

RACE REPORT

Event Date: June 2-4, 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.



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 Supersport</i> | FS1, FS2 | MAVTV Live MAVTV | YouTube Live YouTube | MA Live+ MA Live+ | MTRSPT1 Live MTRSPT1 | MotoAmericaTV MotoAmericaTV Live | ESPN LATAM ESPN LATAM | SuperSport SuperSport | Star+ China Star+ China | FSR FSR |
| <i>Mission King of the Baggers Junior Cup</i> | FS1, FS2 | MAVTV Live MAVTV | YouTube Live YouTube | MA Live+ MA Live+ | MTRSPT1 Live MTRSPT1 Live | MotoAmericaTV Live MotoAmericaTV | | | | FSR |
| <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, Carribean |
| 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

 **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

 **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

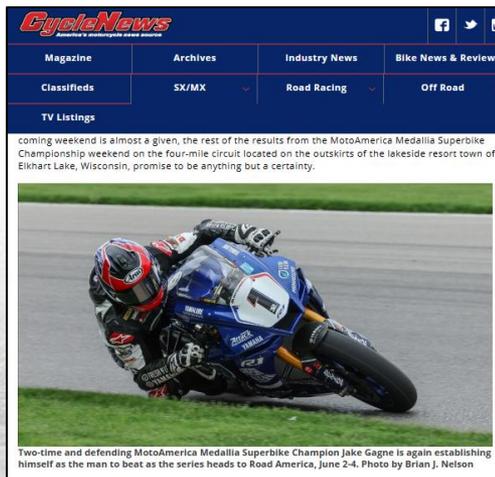
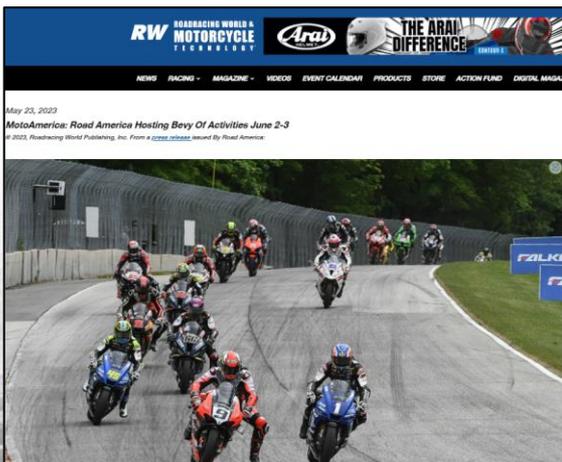
WITI-TV (Milwaukee, WI) - FOX 6 Wake-Up News at 9

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

Audience 👤 National Ad Value Local Ad Value
855,975 national \$5,555.28 per 30 seconds \$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.

MotoAmerica 19

Watch MotoAmerica Medalla Superbikes reach top speeds of close to 190 miles per hour at Road America, "America's National Park of Speed." It all starts this Sunday at 11:30 a.m. ET on FS1.

#motorcycle #racing

JUNE 2-4
SUPERBIKES
AT ROAD AMERICA
MOTOAMERICA

TUNE IN

FS1 JUNE 11 • 11:30 AM ET

71 1 comment 4 shares

Like Comment Share

PRESENTED BY HARLEY-DAVIDSON

V-TWIN VISIONARY

BYOB

BRING YOUR OWN BIKE

RIDE-IN MOTORCYCLE SHOW

WITH YOUR MOTO AMERICA KING OF THE BAGGERS EVENT ENTRY TICKET YOU ARE CORDIALLY INVITED TO BE PART OF V-TWIN VISIONARY'S BYOB (BRING YOUR OWN BIKE) BIKE SHOW. THIS ISN'T SOME BIG-BUCKS PRO-BIKE BUILDER SHOW, THIS IS A "SHOW OFF YOUR PRIDE AND JOY" RIDE-IN BIKE SHOW, WHICH HAS CLASSES FOR ANY & ALL AMERICAN V-TWIN MOTORCYCLES GOING AS FAR BACK AS 1903. BEST OF ALL THIS SHOW IS FREE TO SIGN UP!

ROAD AMERICA RACEWAY
SUNDAY JUNE 4TH
N7930 WIS-67 ELKHART LAKE WISCONSIN

RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS... YOUR PEOPLE WILL BE HERE. WILL YOU? Road America • Elkhart Lake, WI

JUNE 2-4
SUPERBIKES
AT ROAD AMERICA
MOTOAMERICA

MotoAmerica June 1 at 12:37 PM

Race fans! If you're in central Wisconsin, look for the [Mission Foods](#) display at your local Walmart, Pick N Save, Woodman's, or Tadych's Marketplace. Scan the QR code on the display to get a discount code for this weekend's event at [Road America](#). While you're there, grab some tortillas and [#MissionFoods](#).

[#2Fast2Tasty](#) [#FueledByMission](#)

133 6 comments 8 shares

AMA

JUNE 2-4
SUPERBIKES
AT ROAD AMERICA
MOTOAMERICA

VIP PACKAGE

***** 2023 *****

Get the Ultimate Experience!

- 20% off merchandise voucher
- VIP Hospitality for ages 16 & over
- Climate-controlled VIP area with MA Live TV (available only Sat & Sun)
- MotoAmerica racer meet & greet
- Catering (cont.) breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- 3-day general admission; paddock access, Premier/VIP parking pass
- Preferred Superbike podium viewing
- Superbike Sat & Sun grid access

MotoAmerica.com/calendar

7 CLASSES OF ROAD RACING!

- Medalla Superbikes
- Supersport
- Stock 1000
- Junior Cup
- Mission King of the Baggers
- Royal Enfield BUILD.TRAIN.RACE.
- Mission Mini Cup

2023

JUNE 2-4
SUPERBIKES
AT ROAD AMERICA
MOTOAMERICA

Road America • Elkhart Lake, WI

GET TICKETS TODAY!

EVENT MARKETING



SAT JUNE 3RD 2023

WISCONSIN

V-TWIN VISIONARY

PERFORMANCE MOTORCYCLE

SHOW SERIES

PRESENTED BY HARLEY-DAVIDSON

ROAD AMERICA RACEWAY

N7390 WIS-67 ELKHART LAKE, WI



BAGGER RACING AT ROAD AMERICA
JUNE 2-4 • 7 CLASSES OF RACING
During MotoAmerica Superbike Weekend

JUNE 2-4
3-Day Camping
Fun for Family and Friends
Enjoy our FREE Kid Zone!

ROAD AMERICA • ELKHART LAKE, WISCONSIN

JUNE 2-4
SUPERBIKES AT ROAD AMERICA
MOTOAMERICA

SUPERBIKES ARE COMING

ROAD AMERICA • ELKHART LAKE, WI • 6/2 - 6/4

MOTOAMERICA SUPERBIKES AT ROAD AMERICA

MOTOAMERICA SUPERBIKES AT ROAD AMERICA

June 2-4 • 7 Classes of Road Racing • Elkhart Lake, WI

BAGGER RACING • FAMILY FUN • VINTAGE MOTOFEST • CAMPING • VIP PACKAGES • TICKETS: MOTOAMERICA.COM

IMAGERY



IMAGERY



SERIES PARTNERS



Medallia



audio-technica



ADVANCED SUSPENSION TECHNOLOGY



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