

RACE REPORT

Road Atlanta
April 19-21, 2024



- Series Overview
- Event Overview
- Viewership
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- 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.



SNAPSHOT

Sun and rain at Road Atlanta

A beautiful Saturday rewarded MotoAmerica with the best attendance for a Saturday at Road Atlanta in the company's 10-year history. However, while a rainy Friday and Sunday tempered attendance, the event was still considered an overall success. Rain, the great equalizer, resulted in new winners on the podium across the five participating race classes.

Michelin Raceway Road Atlanta saw the debut of the 2024 Steel Commander Superbike Championship. Former MotoAmerica champion, Cameron Beaubier held off Jake Gagne on Saturday for the win, but Gagne, a three-time MotoAmerica champion himself, took the win on Sunday.

Four other classes, including Supersport, Mission King Of The Baggers, Junior Cup, and BellissiMoto Twins Cup entertained fans with exciting practice, qualifying and racing all three days.

Find all the results on [MotoAmerica.com/standings](https://www.motoamerica.com/standings).

137	Rider Entries
5	Competition Classes
10	Races total
260,209	Linear TV AA P2+
13M	Digital Video Views
20M	Social Media Impressions
510K	Social Media Engagement
24,588	Attendance

- Metrics: 10 Days (Event weekend and seven days after.)
- 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	62,533	27,433
YouTube	357,199	32,059
Facebook	3,574,415	31,228
Instagram	7,859,719	N/A
X	23,504	N/A
TikTok	1,260,703	N/A
TOTAL	13,138,073	90,720

LINEAR TV SUMMARY

183,658 **Total AA Households USA**
260,209 **Total AA P2+ USA**

USA Broadcast Networks/Programs:

- MAVTV: Superbikes Premiere Live Saturday & Sunday
- MAVTV: King Of The Baggers Live Saturday & Sunday
- FOX FS1: Superbikes Premiere Delay, King Of The Baggers Premiere Delay

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.



SOCIAL MEDIA

Road Atlanta
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	TOTAL
Posts	204
Impressions	19,873,993
Engagement	509,553
Video Views	13,075,540
Comments, Shares	21,775

	Facebook	Instagram	X	TikTok	YouTube
Posts	64	27	81	9	23
Impressions	6,379,693	8,227,419	164,488	1,260,703	3,841,690
Engagement	208,215	227,118	3,907	54,981	15,332
Video Views	3,574,415	7,859,719	23,504	1,260,703	357,199
Comments, Shares	4,128	9,178	381	5,837	2,251

Jay Corbin

We were there. Great turnout Saturday! The racing was incredible. 🤩

1d Like Reply

Cecil Hand

Best racing to date. Crowd was crazy great! We need a Triumph, Ducati and Aprilia bagger. The bagger crowd is growing and let's capitalize on it. Also Moto America needs a season opener and closer like Daytona is to NASCAR. Ex. Barber in the spring and fall. Season

Top fan

Bob Gainey

Was a fantastic race...was there!

Marshall Combs

After his Superbike crash ,he comes back in the Bagger race and podiums after one of the most amazing saves in the esses

1h Like Reply

Heather Beresford

Max Flinders IS THE MAN!!

That dude doesn't even let not being able to walk stop him from racing!

Gage Martin Coleman

Best race of the year so far. Haven't seen something this exciting since the hooligans race 2 at cota

15m Like Reply

Sandra Parsons

Omg! Fabulous race! JD, heart of a racer!!!! Exciting! 💪 ...



Top fan

Robert Lackey [Follow](#)

It's going to be the best Superbike season we've seen in the MA era. 🤩

Stravoxlo73

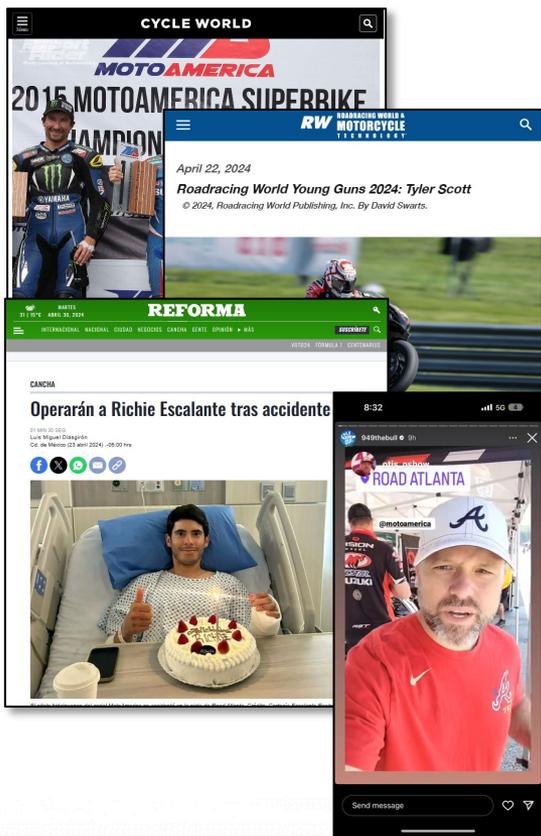
4 hours ago

Great weekend of racing. It was really nice to see such full grids, packed with talent. Evokes memories of more flush times of AMA seasons past...

Congratulations to Team 'Zilla with Rocco Landers Twins Cup race 1 victory!

EARNED MEDIA

Road Atlanta
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TOTAL AUDIENCE: 11,106,257

Local

- Atlanta Parent – <https://www.atlantaparent.com/event/motoamerica-superbikes/>
- Access Atlanta – https://events.accessatlanta.com/calendars/all-events/3608310?proxy_host=events.accessatlanta.com&proxy_slug=access-atlanta
- How Do You Atlanta? – <https://www.howdoyouatlanta.com/calendars/all-events/3603613>
- Braselton News – https://www.mainstreetnews.com/braselton/sports/motoamerica-motorcycle-racing-ahead-this-weekend-at-road-atlanta/article_7688976a-fda2-11ee-b9a7-e3e90bdd2bd1.html
- Braselton News – https://www.mainstreetnews.com/braselton/sports/photos-motoamerica-motorcycle-racing-action-at-road-atlanta/collection_90398f46-0006-11ef-87f3-f37e5d540f4b.html
- WSB-TV Channel 2 – <https://www.wsbtv.com/entertainment/things-2-do/top-things-do-around-atlanta-this-week/STBYUER4UFDRLF4LPD5GIALDKI/>

TV

- WANF Atlanta News First – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/sn7hrfFYD4>
- Atlanta's CW 69 – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/IBbdv3Hrzm>
- Atlanta's CW 69 – <https://www.youtube.com/watch?v=DEdPQP0znOs>
- WSB-TV Channel 2 – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rHa9NkHr4q>

Radio

- On-Air Power 105.3
- On-Air 94.9 The Bull



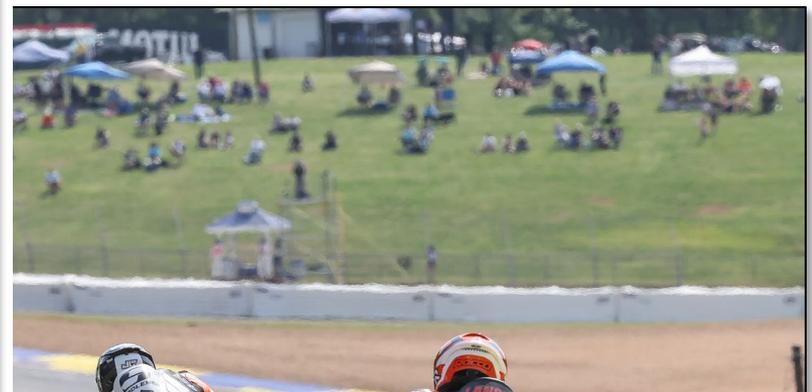
SIX OEM DEMOS

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IMAGERY

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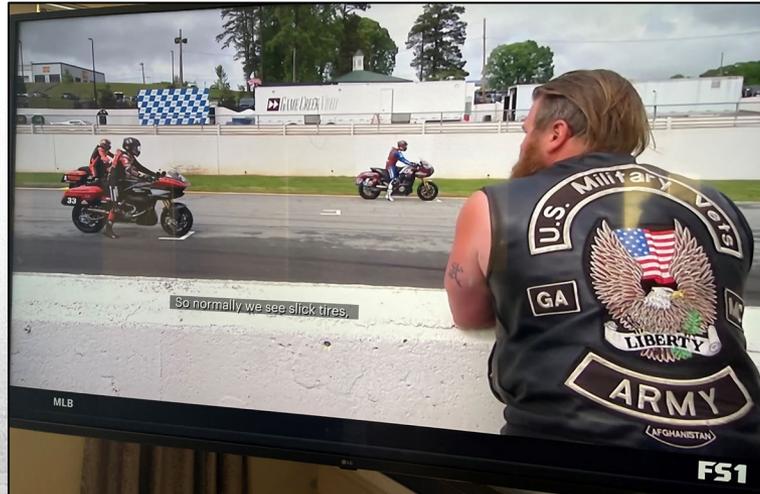
IMAGERY

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MotoAmerica was honored to host members from the U.S. Military Vets Motorcycle Club organization for exciting weekend of racing and hospitality. The vets also served as an ideal backdrop for the National Anthem ceremonies.

Content generated from the weekend, including exposure on Fox Sport FS1, MotoAmerica Live+ Streaming, MAVTV and YouTube will drive greater awareness for the organization.



MotoAmerica Sponsored

Get your tickets for King of the Baggers part of MotoAmerica Superbikes at Atlanta! V-Twin racing plus all-weekend racing ...See more

KING OF THE BAGGERS
mission
MOTOAMERICA
DRAG MOHNS
BAGGERS ARE COMING!
MICHELIN RACEWAY ROAD ATLANTA
APRIL 19-21, 2024

motoamerica.com/atlanta
Bagger Motorcycle Racing [Learn more](#)

128 2 comments 27 shares

Like Comment Share

MotoAmerica Sponsored

Free motorcycle demo rides at Road Atlanta during the MotoAmerica weekend on April 19-21. Test ride Harley-Davidson, ...See more

APR 19-21 2024
SUPERBIKES AT ROAD ATLANTA
MOTOAMERICA
10th ANNIVERSARY
YAMAHA
aprilia
CFMOTO
SUZUKI
TRIUMPH
DEMO RIDES!
AT MICHELIN RACEWAY ROAD ATLANTA
ALL WEEKEND LONG
Test-ride new models from these brands while watching USA's best motorcycle racing!

motoamerica.com/atlanta
Motorcycle Demo Rides
Road Atlanta. April 19 - 21 [Learn more](#)

9 1 comment

Like Comment Share

- Digital
- Social Media
- TV-Network
- TV-Local
- Retail/Businesses
- Organizations
- Email
- OOH/Billboards

- Display and YouTube ads.
- Static and video ads.
- Spots on motorcycle/motorsports shows.
- Spots on local news affiliates.
- Posters/postcards in businesses, dealers.
- Outreach to clubs & organizations.
- Blasts to MotoAmerica, AMA, Track's.
- Static and electronic billboards.



VIEWING PARTIES

Road Atlanta
April 19-21, 2024



Various Harley-Davidson dealerships nationwide held MotoAmerica Viewing Parties

In addition, Main Street Moto and Apex Assassins of Las Vegas, NV.



SPONSORS

Road Atlanta
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SERIES SPONSORS



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