

RACE REPORT

Road America
May 30-June 1, 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

Road America
May 30-June 1, 2025



The most-attended Superbike weekend in the track's 45-year history and the MotoAmerica series as well.

"To have the largest motorcycle racing crowd in the history of Road America is something we're all proud of," said MotoAmerica COO Chuck Aksland. "The racing continues to be some of the closest we experience on our calendar, and the great weather helped deliver this increasingly large and enthusiastic crowd. This has been a great weekend for MotoAmerica, and we want to thank all the fans who came out and made this event one to remember. We can't wait to do it all again in 2026."

"This was a milestone weekend for all of us," said Mike Kertscher, President and General Manager of Road America. "The energy from the fans, the world-class competition, and the sheer volume of everything from entries to spectators made this the biggest Superbike event we've ever hosted since motorcycles first hit the track in 1980. Road America is built for moments like these – wide-open speed, family entertainment, and unforgettable memories."

For many, it wasn't just a race – it was an experience.



SNAPSHOT

139	Rider Entries
6	Competition Classes
12	Races total
96,000	Linear TV AA P2+
2.9M	Digital Video Views
9.2M	Social Media Impressions
193K	Social Media Engagement
47,944	Attendance

- Metrics: May 30-June 8; 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	56,673	23,482
YouTube	438,133	58,660
Facebook	625,065	2,619
Instagram	946,062	N/A
X	35,764	N/A
TikTok	774,324	N/A
TOTAL	2,876,021	84,762



LINEAR TV SUMMARY

96,000	Total AA Households USA
138,000	Total AA P2+ USA
	(FOX FS1 & FS2, NBC Peacock)

RACE BROADCASTS:

- MotoAmerica Live+ All Classes Live & SVOD
- Fox Sports FS1 *Superbike Rewind, Mission King Of The Baggers*
- NBC Peacock *Live Superbike*
- 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
- NBC Peacock: USA
- NBC Sports Now: USA
- 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 30-June 8; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.

SOCIAL MEDIA

Road America
May 30-June 1, 2025



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	257	58	40	88	35	36
Impressions	9,188,759	1,234,144	1,721,247	139,057	774,324	5,319,987
Engagement	192,790	63,287	69,432	3,520	40,285	16,266
Video Views	2,819,348	625,065	946,062	35,764	774,324	438,133
Comments, Shares	11,968	2,735	3,981	474	2,361	2,417

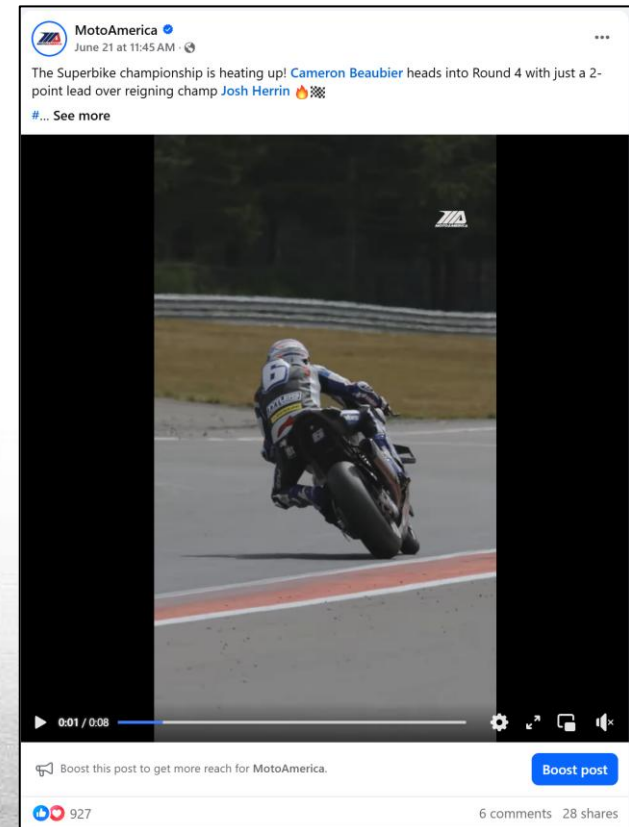
Scott Cegla
Been a couple of years since I was at Road America. But every time I'm up there I'm floored by how nice it is. New bathrooms, bridges, tunnels and viewing areas. Nothing looking run down. The place is beautiful not to mention all the different food stands everywhere.

Cheddar Curtain
One of the coolest home straights in the world

Randy Corson
Road America is AWESOME!!!!

Top fan
Robert Slowinski
We are here!!!

Todd Murray
MotoAmerica has worked magic over the last decade!
As one of the 168 spectators that showed up to the Road America (round 2 of 6 total) in 2014, I thought DMG had killed the series.
Way to turn it all around!



Total Potential Audience Reach: 695,291,911 (with syndication)

National

- NBC Sports– <https://www.nbcsports.com/watch/motoamerica-superbike-2025-highlights-round-3-road-america-race-1>
- Total Motorcycle: https://www.totalmotorcycle.com/josh-herrin-picture-perfect-with-two-wins-on-ducatti-panigale-v4-r-to-celebrate-a-new-start-in-life/#google_vignette
- NBC Sports: <https://www.nbcsports.com/motor-sports/news/josh-herrin-wins-motoamerica-superbike-race-1-at-elkhart-lake-leading-wire-to-wire-cameron-beaubier-third>
- NBC Sports:– <https://www.nbcsports.com/watch/motoamerica-superbike-2025-highlights-round-3-road-america-race-2>
- NBC Sports: <https://www.nbcsports.com/motor-sports/news/josh-herrin-sweeps-road-america-cameron-beaubier-crashes-in-race-2>
- NBC Sports: <https://www.nbcsports.com/watch/what-motoamerica-superbike-riders-said-after-race-1-and-2-at-road-america>

Broadcast

- WISC-TV: MotoAmerica Returns Next Weekend – <https://spaces.hightail.com/space/BTCr8Vvkxl>
- WITI-TV (FOX Milwaukee): MotoAmerica Superbikes at Road America – <https://spaces.hightail.com/receive/rdFzA2n0Dj>
- WGBA-TV (Green Bay, WI): NBC26 News at 5pm – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/MnlLn3KIHz?_gl=1*1x538II*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTIxNDI4MjU1LjE3NDg4MTM2NzguMTc0ODgxNTkzOA..
- WGBA-TV (Green Bay, WI): NBC26 News at 5pm – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/MnlLn3KIHz?_gl=1*1x538II*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTIxNDI4MjU1LjE3NDg4MTM2NzguMTc0ODgxNTkzOA..
- WISN-TV (Milwaukee, WI): Big 12 Sports Saturday – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/cjXAGmOLow?_gl=1*1ejzfry*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTIxNDI4MjU1LjE3NDg4MTM2NzguMTc0ODgxNTkzOA..
- WDJT-TV (Milwaukee, WI): CBS 58 News at 10:30pm – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/R3RuTDL5is?_gl=1*1b1xayx*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTQ1ODM1NDU2LjE3NDg4ODQwNzQuMTc0ODg4NDQzMw



Syndications

- Yahoo! Sports: What's at Road America this weekend? MotoAmerica Series comes to track May 30-June 1. – <https://sports.yahoo.com/article/whats-road-america-weekend-motoamerica-093032098.html>
- Yahoo! Sports: 2025 motorcycle racing weekend at Elkhart Lake's Road America: What to know – <https://sports.yahoo.com/article/2025-motorcycle-racing-weekend-elkhart-101833568.html>
- MSN: MotoAmerica returns to Road America – <https://www.msn.com/en-us/video/other/motoamerica-returns-to-road-america/vi-AA1Fls0R>
- MSN: MotoAmerica happening at Road America this weekend – <https://www.msn.com/en-us/sports/motorsports/motoamerica-happening-at-road-america-this-weekend/ar-AA1F020A>
- MSN: MotoAmerica Superbikes and Vintage MotoFest kicks off at Road America – <https://www.msn.com/en-us/news/offbeat/motoamerica-superbikes-and-vintage-motofest-kicks-off-at-road-america/vi-AA1FNCQ6>
- MSN: Superbike racing at Road America – <https://www.msn.com/en-us/sports/motorsports/superbike-racing-at-road-america/ar-AA1FQSM3>

MARKETING

Road America
May 30-June 1, 2025



MAY 30-JUNE 1 2025
MOTOAMERICA SUPERBIKES AT ROAD AMERICA

YAMAHA RACING
ROYAL ENFIELD
Indian MOTORCYCLE
aprilia
MOTO GUZZI

DEMO RIDES! ROAD AMERICA ELKHART LAKE, WI

ALL WEEKEND LONG

Test-ride new models from these brands while watching USA's best motorcycle racing!

MAY 30-JUNE 1 2025
MOTOAMERICA SUPERBIKES AT ROAD AMERICA

GET TIX TODAY!

SIX CLASSES OF RACING

SUPERBIKE • MISSION KING OF THE BAGGERS • STOCK 1000
MOTOVATION SUPERSPORT • ROYAL ENFIELD BUILD. TRAIN. RACE.
PARTS UNLIMITED TALENT CUP BY MOTUL

ROAD AMERICA • ELKHART LAKE, WI

SUPERBIKES & BAGGERS ARE COMING!

AT ROAD AMERICA

MAY 30-JUNE 1

ROAD AMERICA MOTOAMERICA

GET TICKETS TODAY!
BAGGER RACING
at MICHELIN RACEWAY ROAD ATLANTA

MAY 2-4 2025

MOTOAMERICA AMA FIM

KING OF THE BAGGERS MISSION MOTOAMERICA

5 RACING CLASSES DURING MOTOAMERICA SUPERBIKE WEEKEND

MAY 30-JUNE 1 2025
MOTOAMERICA SUPERBIKES AT ROAD AMERICA

GET TICKETS. JOIN THE FUN!

ARE YOU A MOTOAMERICAN?

UNITE WITH RACE FANS AT ROAD AMERICA • ELKHART LAKE, WI

MAY 30-JUNE 1 2025
MOTOAMERICA SUPERBIKES AT ROAD AMERICA

VIP SUPERFAN EXPERIENCE

GET THE ULTIMATE EXPERIENCE
at Road America • Elkhart Lake, WI

MAY 30-JUNE 1, 2025
MotoAmerica.com/calendar

ARE YOU A MOTOAMERICAN?

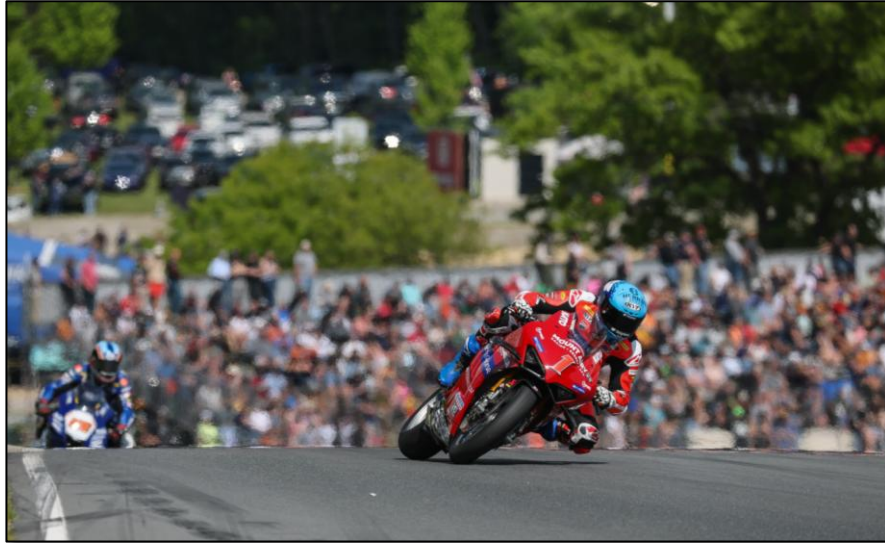
SUPERBIKES ARE COMING

SUPERFAN VIP

Road America
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SERIES PARTNERS

Road America
May 30-June 1, 2025



PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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