

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

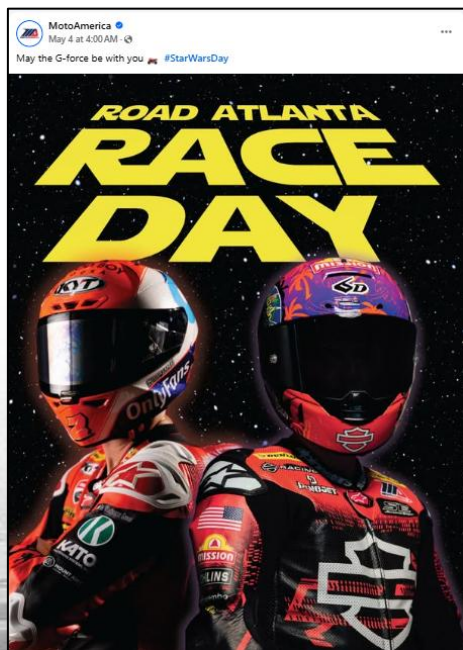
155	Rider Entries
5	Competition Classes
10	Races total
112,000	Linear TV AA P2+
2.2M	Digital Video Views
8.3M	Social Media Impressions
188K	Social Media Engagement
26,309	Attendance

- Metrics: May 2-May 11, 10-day metrics
- 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	45,134	26,526
YouTube	410,293	50,722
Facebook	1,338,060	6,720
Instagram	53,702	N/A
X	27,329	N/A
TikTok	352,024	N/A
TOTAL	2,226,542	83,969



LINEAR TV SUMMARY

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

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

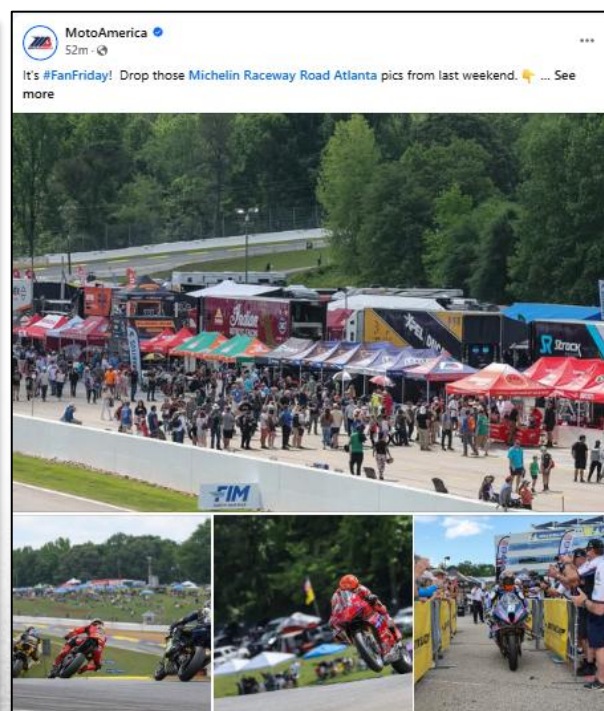
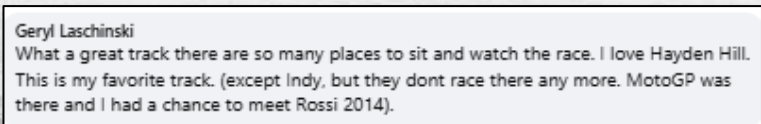
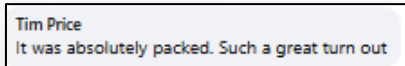
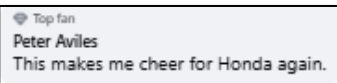
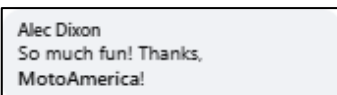
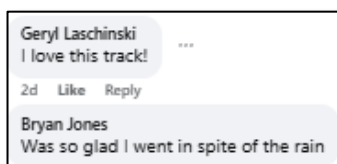
RACE BROADCAST DISTRIBUTION:

- 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 11, 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.

	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	211	53	36	69	15	38
Impressions	8,332,708	2,082,537	1,632,898	104,695	352,024	4,160,554
Engagement	188,267	85,837	74,105	2,873	9,666	15,786
Video Views	2,181,408	1,338,060	53,702	27,329	352,024	410,293
Comments, Shares	8,632	3,277	2,654	208	523	1,970



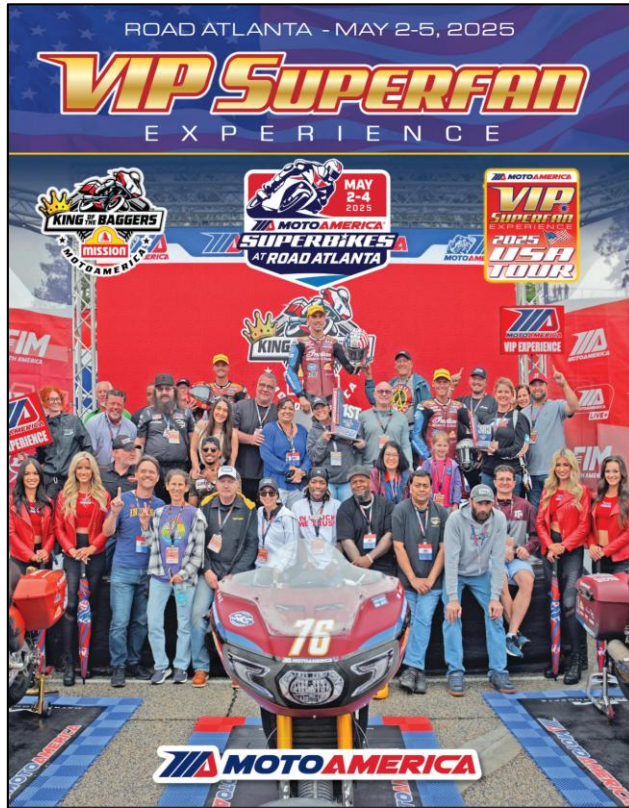
MARKETING

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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
May 2-4, 2025



PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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