

# RACE REPORT

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



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

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## 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.

**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

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

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
<b>TOTAL</b>	<b>4,491,791</b>	<b>2,620,240</b>

### 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

**Top fan**  
Peter Silva  
Best race I've seen yet  
Like Reply 6d

Peter Jurimae  
That was some good racing, I hope season continues like that, looks good. Beaubier back is nice I think he's at a higher level, I'm surprised how good the BMW goes.  
Like Reply 1w

**Top fan**  
Tony Parsons  
One of the greatest superbike races ever! Epic.  
Like Reply 1w

Stacy Mac  
It was fun to watch!! Amazing racing today!!  
\*\*\*

Craig Burts  
Excellent races today.  
Like Reply 1w

Todd Keesee  
Awesome day of racing at a great venue!!  
Like Reply 1w

**zackeaton\_** @cameronbeaubier let's goooooo! Everyone is fired up for MotoAmerica at ATL

**Gene Hughes**  
Cameron Beaubier is a force to be reckoned with, watch out! This season will be epic, cannot wait.

**Top fan**  
Antti Yrjölä  
Moto America series is exciting 🙌 greetings from Finland 🇫🇮 🇫🇮

**Steven Isenhower**  
Whoa are we going to see some great racing this yr! Going to be epic!  
1w

**Wimpie Lombard**  
Great series..regards from South Africa!

**MotoAmerica's Post**

MotoAmerica  
Published by Paul Carruthers · 1d · 🌐

Not Just Superbikes: [Mission Foods King Of The Baggers](#). [REV'IT! Twins Cup](#). [Junior Cup](#) and [Stock 1000](#) also on track this weekend at [Michelin Raceway Road Atlanta](#). Here's a preview of the weekend's support races. <https://bit.ly/3LbArd3>

MOTOAMERICA.COM  
Veterans, Newbies, Known Names, New Names Ready To Roll At Road Atlanta - MotoAmerica

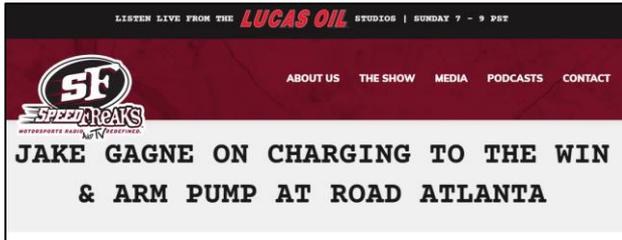
Digital metrics reflect April 21-May 1, 2023, time period.

# EARNED MEDIA

Event Date: April 21-23, 2023



## RADIO:



MotoAmerica Superbike Radio Atlanta  
The Freaks after his win Sunday on his finish. Listen...

SpeedFreaks - Jake Gagne

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

DawgHouse Racing Episode-718 on NTRRadio.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



alpinestars @alpinestars

👍👍👍

#Alpinestars | #AlpinestarsProtects

Ducati Corse @ducaticorse - Apr 24  
Josh Herrin (Warhorse HSBK Racing Ducati NYC) was right in the mix in the opening rounds of MotoAmerica 2023 at Road Atlanta with a P3 and a P4... #DucatiCorse #ForzaDucati #DucatiPanigaleV4R #DucatiAllOverTheWorld

Dunlop Motorcycle @RideDunlop

We are in for some tight @motoamerica Superbike racing this year! @cameronbeaulieu and @jakegagne already split wins at Road Atlanta and are tied in points!

#RideDunlop #RaceDunlop #MotoAmerica #OfficialTire

Revzilla · Lance Oliver  
Editorial | US | Apr 19 - 1:00 AM

**Champs' homecoming: Four past winners on the 2023 MotoAmerica Superbike grid**

One rider found success (Toni Elias won the 2017 **MotoAmerica** title and settled permanently in California), one fizzled (World Superbike ...

# 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 **\$12<sup>99</sup>**

MotoAmericaLivePlus.com

MOTOAMERICA SUPERBIKE 2023 CHAMPIONSHIP

MOTOAMERICA LIVE+

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

GEICO

DRAG MOTUL MOTOAMERICA

GET TICKETS TODAY!

**APR 21-23**  
**SUPERBIKES AT ROAD ATLANTA**  
MOTOAMERICA

**2023** GEICO MOTORCYCLE

**THESE ARE YOUR PEOPLE.**  
COME JOIN THE SCENE!

RACING & FAMILY FUN AT MICHELIN RACEWAY ROAD ATLANTA

MotoAmerica Reels · Apr 18

**SUPERBIKES ARE COMING**

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

GEICO MOTORCYCLE

**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

**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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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**  
MOTOAMERICA

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

APRIL 22 • 4 PM ET  
APRIL 23 • 4 PM ET

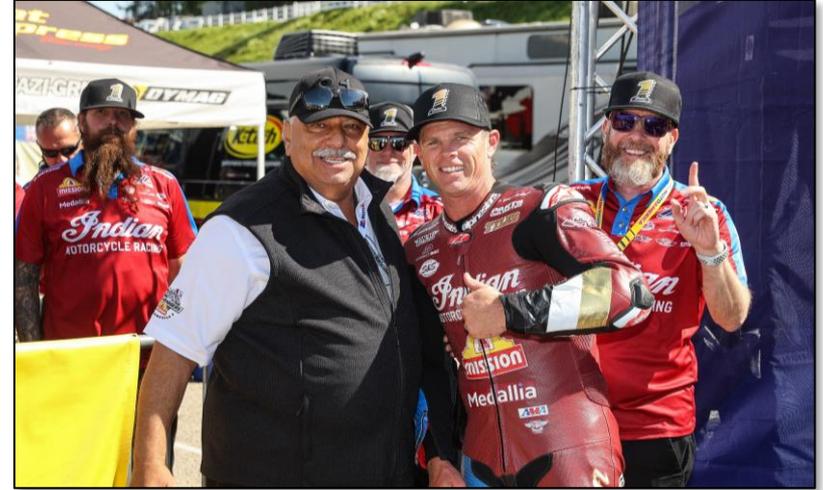
4,772 People reached  
103 Engagements  
31 comments 5 shares

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  
755 Engagements  
69 comments 32 shares



600 Riders on MotoAmerica Fan Lap



# IMAGERY

Event Date: April 21-23, 2023



# SERIES PARTNERS



Medallia



# CONTACTS



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