

RACE REPORT

Michelin Raceway Road Atlanta
May 2-4, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
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.



EVENT OVERVIEW

Michelin Raceway Road Atlanta
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As one of the premier race facilities in North America, Road Atlanta is an attractive stop on the MotoAmerica schedule. The event pulls fans from not only Atlanta but from adjacent and non-adjacent states including Texas, Ohio and Pennsylvania. As always, fan vehicles range beyond thousands of motorcycles to light-trucks, campers, toyhaulers and various types of RV's. Many fans make this a destination event and camp for three days.

SNAPSHOT

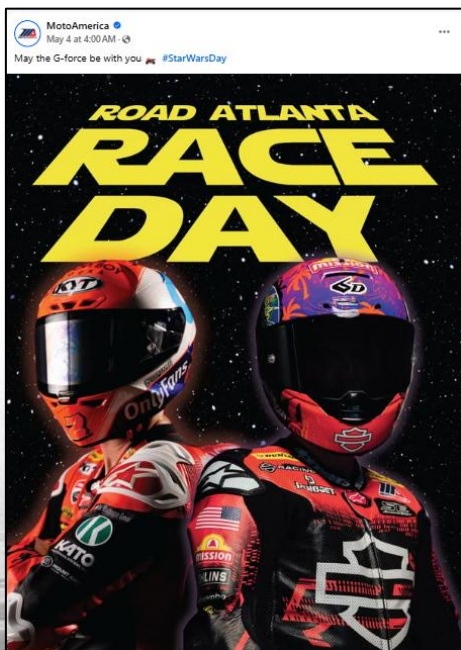
155	Rider Entries
5	Competition Classes
10	Races total
112,000	Linear TV AA P2+
2.25M	Digital Video Views
5.5M	Social Media Impressions
118K	Social Media Engagement
26,309	Attendance

- Metrics: May 2-May 4; pulled 18 days after 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	39,063	23,645
YouTube	321,682	38,251
Facebook	812,095	4,424
Instagram	943,461	N/A
X	22,720	N/A
TikTok	109,783	N/A
TOTAL	2,248,804	66,320



LINEAR TV SUMMARY

112,000	Total AA Households USA
153,000	Total AA P2+ USA (FOX FS1 & FS2)

RACE BROADCASTS:

- MotoAmerica Live+ All Classes
- Fox Sports FS1 *Superbike Rewind, Mission King Of The Baggers*
- ESPN Latin America *Superbike and Motovation Supersport*
- MTRSPT1 *Superbike & Supersport live, others delayed*
- YouTube All classes, delayed

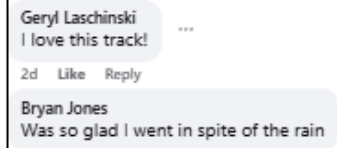
RACE BROADCAST DISTRIBUTION:

- 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

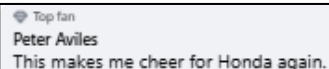
NOTES:

- Metrics and ratings reflects all race classes.
- Metrics: May 2-May 4; pulled 18 days after event
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.

	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	162	39	26	56	11	30
Impressions	5,507,798	1,257,865	943,461	81,878	109,783	3,114,811
Engagement	117,902	55,578	42,757	2,071	4,525	12,971
Video Views	2,209,741	812,095	943,461	22,720	109,783	321,682
Comments, Shares	5,363	2,310	1,174	140	184	1,555

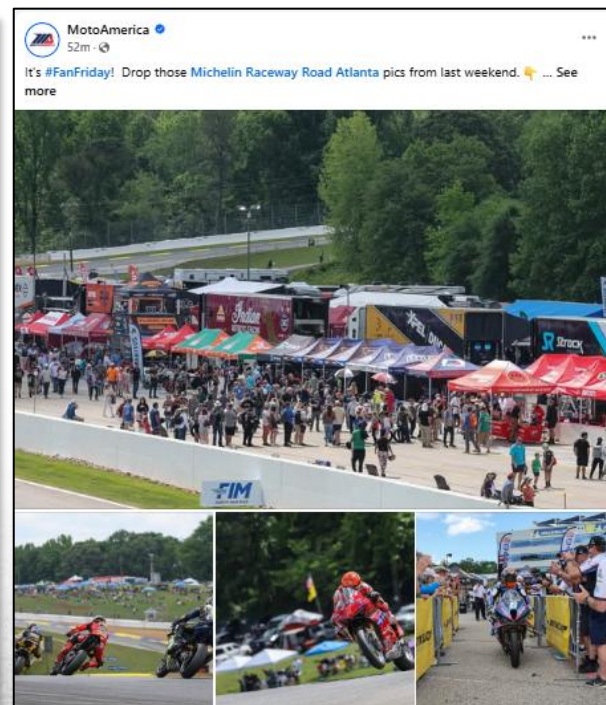


Alec Dixon
So much fun! Thanks,
MotoAmerica!



Tim Price
It was absolutely packed. Such a great turn out

Geryl Laschinski
What a great track there are so many places to sit and watch the race. I love Hayden Hill. This is my favorite track. (except Indy, but they dont race there any more. MotoGP was there and I had a chance to meet Rossi 2014).



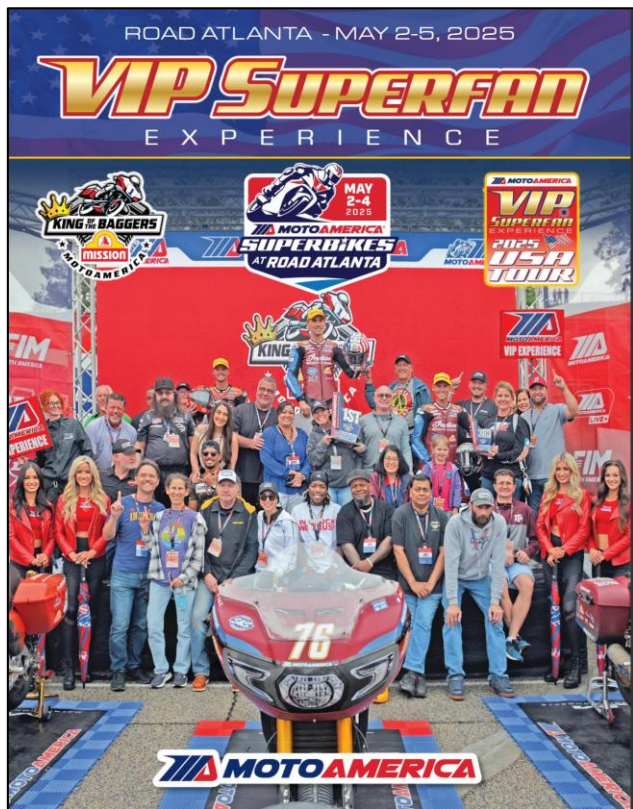
MARKETING

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SUPERFAN VIP

Road America
May 30-June 1, 2025



The Superbike grid was electric on Sunday! First, a group photo, then Richie Escalante, Cameron Beaubier, Bobby Fong, and Hayden Gillim happily posed for pictures with our thrilled VIP Superfans.







SERIES PARTNERS

Michelin Raceway Road Atlanta
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PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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