

RACE REPORT

Event Date: June 2-4, 2023



ROAD AMERICA®

INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

REPORT CONTENTS



Series Overview

Broadcast Overview

Event Snapshot

Coverage Details:

Linear TV Viewership

Digital Viewership

Social Media

Earned Media

Event Marketing

Imagery

Contact Info



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.



EVENT SNAPSHOT



BOOM!

MotoAmerica sets a three-day **attendance record** for its event at Road America, Inc. This stop on the season schedule has truly become a destination event.

The famous grounds were filled with acres of hardware including light-trucks, cars, toyhaulers, campers, diesel-pushers, UTV's and about every type of motorcycle ever produced. Motorcycle OEM's held demo rides and the family-friendly entertainment including stunt shows, vintage bike shows and various activities.

Continuing a season of upsets, the top of the podium was filled with different faces including Josh Herrin, Bobby Fong, Xavi Flores, Rossi Moor and more. This round also marked the first 2023 race for the all-female Royal Enfield "Build. Train. Race." class. Twelve women riders started out with 19-year-old Mikayla Moore winning both Saturday and Sunday races.

Classes:

- *Medallia Superbike*
- *Supersport*
- *Junior Cup*
- *Steel Commander Stock 1000*
- *Mission King Of The Baggers*
- *Royal Enfield Build. Train. Race.*
- *Mission Mini Cup by Motul*

IMPACT SUMMARY

187	Rider Entries
7	Competition Classes
14	Races Total
417,135	Linear TV AA Nielsen P2+ (est)
4.2M	Digital Video Views
11.4M	Social Media Impressions
436K	Social Media Engagement
40,081	Attendance

Digital metrics reflect June 2-12, 2023 time period.



417,135 TOTAL AA Nielsen P2+*

Classes	USA Networks				Global Networks					
<i>Medallia Superbike</i>	FS1, FS2	MAVTV Live	YouTube Live	MA Live+	MTRSPT1 Live	MotoAmericaTV	ESPN LATAM	SuperSport	Star+ China	FSR
<i>Supersport</i>		MAVTV	YouTube	MA Live+	MTRSPT1	MotoAmericaTV Live	ESPN LATAM	SuperSport	Star+ China	
<i>Mission King of the Baggers</i>	FS1, FS2	MAVTV Live	YouTube Live	MA Live+	MTRSPT1 Live	MotoAmericaTV Live				FSR
<i>Junior Cup</i>		MAVTV	YouTube	MA Live+	MTRSPT1 Live	MotoAmericaTV				
<i>Steel Commander STK 1000</i>			YouTube	MA Live+	FB Live	MTRSPT1	MotoAmericaTV Live			
<i>Royal Enfield BTR</i>			YouTube Live	MA Live+	FB Live	MTRSPT1	MotoAmericaTV			

International TV Networks:

MTRSPT1 reach:	USA, France, Great Britain, Spain, Italy, Mexico, Australia, New Zealand, Denmark, South Africa
ESPN Latin America reach:	Brazil, Chile, Columbia, Peru, Argentina, Guatemala
Fox Sports FSR reach:	Canada, Caribbean
SuperSport reach:	South Africa
Star+ reach:	China

Notes

*Linear TV:	USA programs on Fox Sports and MAVTV only, all class programs.
Streaming:	MotoAmerica Live+ streaming and SVOD metrics on next page.
Digital/Social:	Metrics on next page.
TV Ratings:	Reflect June 14, 2023, to present, plus forecasted rears.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



RACE VIEWERSHIP: DIGITAL



	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	111,629	2,036,881
YouTube	636,046	56,786
Facebook	727,628	9,717
Instagram	2,436,365	N/A
Twitter	24,836	N/A
TikTok	251,764	N/A
TOTAL	4,188,268	2,103,383



Notes

Not shown: MotoAmericaTV metrics.


Digital metrics reflect June 2-12, 2023, time period.

SOCIAL MEDIA





Metrics reflect June 2-12, 2023, time period.


	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	170	42	40	23	21	44
Impressions	11,423,783	2,657,860	2,782,172	75,891	251,764	5,656,096
Engagement	436,152	200,370	181,840	5,420	19,583	28,939
Video Views	4,076,639	727,628	2,436,365	24,836	251,764	636,046
Comments, Shares	22,131	7,731	9,659	125	1,117	3,499


 **William Setliff** (He/Him) • 2nd
Consumer Focused Healthcare | Chief Growth Officer | Board Member | Inve...
2d • 🌐


Elkhart Lake's **Road America, Inc.** and **MotoAmerica** are a perfect match for those who love the thrill of two wheels, the beauty of the most glorious road course in the USA, and the comradarie that comes from a weekend spent here. If you're a four or two-wheel motor sports enthusiast, this event is for you!


 Dave Christel
What a great weekend of racing! ...
Like Reply 1w

 Top fan
Robert Lackey
Great event from start to finish this weekend! 🍌🍌🍌

 Juan Pablo Garcia
My God that LEAN!! He was basically parallel to the ground on that last turn, what a pro!

 Kenneth Gillette
Great time there as usual Love Road America

 Neil Zuege
Road America is cream of the crop .
Congrats Josh!

 Dal Brazzell
I have a whole new respect for Royal Enfield for sponsoring this program and frankly for whoever dreamed it up (if it wasn't the brainchild of R.E.).
This is all that's great about Motorsports.
Like Reply 2d

👍❤️ 5

MotoAmerica is at Road America.
Ad - Plymouth, WI • 🌐

👁 Maryland's own Mikayla Moore went to Road America to perform the "Race" portion of the Royal Enfield Build, Train, Race, program, but the double-race winner also put a little "Build" in her Wisconsin weekend, too.
#motorcycle #racing



👍❤️ 1.2K 71 comments 52 shares

TV, ONLINE, ENDEMIC AND NON-ENDEMIC

MUCK RACK

WITI-TV (Milwaukee, WI) - FOX 6 Wake-Up News at 9

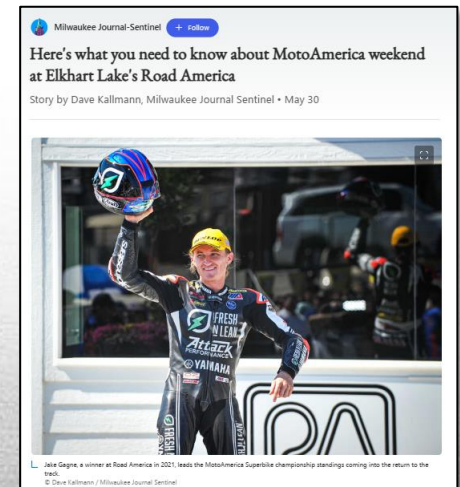
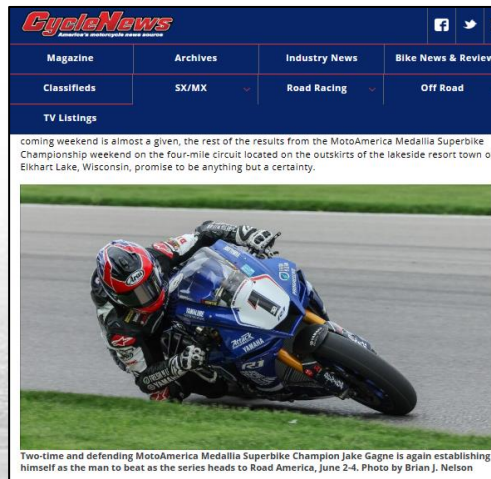
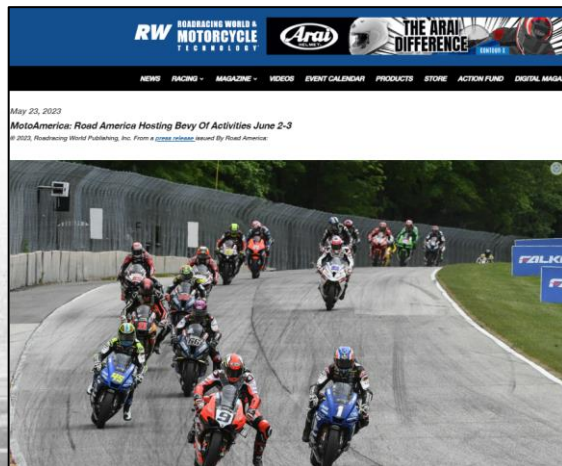
Television

Aired on June 2, 2023 at 9:36 AM on WITI-TV (Milwaukee, WI)
Milwaukee, WI, United States

Audience 855,975 national
National Ad Value \$5,555.28 per 30 seconds
Local Ad Value \$155.31 per 30 seconds
26,067 local



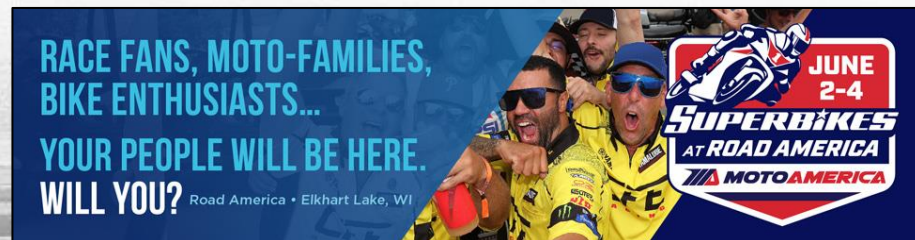
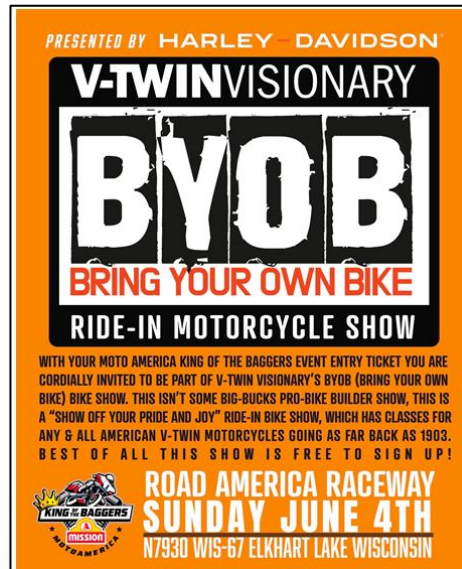
Media hit list
located [here](#).



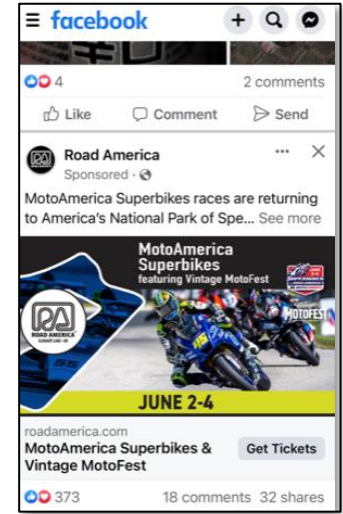
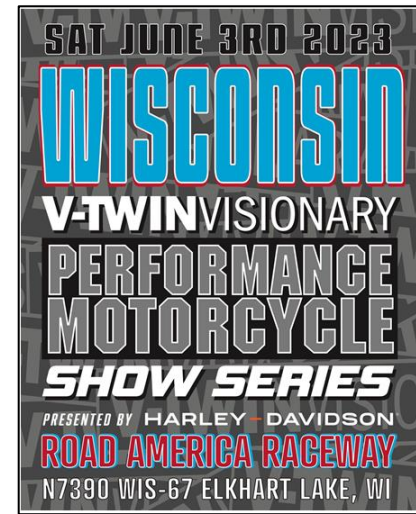
EVENT MARKETING



Comprehensive campaigns across multi-state area including ads across digital, social media, Billboards, Local TV, Posters/Flyers at Dealerships, Club Outreach, PR and more.



EVENT MARKETING



IMAGERY



IMAGERY



SERIES PARTNERS



Medallia



CONTACTS



MotoAmerica

18004 Sky Park Circle, Ste. 110
Irvine, CA 92614
www.motoamerica.com

SALES, MARKETING, BD

Jeff Nasi SVP
310.993.9190 M
jnasi@motoamerica.com

MEDIA, PR, PROMOTIONS

Jordan Miller VP
949.378.1697 M
jmiller@motoamerica.com