

RACE REPORT

Daytona International Speedway
March 7-9, 2024



- 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.



Another MotoAmerica/Daytona record.

Attendance swelled again to approximately 40% over 2023. In addition to the rise in fans and vendors, the event experienced a growth in consumer vehicles. Beyond the thousands of motorcycles, fans packed the Speedway with everything from cars and light trucks, to toyhaulers, campers and diesel-pusher RV's.

Six outstanding races plus the Daytona 200.

- Daytona 200: Josh Herrin from Warhorse HSBK Ducati.
- Mission Foods King Of The Baggers: Harley-Davidson Motor Company Factory Racing's Kyle Wyman earned double wins.
- BellissiMoto Twins Cup: Gus Rodio, both races.
- Mission Foods Super Hooligan: Rookie Troy Herfoss and Saddlemen/Harley-Davidson's Cory West each clinched races.

Broadcast Reach.

MotoAmerica Live+ Streaming, Fox Sports FS1, MAVTV, ESPN Latin America, YouTube, MTRSPT1 and MotoAmericaTV.

SNAPSHOT

127	Rider Entries
4	Competition Classes
7	Races total
155,032	Linear TV AA P2+
8M	Digital Video Views
15M	Social Media Impressions
512K	Social Media Engagement
n/a	Attendance*

- Metrics: 10 Days (Event weekend and seven 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	82,591	34,454
YouTube	502,443	55,996
Facebook	450,765	3,688
Instagram	6,854,375	N/A
X	46,101	N/A
TikTok	561,144	N/A
TOTAL	8,497,419	94,138

LINEAR TV SUMMARY

124,961	Total AA Households USA
155,032	Total AA P2+ USA

USA Broadcast Networks/Programs:

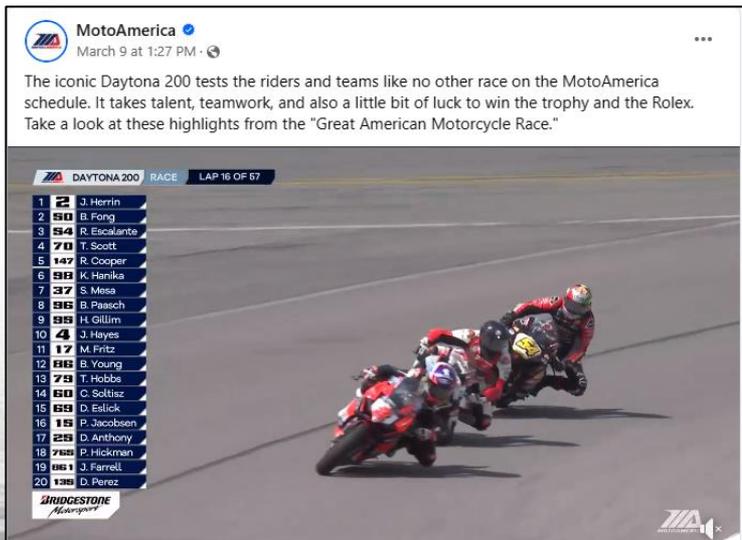
- MAVTV: Daytona 200 Saturday
- MAVTV: King Of The Baggers Live Saturday & Sunday
- FOX FS1: King Of The Baggers Rewind

International Broadcast Partners:

- **MotoAmericaTV (FAST)**
- **Fox Sports FSR:** Canada, Caribbean
- **ESPN LATAM:** Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- **MTRSPT1 (FAST)** 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 (10 days)
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	225	63	37	87	9	29
Impressions	15,410,997	1,534,147	7,335,884	244,739	561,144	5,735,083
Engagement	512,231	86,936	382,980	6,727	18,170	17,418
Video Views	8,414,828	450,765	6,854,375	46,101	561,144	502,443
Comments, Shares	18,031	4,143	8,911	774	261	3,942

@markkuahlamaa770 2 days ago
Thanks , This Motor Bike Race , it is The Best !
Hello From Finland !

@jonomasonI LoveU 5 days ago
This is what I call entertainment!. KW+HD=Winner!.
👍 🗨️ Reply

@toasttoasted3492 3 days ago
Insane !! Great race !!
👍 1 🗨️ Reply

@mag28 5 days ago
What a great race!! Love this series!!
👍 2 🗨️ Reply

@rondavis9918 1 day ago
THAT was a race!
👍 🗨️ Reply

@williamnovas9491 5 days ago
Fantastic
👍 🗨️ Reply

@DjHoysauce 5 days ago
LETS GO!
👍 🗨️ Reply

@RoccoHorvath 3 days ago
Gotta love Greg White and JP!
👍 🗨️ Reply

@joshherrin 8 days ago
Siiiiiiick
👍 16 🗨️ Reply
▼ 2 replies

@raynic1173 3 days ago
Thanks MA.... 🤔 .

@FinesseTheChallenger 5 days ago
As advertised!! Awesome Event!!! Congrats to HD but this is only race 1!!! IMC let;s
Goooooo!!!!!!

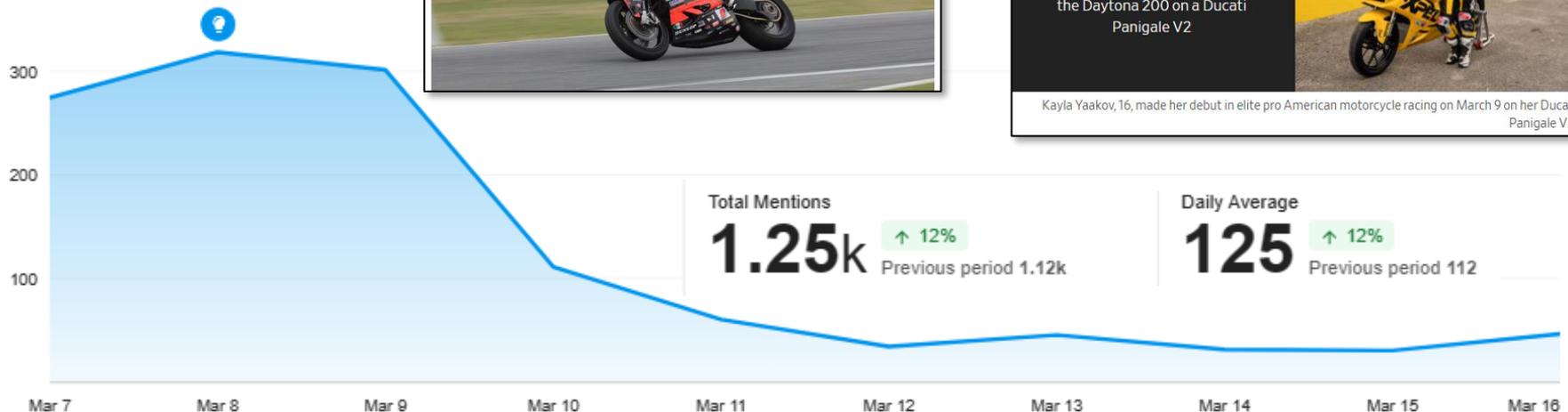
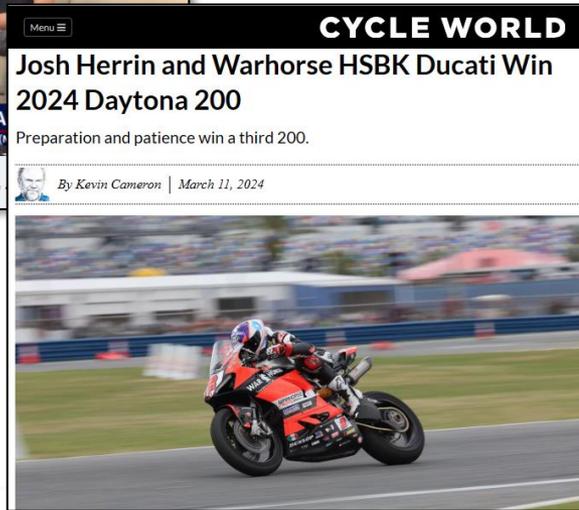
EARNED MEDIA

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National Hits

Four-minute interview on Fox News ([link here](#)) and article in Wall Street Journal.



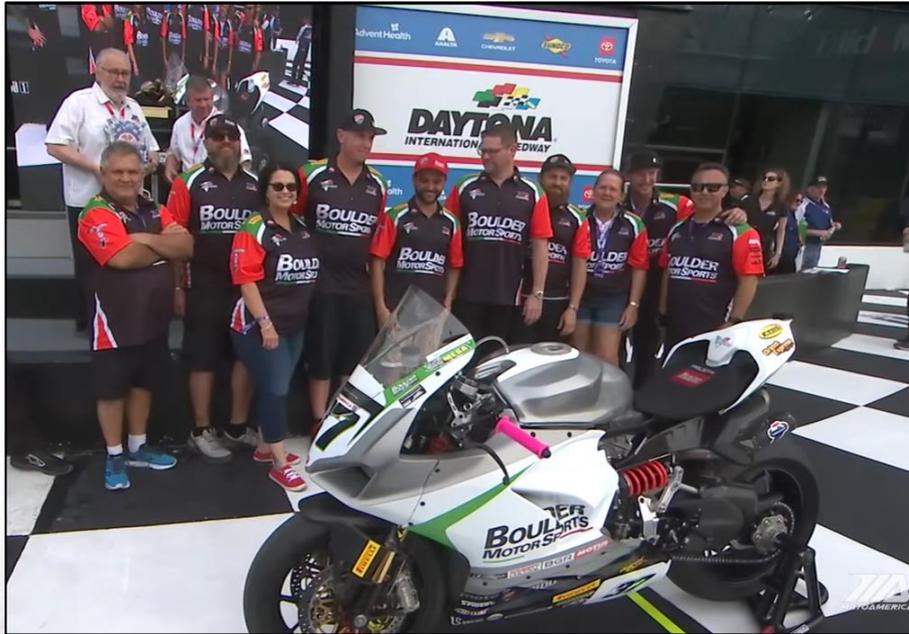
PIT STOP CHALLENGE

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MotoAmerica held its 3RD annual Pit Stop Challenge with Stefano Mesa and Boulder Motorsport taking 1st place.

A Special Thanks to all our Pit Stop Challenge Sponsors.
MotoAmerica series and its teams appreciate your support.



MotoAmerica
March 8 at 2:33 PM

Pit stops are a special part of what makes the Daytona 200 so iconic. MotoAmerica's Pit Stop Challenge is a unique event where the fastest riders and teams perform simulated pit stops to earn cash and prizes and determine the overall fastest team.

Special Thanks To

- Pirelli
- Motion Pro
- Millenium Technologies
- Coatzy Moto
- San Jose BMW
- Dunlop
- Liqui Moly
- E3
- Mission Foods
- REVIT!
- S&S
- Parts Unlimited
- R&G
- Honda Red Rider
- Cometic Gasket
- VP Racing
- Cardo Systems



Hundreds of members from LAMA, the Latin American Motorcyclist Association, arrived from multiple regions, courtesy of Czaia Law. The group enjoyed racing, vendors, live music, parade laps and more.





MotoAmerica partnered with Wounded Warrior Project to host its members to an exciting weekend of racing and hospitality.

Content generated from the weekend, shared across multiple platforms, will drive greater awareness for the foundation.



Local Mobile Digital Billboard Trucks



Social Media and Digital Advertising

Social Media campaign promoting discount codes at Mission Foods in-store displays.

MotoAmerica Sponsored

Race fans! If you're in the Daytona, FL area, find the Mission Foods display at your local Winn-Dixie. Scan the QR code on ...See more

motoamerica.com/daytona-200
Baggers at Daytona
Mission King of The Bag... [Learn more](#)

MotoAmerica Sponsored

Get your tix for the 82nd Daytona 200 plus MotoAmerica's Mission King of the Baggers, Mission Super Hooligans and ...See more

DAYTONA 200
• BELLISSIMO TWIN'S CUP
• MISSION KING OF THE BAGGERS
• MISSION SUPER HOOLIGANS

DAYTONA INT'L SPEEDWAY
MARCH 7-9, 2024

motoamerica.com/daytona-200
Daytona 200
Don't Miss It

MotoAmerica Sponsored

Get your tickets for Mission King of the Baggers part of MotoAmerica weekend at the Daytona 200. See Harley- ...See more

KING OF THE BAGGERS
MISSION MOTOAMERICA
PRAG MOTUL

MAR. 7-9, 2024
BAGGER RACING AT DAYTONA

DURING DAYTONA 200 WEEKEND • 4 CLASSES OF RACING
DAYTONA INTERNATIONAL SPEEDWAY

DAYTONA 200 GET YOUR TICKETS TODAY! MOTOAMERICA

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Bagger Racing at Daytona
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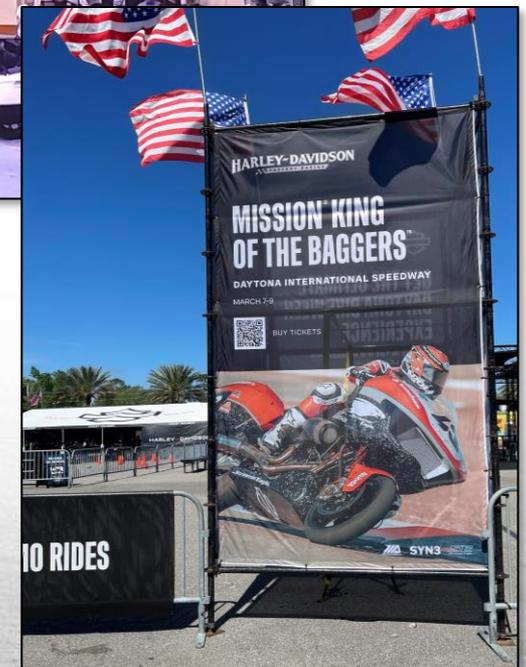
DIS Midway Banners



MotoAmerica Partner (Harley-Davidson) Marketing Daytona area and in DIS Midway



Mission Foods Grocery Store Standees



SPONSORS

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DAYTONA 200 SPONSORS



SERIES SPONSORS



CONTACT



MotoAmerica

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

Jeff Nasi

SVP
310.993.9190 M
jnasi@motoamerica.com

