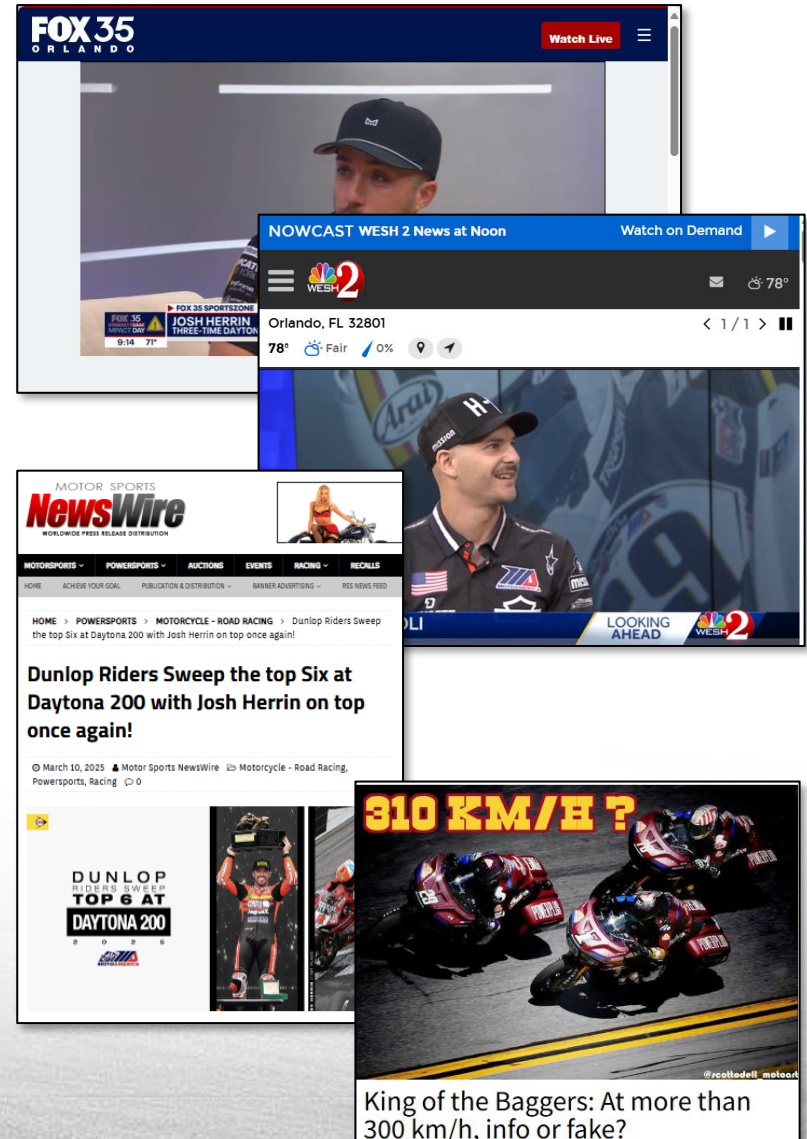
222 ↑ 96%
Previous period 113

Meltwater AI Metrics Insight:

The increase in volume is due to Josh Herrin's historic achievement of winning the Daytona 200 race for the third consecutive time, making him the first rider in the event's 83-year history to accomplish this feat. This milestone has generated significant attention across social media and news platforms, leading to widespread discussions and celebrations within the motorsports community. The combination of Herrin's record-setting performance and the excitement surrounding the Daytona 200 has driven a spike in related content.

Total Potential Audience Reach: 859,922,110 (with syndication)

- WESH-TV (Orlando, FL): WESH 2 News on CW18 at 9:00am (Online) – <https://www.wesh.com/article/64th-running-daytona-200-central-florida/64052203>
- WOFL-TV (Lake Mary, FL): Daytona 200 motorcycle race returns to the speedway this weekend (Online) – <https://www.fox35orlando.com/news/daytona-200-motorcycle-race-returns-speedway-weekend>
- Peacock: Race Day Live – https://www.dropbox.com/scl/fo/2w28ahymoig51skn9fkim/AKps673nkBi-leyoxGWjJyI?dl=0&e=1&preview=IMG_0237.MOV&rlkey=xqf7rq04jd5evnrwl4gn3mfs&st=00hzkntw



King of the Baggers: At more than 300 km/h, info or fake?

PIT STOP CHALLENGE

Daytona International Speedway
March 6-8, 2025



MotoAmerica held its 4th annual Pit Stop Challenge with Vision Wheel M4 ECSTAR Suzuki taking the win at the MotoAmerica Pit Stop Challenge at Daytona.

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



MotoAmerica

Mar. 7, 2025 5:17 PM PST

Native

Experience the intensity and precision of the 4th Annual MotoAmerica Pit Stop Challenge held at the iconic Daytona International Speedway. On March 7, 2025, the top five qualifying teams for the Daytona 200 faced off in a high-stakes competition, executing rapid tire changes, simulated refueling, and strategic maneuvers, all under the watchful eyes of enthusiastic fans.

This event not only showcased the critical role of pit crews in motorcycle racing but also offered spectators a unique, up-close view of the teamwork and skill involved. The winning team earned the majority share of the \$13,000 purse, along with additional prizes, highlighting the significance of flawless execution in the pits.

Special Thanks to Our Sponsors:

This thrilling event was made possible by the generous support of our sponsors. We extend our heartfelt gratitude to:

Pirelli Tires

Motion Pro

Kabuto Helmets

Coatzymoto/LatinME

Walker Products

Dunlop Tires

Mission Foods

VP Racing Fuels

E3 Spark Plugs

DID Chains

Cardo Systems

REV'IT!

Accossato Racing

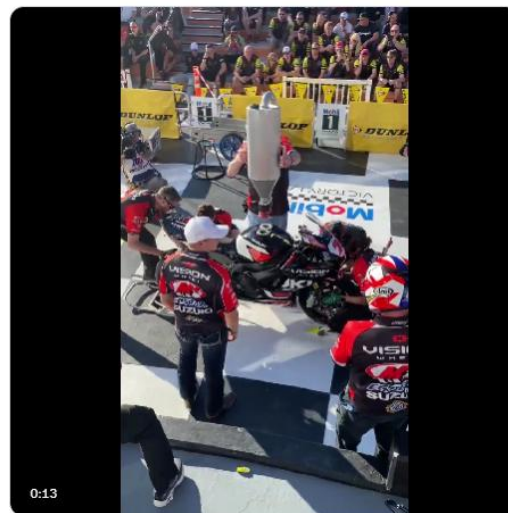
Flex Racing



MotoAmerica
@MotoAmerica

Vision Wheel M4 ECSTAR Suzuki takes the win at the MotoAmerica Pit Stop Challenge at Daytona! 🏆 A true showcase of teamwork and precision.

#pitstop #daytona #motorcycle #motorsports



10:30 AM · Mar 10, 2025 · 11.1K Views

Honda Gold Wings from 1965 to 2025 on the Cardo Fan Lap.



Arch Racing competed within the Mission Super Hooligan Championship powered By Harley-Davidson Class.



Moto Rider World · Follow

March 7 · 🌐

Arch Motorcycle's Take on Super Hooligans at Daytona! 🔥🏁

A... See more



MotoAmerica ·

Published by Tabitha Raeanna Cook

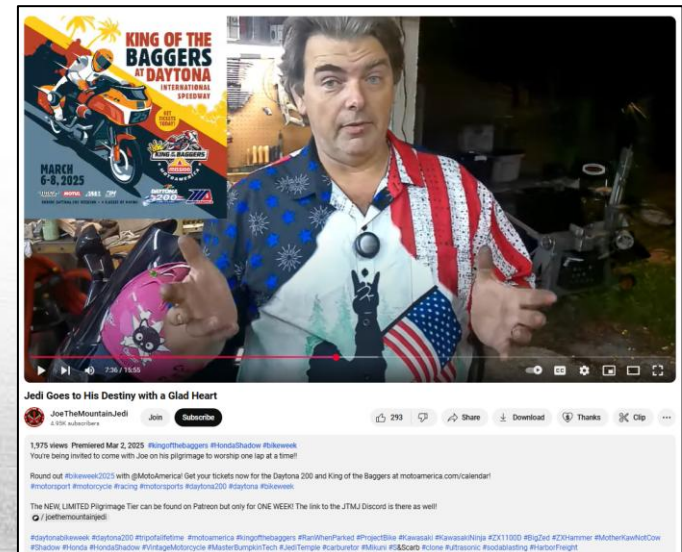
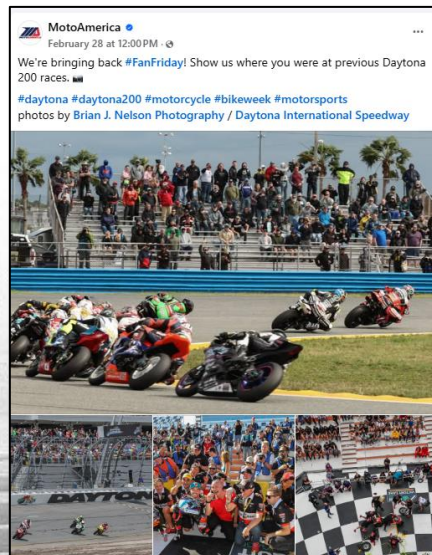
March 10 at 12:03 PM · 🌐

Keanu Reeves tested out the 2025 Harley-Davidson Road Glide RR at Daytona this past weekend. ...
See more



MARKETING

Daytona International Speedway
March 6-8, 2025

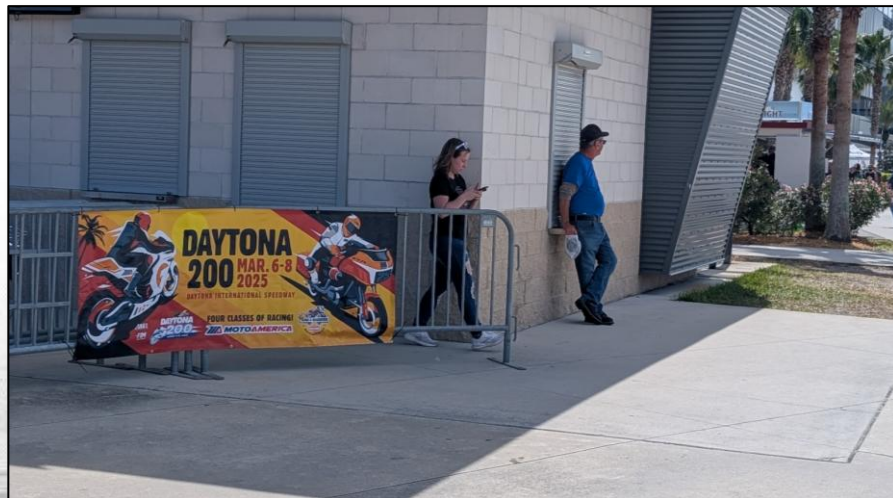


MARKETING

Daytona International Speedway
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Not shown: Digital Mobile Billboard Trucks throughout downtown and Speedway Blvd.



SUPPORTERS

Daytona International Speedway
March 6-8, 2025



DAYTONA 200 SPONSOR



SERIES PARTNERS



PROGRESSIVE



Insta360



THOM DUMA
FINE JEWELERS



CONTACT



MotoAmerica

18004 Sky Park Cir. STE 110
Irvine, CA 92614
www.motoamerica.com

Jeff Nasi

SVP
310.993.9190 M
jnasi@motoamerica.com

