

RACE REPORT

Michelin Raceway Road Atlanta
Event Date: April 21-23, 2023



Road Atlanta



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

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SERIES OVERVIEW



EIGHT YEARS OF GROWTH AND SUCCESS

Since acquiring AMA road racing rights in 2015, MotoAmerica has consistently delivered growth across riders, classes, attendance, viewership, content distribution and social media.

A true sports success story.

For 2023, MotoAmerica entertains fans with ten events across the USA delivering over 100 total class races.

Each event spans a weekend with up to 250 riders competing in 5-7 race classes. Three days of non-stop racing entertain large, affluent crowds with camping, family-friendly entertainment, bike shows, stunts and more.



MotoAmerica fan with six motorcycles, toyhauler, Ford F-350.

EVENT OVERVIEW

Event Date: April 21-23, 2023



MotoAmerica delivers its fifth straight attendance record at Road Atlanta. Even with a rainy Saturday morning, crowds filled the hills with motorcycles, RV's, toy haulers, light trucks and cars.

As evidenced by the thousands of cheering fans, the competition was outstanding. This was especially present in the MotoAmerica's Medallia Superbike Championship which has a bona fide rivalry on its hands.

On Saturday, five-time champion Cameron Beaubier returned to the series and prevailed in a fierce battle with defending champion Jake Gagne, who finished as runner-up. Josh Herrin finished a close third to stack the podium with bikes from BMW, Yamaha and Ducati, respectively. While some fans had speculated that Beaubier would require time to get reacquainted to MotoAmerica, this was clearly not the case. On Sunday, four riders fought hard all the way to the checkered flag, with Gagne leveraging another's mishap and notching the win over Beaubier, Mathew Scholtz, and Herrin.

Excellent competition was also abounded in five other classes:

- *Supersport*
- *Junior Cup*
- *Mission King of the Baggers*
- *Steel Commander Stock 1000*
- *REV'IT! Twins Cup*

IMPACT SUMMARY

181	Rider Entries
6	Competition Classes
12	Races total
215,380	Linear TV AA Nielsen P2+ (est)
4.5M	Digital Video Views
17M	Social Media Impressions
366K	Social Media Engagement
24,692	Attendance*

Digital metrics reflect April 21-May 1, 2023, time period.



DIGITAL SUMMARY

	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	131,222	2,518,049
YouTube	940,972	96,944
Facebook	361,731	5,247
Instagram	2,077,074	N/A
Twitter	36,391	N/A
TikTok	944,401	N/A
TOTAL	4,491,791	2,620,240

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect April 21-May 1, 2023, time period.

TV Ratings reflect April 21, 2023, to present, plus forecasted reairs.

LINEAR TV SUMMARY

215,380 Total AA Nielsen P2+ USA (est)

INTERNATIONAL BROADCAST PARTNERS FOR THIS EVENT:

- MotoAmericaTV (FAST Channel)
- MTRSPT1 (FAST Channel)
 - Australia New Zealand
 - Denmark Spain
 - France Great Britain
 - Italy Mexico
 - South Africa

ESPN LATM Countries:

- Brazil Chile
- Columbia Mexico
- Peru Argentina
- Guatemala

Fox Sports FSR:

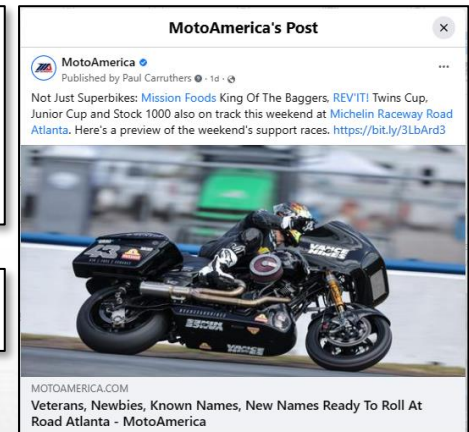
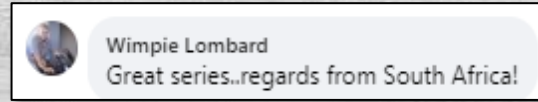
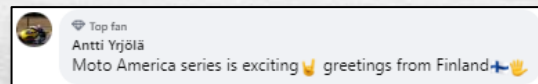
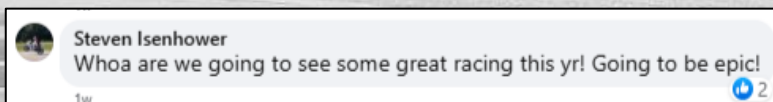
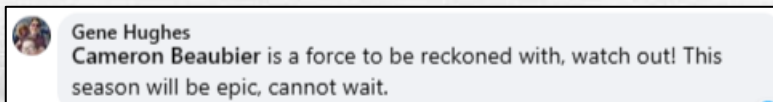
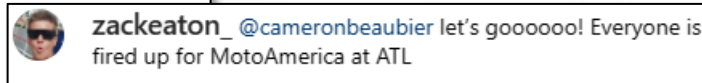
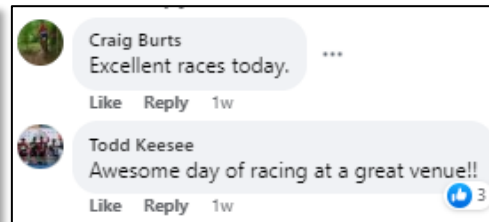
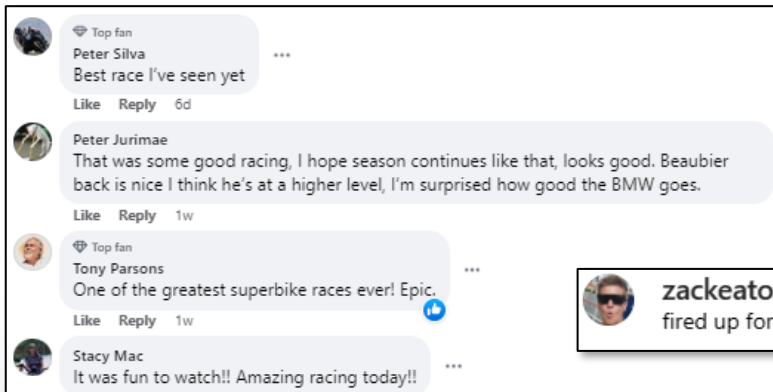
- Canada Caribbean

SOCIAL MEDIA

Event Date: April 21-23, 2023



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	154	30	23	57	12	32
Impressions	16,974,682	1,775,557	2,305,136	217,767	944,401	11,731,821
Engagement	366,151	95,755	187,947	9,714	39,653	33,082
Video Views	4,360,569	361,731	2,077,074	36,391	944,401	940,972
Comments, Shares	21,742	2,625	10,351	268	2,732	5,766



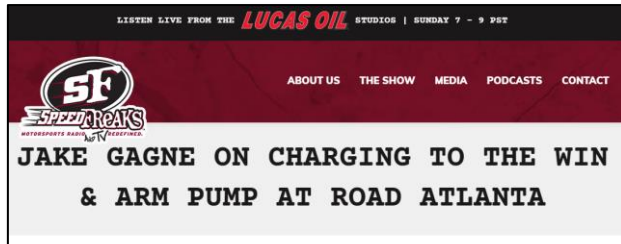
Digital metrics reflect April 21-May 1, 2023, time period.

EARNED MEDIA

Event Date: April 21-23, 2023



RADIO:



MotoAmerica Super
The Freaks offer his
his win Sunday on M
finish. Listen...



SoundCloud
Editorial | DE | Apr 25 - 5:12 PM

DawgHouse Racing Episode-718 on
NTNRadio.com



... was in the Swamp at the Meadowlands! **MotoAmerica** was at Road
Atlanta!! World Superbike was at Assen. A Weekend of Surprise
Winners! ...

TV:

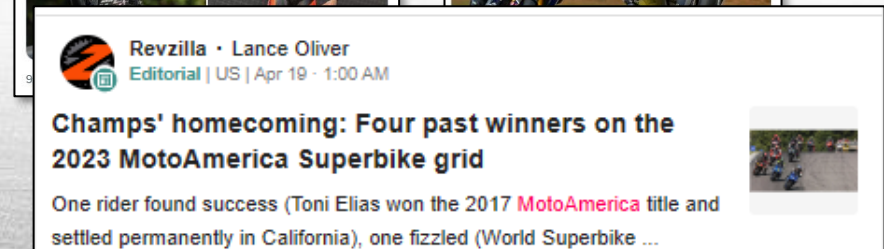
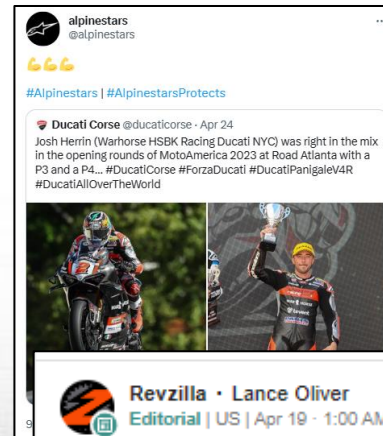


ENDEMIC AND NON-ENDEMIC :

ONLINE NEWS:

Full listing of
media hits
located [HERE](#).

Earned Media:
UVM:
1,080,037,873



EVENT MARKETING

Event Date: April 21-23, 2023



Comprehensive multi-media campaign across multi-state area including ads across digital, social media, Billboards, Local TV, Posters/Flyers at Dealerships, Club Outreach, PR and more.

Digital and Social Media campaigns delivered 4.5M digital impressions.

WATCH ALL THE EVENT ACTION **LIVE!**
ONLY ON MOTOAMERICA LIVE+

WATCH THE ENTIRE
EVENT FOR ONLY
\$12⁹⁹

MotoAmericaLivePlus.com

MOTOAMERICA
SUPERBIKE
2023 CHAMPIONSHIP

MOTOAMERICA
LIVE+

KING OF BAGGERS MISSION
APRIL 21-23, 2023
BAGGER RACING AT ROAD ATLANTA
SEE 6 CLASSES OF RACING DURING SUPERBIKE WEEKEND
MICHELIN RACEWAY ROAD ATLANTA

GEICO

DRAG MOTUL MOTOAMERICA

GET TICKETS TODAY!

APR 21-23
SUPERBIKES AT ROAD ATLANTA
MOTOAMERICA

2023 **GEICO**

THESE ARE YOUR PEOPLE.
COME JOIN THE SCENE!

RACING IS FAMILY FUN AT MICHELIN RACEWAY ROAD ATLANTA

MotoAmerica
Reels · Apr 18 ·

SAT APR 21
GEICO
V-TWIN VISIONARY PERFORMANCE MOTORCYCLE SHOW SERIES
PRESENTED BY HARLEY-DAVIDSON
ROAD ATLANTA RACEWAY
5300 WINDER HWY. BRASELTON, GA

This Saturday at Michelin Raceway Road Atlanta, the Vtwin Visionary Performance Motorcycle Show Series presented by Harley-Davidson descends on Georgi... See more

9.1K People reached 0:06 Average minut... 883 Minutes viewed 8.6K Plays

Give!
262
2
21

APR 21-23
SUPERBIKES AT ROAD ATLANTA
MOTOAMERICA

SUPERBIKES ARE COMING

MICHELIN RACEWAY ROAD ATLANTA
4/21 - 4/23
2023

GEICO
MOTORCYCLE

EVENT MARKETING

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MOTOAMERICA
SUPERBIKES
KING OF THE BAGGERS

MOTOAMERICA
LIVE+

MotoAmericaLivePlus.com

6 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- Stock 1000
- Junior Cup
- REV'IT! Twins Cup
- Mission King of the Baggers

2023

APR 21-23

SUPERBIKES
AT ROAD ATLANTA

GEICO
MOTORCYCLE

Michelin Raceway Road Atlanta

GET TICKETS TODAY!

MOTOAMERICA LIVE+

WATCH BAGGER RACING LIVE!

MotoAmerica is at Michelin Raceway Road Atlanta.
Published by Doug Hamann • 2h • Braselton, GA •

Watch **Medallia Superbikes** and **Mission Foods** King Of The Baggers from **Michelin Raceway Road Atlanta** this weekend live on our YouTube Channel. Two races on Saturday and two more races on Sunday. Don't miss any of the action.

APRIL 22 • 3 PM ET
APRIL 23 • 3 PM ET

YouTube

4,772
People reached

APRIL 22 • 4 PM ET
APRIL 23 • 4 PM ET

YouTube

103
Engagements

1 comment 5 shares

MotoAmerica is at Michelin Raceway Road Atlanta.
Published by Doug Hamann • 4h • Braselton, GA •

Watch practices, every qualifying session, and all 12 races across six classes, including **Medallia Superbike** and **Mission Foods** King Of The Baggers from **Michelin Raceway Road Atlanta** this weekend on MotoAmerica Live+. Or tune in to our broadcast partners at the scheduled dates and times.

APRIL 21-23

13,927
People reached

APRIL 21-23

755
Engagements

5 comments 32 shares





600 Riders on MotoAmerica Fan Lap





SERIES PARTNERS



Medallia



REV'IT!



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