

RACE REPORT



SERIES OVERVIEW



THE ROLL CONTINUES

MotoAmerica has grown nonstop since acquiring AMA road racing rights in 2015.

Each year breaks records across competitors, classes, attendance, viewership, content distribution and exceptional social media – a success story seven years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 120 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programming hours than any motorcycle series broadcast in the USA.



[Click for YouTube sizzle video](#)

REPORT OVERVIEW

EVENT DATE: JULY 9-11, 2021



RACE COVERAGE

Each event brings racing and behind-the-scenes content to 20+ different programs & platforms, delivering broader demos & reach.

METHODOLOGY

In general, the metrics in this report cover the event weekend and week thereafter, July 9 thru 16, 2021.

SNAPSHOT EVENT SUMMARY

Great racing and an enormous crowd answered the high expectations held for event. Outstanding amount positive feedback from both fans and motorcycle industry personnel.

204	Entries
7	Competition Classes
33,316	Attendance
240,896	Linear TV AA Households (North America)
5.4M	Digital Video Views (Racing, Highlights)
11M	Social Media Reach
764K	Social Media Engagement



International:

Fox Sports Australia
Fox Sports Asia
SuperSport S.A.
Eurosport TV



EVENT RACE CLASSES

JULY 9-11, 2021



Premier class showcasing the top riders in the nation aboard highly modified, production-based 1000cc motorcycles capable of 200+ mph. HONOS apparel is class sponsor. 20 Annual races.



Middleweight, high-focus and topical, Supersport features highly modified production-based 600cc motorcycles. 18 Annual races.



Harley-Davidson & Indian V-Twins. Inaugural 2020 race delivered strong consumer and industry attention. Three KOTB races in 2021. Three annual races.



Open to manufacturers homologating under machines under 399cc. With age limits of 14-28, Junior Cup is a high-focus breeding ground for future stars. STG is class sponsor. 18 Annual races.



Alt feeder-class to Superbike, providing riders recognition on 1000cc motorcycles before moving to premier. 12 Annual races.



Addresses one of the most popular categories of motorcycles while providing teams freedom to more heavily modify engine and suspension components.



This popular series joined the MotoAmerica Laguna Seca event as an exhibition class. More than 25 entries thrilled fans with highly competitive racing.

LINEAR TV VIEWERSHIP

JULY 9-16, 2021



SUMMARY

Total AA: 240,896 Households and 288,795 P2+ (North America)
 Total Programs: 9 Unique premiere shows, over 22 total airings

Notes

- Delayed Saturday HONOS Superbike Fox Sports broadcast preempted by soccer on lap 6 of race.
- Sat & Sun Fox Sports broadcasts ran against NASCAR Cup and NASCAR Xfinity broadcasts.

Sources, Definitions

- Fox Sports via Nielsen, MAVTV via 605 Platform.
- MAVTV Does not report P2+, so HH's are shown.
- P2+: All viewers in a household over 2 years old.
- L: Live, P: Premier, R: Reair, Blue text: Forecasted
- AA: Average Audience, the average number of viewers watching at any given moment.

DETAILS

Date	Time	Network	Program	Type	Mins	AA HH	AA P2+
07/10/21	7:30 PM	FS2	MOTOAMERICA SUPERBIKE	D	29	12,627	16,332
07/10/21	8:47 PM	FS2	MOTOAMERICA SUPERBIKE	D	60	10,741	21,110
07/11/21	5:00 PM	FS1	MOTOAMERICA SUPERBIKE L	L	60	57,477	73,697
07/11/21	10:00 AM	FS2	MOTOAMERICA SUPERBIKE	D	60	8,335	9,315
07/11/21	2:00 AM	FS2	MOTOAMERICA SUPERBIKE	D	60	2,386	1,082
07/11/21	3:00 AM	FS2	MOTOAMERICA SUPERBIKE	D	60	3,727	3,887
07/13/21	8:00 PM	FS2	MOTOAMERICA REWIND	P	60	9,966	10,085
HONOS Superbike Total						105,259	135,508
06/26/21	TBA	MAVTV	SUPERSPORT SAT	L	60	18,750	18,750
06/26/21	TBA	MAVTV	SUPERSPORT SAT	R	60	18,750	18,750
06/27/21	TBA	MAVTV	SUPERSPORT SUN	L	60	18,750	18,750
06/27/21	TBA	MAVTV	SUPERSPORT SUN	R	60	18,750	18,750
Supersport Total						75,000	75,000
07/11/21	6:00 PM	FS2	MOTOAMERICA KING-BAGGERS	P	30	10,440	15,250
07/13/21	7:30 PM	FS2	MOTOAMERICA KING-BAGGERS	R	30	7,754	7,687
Mission King of the Baggers Total						18,194	22,937
07/13/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	P		11,388	14,002
07/13/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	P		11,444	18,823
07/14/21	TBD	FS2	MOTOAMERICA JUNIOR CUP	R		4,000	5,000
07/14/21	TBD	FS2	MOTOAMERICA JUNIOR CUP	R		4,000	5,000
STG Junior Cup Total						30,832	42,825
06/27/21	11:00 PM	FS2	INSIDE MOTOAMERICA 5	P	60	5,611	5,525
07/29/21	12:00 AM	FS2	INSIDE MOTOAMERICA 5	R	60	6,000	7,000
Inside MotoAmerica Total						11,611	12,525
Multiple	Eurosport TV		HONOS Superbike	P	60	TBA	TBA
Multiple	Fox Sports Australia		HONOS Superbike	P	60	TBA	TBA
Multiple	Fox Sports Asia		HONOS Superbike	P	60	56,000	75,000
Multiple	SuperSport S. Africa		HONOS Superbike	P	60	TBA	TBA
International Total						56,000	75,000
TOTAL WEATHERTECH LAGUNA SECA RACEWAY						296,896	363,795

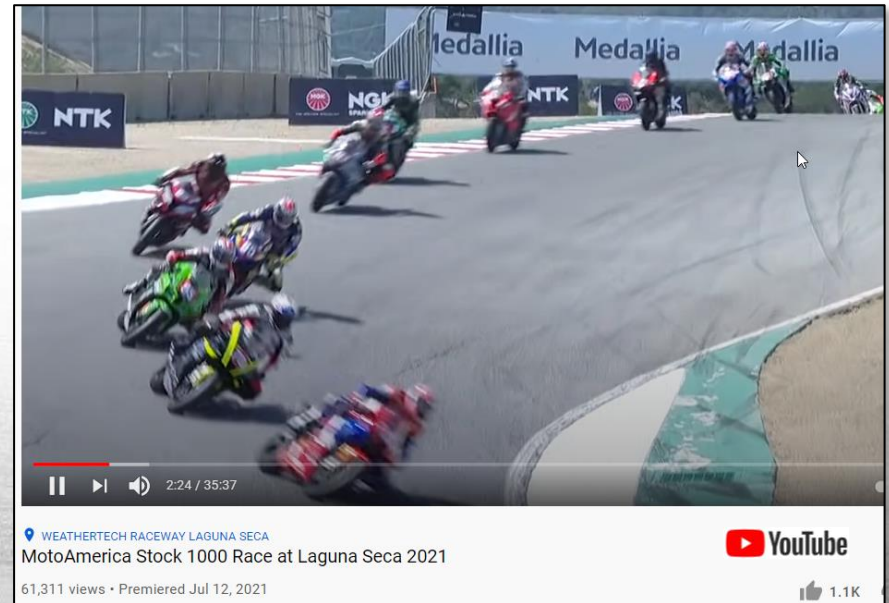
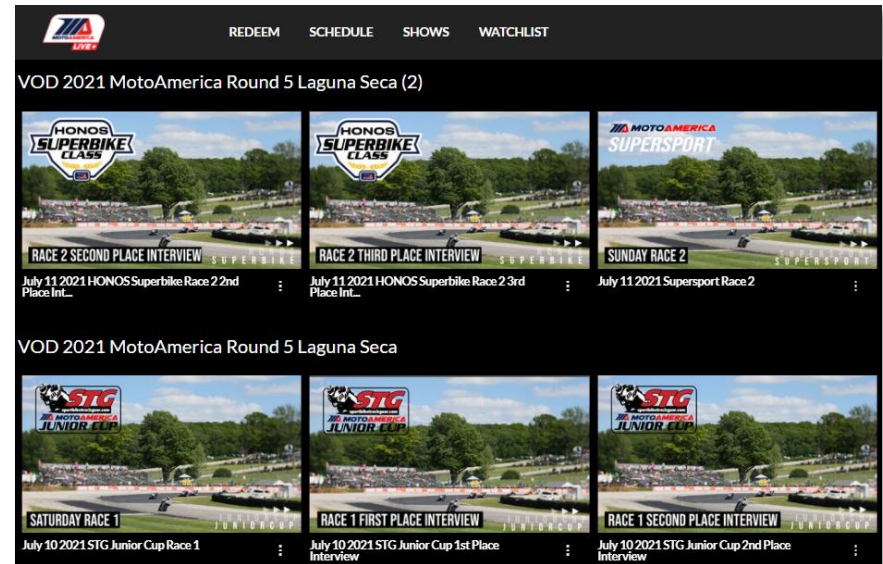
SUMMARY

Race & highlight videos

36,388	Live, MotoAmerica Live+
25,348	SVOD, MotoAmerica Live+
605,700	YouTube
3,532,609	Facebook (36,433 total hours viewed)
679,369	Instagram
83,269	Twitter
382,490	TikTok
5,345,173	Total Views

Notes

Watching MotoAmerica Live+ on the app, PC or Connected TV is similar to Linear TV. However, since Live+ metrics are delivered Views, not Households, it is categorized with other platforms measured in Views.



SUMMARY

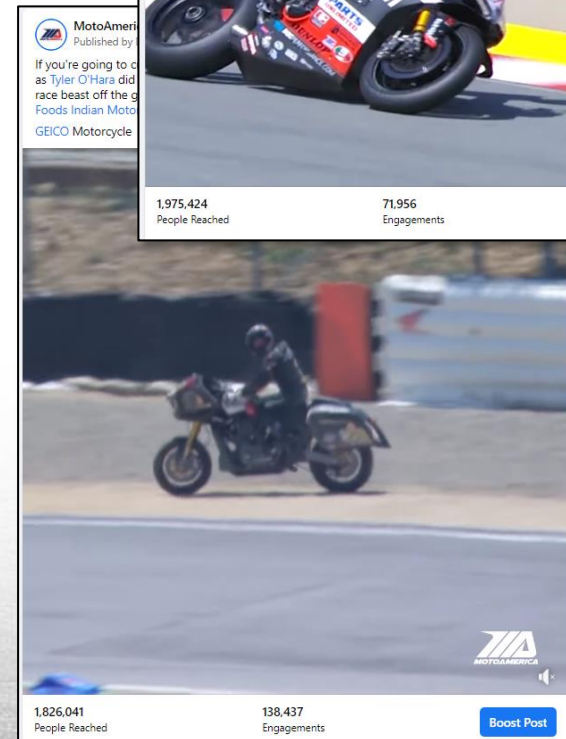
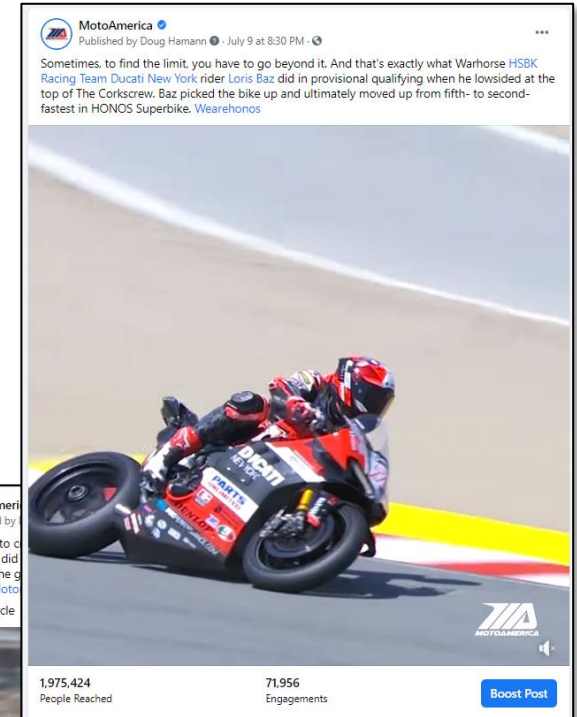
196	Posts
11,407,268	Impressions
11,021,304	Reach (est)
764,385	Engagement
4,677,737	Video Views
17,558	Shares/Comments

DETAILS

	Facebook	Instagram	Twitter	TikTok
Posts	60	33	95	8
Impressions	8,467,585	1,876,317	680,876	382,490
Reach (est)	8,317,400	1,746,875	612,788	344,241
Engagement	613,665	95,078	29,770	25,872
Video Views	3,532,609	679,369	83,269	382,490
Comments & Shares	13,089	1,160	802	2,507

NOTES

- All metrics shown are organic, non-paid.
- Four different platforms serve content uniquely, delivering greater content Reach and Diversity.
- Sharing, commenting and friend-tagging confirms that viewers find such value in MotoAmerica content they broadcast it themselves.



SUMMARY

33,316 Three-Day Total.
Fans and their motorcycles, cars, trucks, RV's and campers filled the hills of Laguna Seca from Thursday thru Sunday.



DETAILS

<u>2021 Date and event location</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>Increase</u>
Apr 30-May 2 Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
May 21-23 Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Jun 11-13 Road America	18,500	23,781	23,525	24,009	25,800	27,401	35,111	28%
Jun 25-27 The Ridge Motorsports Park						no fans	11,133	
Jul 9-11 WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	no fans	33,316	-51%*
Jul 30-Aug 1 Brainerd International Raceway						no race	-	
Aug 13-15 Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081	-	
Sep 10-12 New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381	-	
Sep 17-19 Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	16,379	-	
Blue = Adverse weather	120,200	134,552	152,450	153,593	170,234	91,419	116,854	

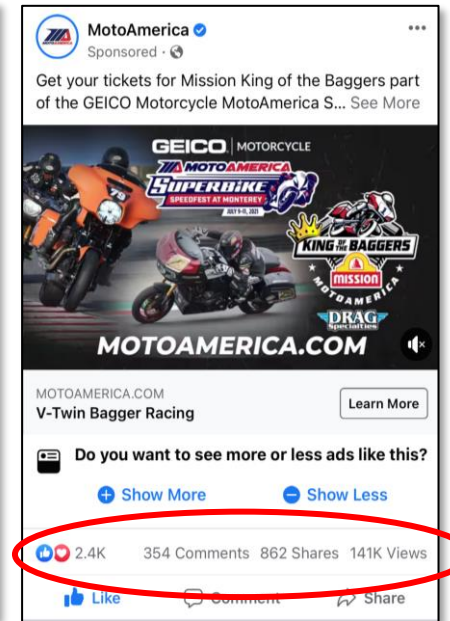
* Actual ticketed. 2015-2019 attendance reported by prior track management.

PRE-EVENT ADVERTISING & MKTG

Regional & National, June through July 14, 2021
8M Digital & Social Media Impressions Total

REGIONAL (EVENT ATTENDANCE)

Regional multimedia campaign including Local TV, Social Media, Digital Ads, Digital Video, Digital Radio, OOH/Billboards, Dealership Banners/Postcards, PR and more.



1 of 8 creatives

NATIONAL (AWARENESS & TUNE-INS)

Nationwide digital campaign for series awareness and tune-in details. Digital Ads, Social Media and YouTube delivered week prior.



EVENT VIEWER DEMOS

JULY 9-16, 2021



Fox Sports Broadcasts

AGE	%
2-18	4%
18-24	1%
25-54	39%
55-99	55%

Male: 69%, Female: 31%



MotoAmerica Live+ Broadcasts

AGE	%
18-24	10%
25-34	23%
35-44	18%
45-54	21%
55-64	19%
65+	10%

Male: 82%, Female: 18%



MotoAmerica YouTube Videos

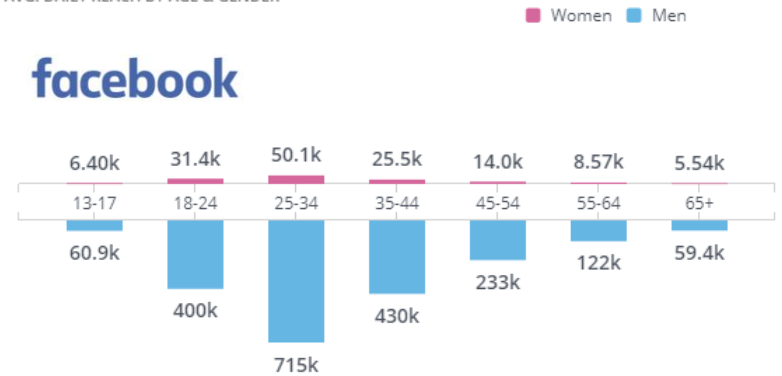
AGE	%
13-17	3%
18-24	14%
25-34	27%
35-44	21%
45-54	17%
55-64	13%
65+	6%

Male: 88%, Female: 12%



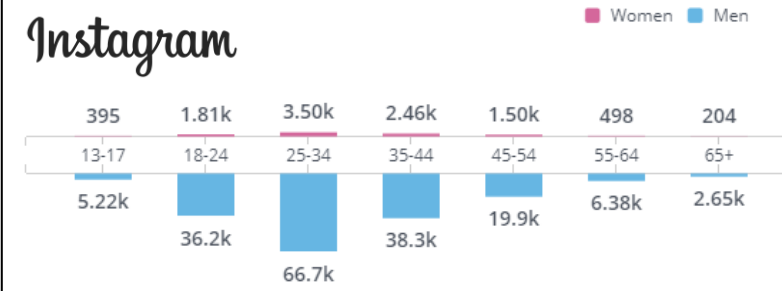
AVG. DAILY REACH BY AGE & GENDER

facebook



FOLLOWERS BY AGE & GENDER

Instagram



MotoAmerica.com Traffic

AGE	%	Page Views	Users	Sessions
18-24	10%			
25-54	22%	132,132		
35-44	18%	40,532		
45-54	21%	66,829		
55-64	19%			
65+	9%			
Male: 84%, Female: 16%				

SUMMARY

- 25+ Regional & National News Articles/Posts
- 300+ Non-MotoAmerica Tweets, Blog & Forum mentions

J Jalopnik
US | Jul 12 • 3:31 PM

MotoAmerica Doubles Down On Racing V-Twins To Attract A Larger Crowd

CN Cycle News • Cycle News
US | Jul 12 • 2:59 PM

Cycle News Magazine 2021 Issue 28

R RoadracingWorld.com
US | Jul 12 • 10:04 AM

MotoAmerica: More From The Races At Laguna Seca
... CA – Broken elbow, be damned. Kyle Wyman is the 2021 **MotoAmerica** Mission King Of The Baggers Champion. Wyman did what was needed to do to

M Monterey County Weekly • Daniel Dreifuss
US | Jul 13 • 4:00 PM

MotoAmerica Superbike Speedfest in Photos.
bikes rang through Laguna Seca race track during the 2021 Laguna Seca **MotoAmerica** Superbike Speedfest on Saturday, July 10. With the sun

KION-AM (Salinas, CA) - Central Coast News

Television
Aired on July 11, 2021 at 5:00 PM on KION-AM (Salinas, CA)
Monterey, CA, United States

Audience ⓘ
230,073 national
8,365 local



M MotorBiscuit.com
US | Jul 13 • 3:05 PM

No Matter the Bike, Nothing Stops Patricia Fernandez From Racing
Saddlemen Challenger weighs 635 pounds. It's 70% heavier than the **MotoAmerica** Superbikes she typically races.

R Racer.com
US | Jul 11 • 7:06 PM

Gagne takes ninth straight win at WeatherTech Raceway Laguna Seca
Laguna Seca in the second of two HONOS Superbike races in the **MotoAmerica** Superbike Speedfest at Monterey. But it only lasted two corners.



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