

RACE REPORT

WeatherTech Raceway Laguna Seca
Event Date: July 7-9, 2023



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

REPORT CONTENTS



Series Overview

Broadcast Overview

Event Overview

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 OVERVIEW

Event Date: July 7-9, 2023



MotoAmerica's round at Laguna Seca was yet another for the record books.

From Friday to Sunday, 140 rider entries in five classes wowed fans across ten individual races plus practice and qualifying sessions. Most notable is the current rivalry in the premier class, Medallia Superbike. Points leader, Jake Gagne, won Saturday with former MotoAmerica champion, Cameron Beaubier, sweeping both of Sunday's Medallia Superbike races.

Camping areas sold out and had to be expanded as RV's, toyhaulers and campers filled the hills. Fans also packed the Hagerty Marketplace which had various exhibitors and motorcycle demo-rides. In addition, over 1,500 people who purchased "Fan Lap" tickets got the opportunity to ride their motorcycles around the one of the most famous tracks in the world.

Classes:

- Medallia Superbikes
- *Supersport (extended race)*
- *REV'IT Twins Cup*
- *Mission King Of The Baggers*
- *Mission Super Hooligan National Championship by Motul*

IMPACT SUMMARY

140	Rider Entries
5	Competition Classes
10	Races Total
358K	Linear TV AA Nielsen P2+ (est)
4.5M	Digital Video Views
15.8M	Social Media Impressions
376K	Social Media Engagement
37,009	Attendance

Digital metrics reflect July 7-19, 2023, time period.



RACE VIEWERSHIP: TV



357,642 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>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, 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 July 7, 2023, to present, plus forecasted rears.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



RACE VIEWERSHIP: DIGITAL



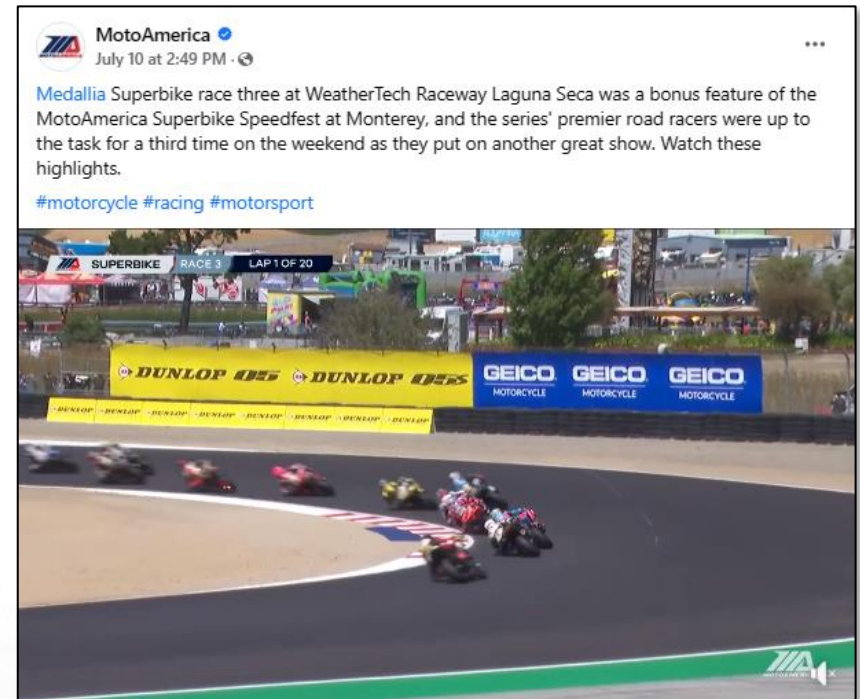
	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	81,351	1,748,450
YouTube	1,031,923	107,035
Facebook	166,970	3,003
Instagram	2,816,444	N/A
Twitter	56,654	N/A
TikTok	374,846	N/A
TOTAL	4,528,188	1,858,488

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect July 7-19, 2023, time period.

TV Ratings reflect July 7, 2023, to present, plus forecasted reairs.



SOCIAL MEDIA

Event Date: July 7-9, 2023



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	286	46	53	115	21	51
Impressions	15,800,910	2,667,193	3,359,797	465,081	374,846	8,933,993
Engagement	376,735	105,826	199,492	18,466	16,505	36,446
Video Views	4,446,837	166,970	2,816,444	56,654	374,846	1,031,923
Comments, Shares	16,721	2,640	8,864	556	342	4,319

Top fan
Jan Dorfling
Well done guys. A bigger thank you to every rider that gave there best.Sponsors you guys know.with out you this was not possible at all.Moto America you guys rock

Bernie Broderick
Unlike MotoGP these days, it was awesome to see Cam stalk Jake lap after lap in race 2. Couldn't have been more than half a bike length between them for most of the race. Thanks to aero, we don't see this in MotoGP anymore.

Top fan
Sandra Parsons
Nice touch, MotoA! Loving all the racing royalty handing out the trophies!
Like Reply 1w

Michael Picazo
Wayne, I was honored to watch some of the races yesterday from "your curve". Thank you for everything you have done for racing and Laguna Seca.

Zach Klassen
What a race. I love this Bagger racing.

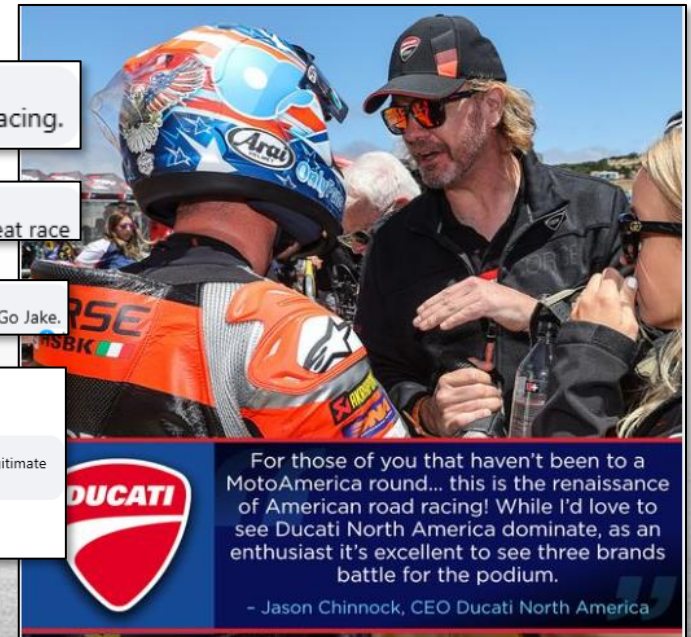
Michelle Horne Hamby
Awesome weekend at Laguna Seca great race

Jeffrey Elgar
I'm watching race 3 from the Corkscrew right now. Go Jake.

Chris Fogleman
Way to go, Cam!!! Keep it up...
Like Reply 6d

Chris Fogleman
As a BMW rider, it is awesome for the brand to have a legitimate shot at a championship.
Like Reply 6d

Forrest Forrest
That bmw smoking!!



Digital metrics reflect July 7-19, 2023, time period.

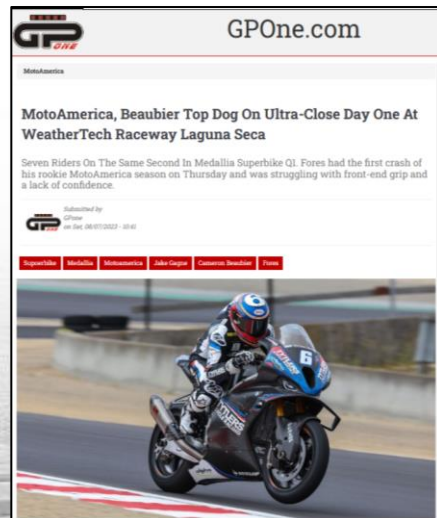
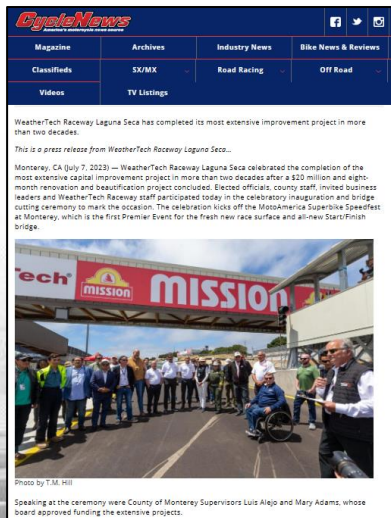
EARNED MEDIA

Event Date: July 7-9, 2023



TV, ONLINE, ENDEMIC AND NON-ENDEMIC

Media hit list
located [HERE](#).

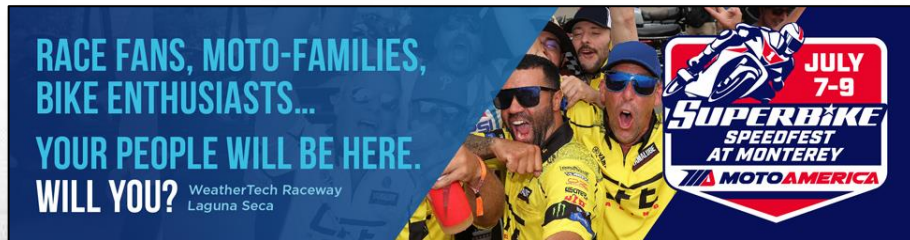


EVENT MARKETING

Event Date: July 7-9, 2023

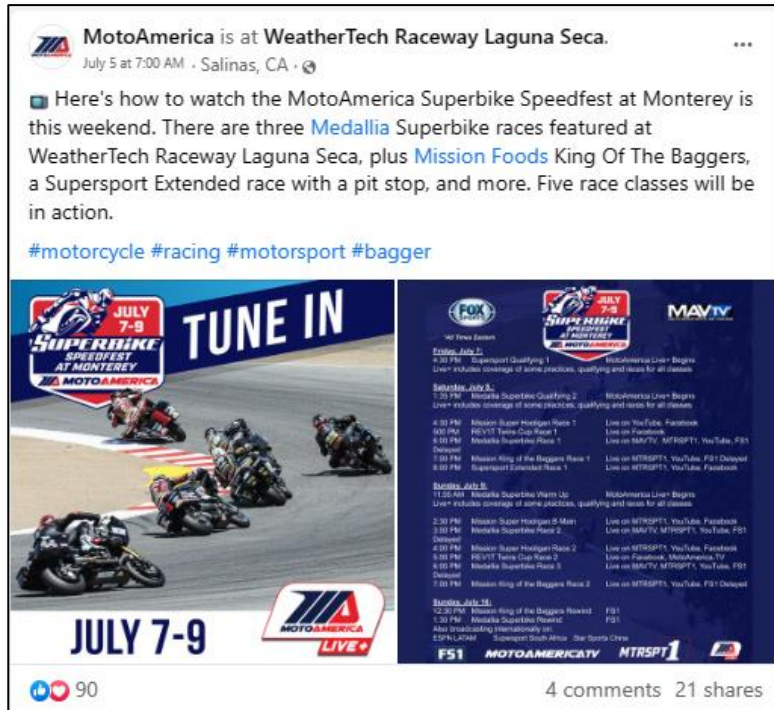


Comprehensive multi-media campaign across multi-state area including ads across digital, social media, Billboards, Local TV, Posters/Flyers at Dealerships, Club Outreach, PR and more.



EVENT MARKETING

Event Date: July 7-9, 2023







MotoAmerica and WeatherTech Raceway Laguna Seca kicked off the MotoAmerica Superbike Speedfest at Monterey with a Bike Night in Salinas, and the fans got to meet a bunch of the riders, check out the bikes, and enjoy a beautiful summer evening together.



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