

RACE REPORT

WeatherTech Raceway Laguna Seca
July 11-13, 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

WeatherTech Raceway Laguna Seca
July 11-13, 2025



Another record-breaker in Monterey

2025 Marks the fifth consecutive year that MotoAmerica has grown its attendance at WeatherTech Laguna Seca Raceway.

Five unique race classes delivered eleven individual races, breaking MotoAmerica's 40,000 attendance count at Laguna Seca during the 3-day weekend.

In addition, more than eleven Roadracing legends and industry notables gathered to welcome 75 fans for the annual Rainey's Ride To The Races.



SNAPSHOT

129

5

11

158K

71M

98M

3.9M

40,939

Rider Entries

Competition Classes

Races total

Linear TV AA P2+

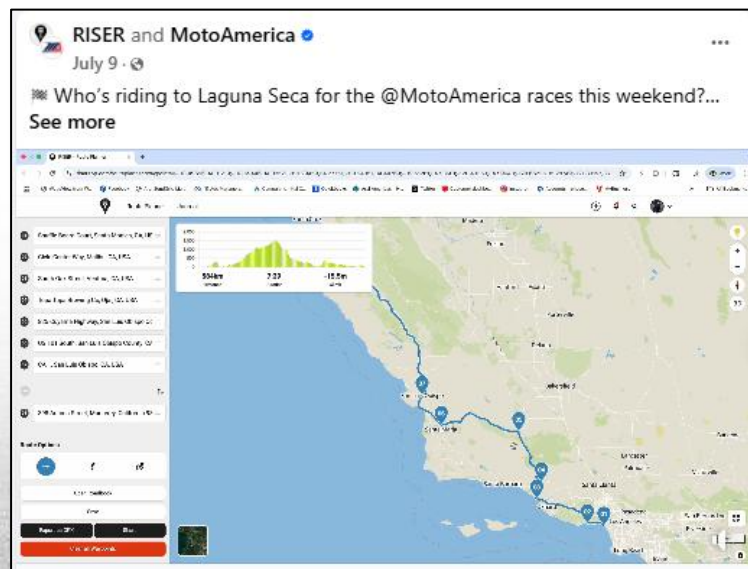
Digital Video Views

Social Media Impressions

Social Media Engagement

Attendance

- Metrics: July 11-20; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old.
- P2+ Estimated for NBC Peacock.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	44,063	22,463
YouTube	585,245	71,115
Facebook	20,416,891	113,207
Instagram	42,219,709	N/A
X	939,734	N/A
TikTok	6,531,858	N/A
TOTAL	70,737,500	206,785

LINEAR TV SUMMARY

158,000 **Total AA P2+ USA (FOX FS1 & FS2)**
53,771 **Total Uniques (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: July 11-20; 10-Day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment. NBC Peacock P2+ estimated as part of overall total.



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	407	96	81	144	45	41
Impressions	97,831,646	40,922,457	43,775,290	741,926	6,531,858	5,860,115
Engagement	3,876,494	1,255,970	2,031,473	14,685	554,107	20,259
Video Views	70,693,437	20,416,891	42,219,709	939,734	6,531,858	585,245
Comments, Shar	379,840	38,760	285,310	2,167	50,839	2,764

Two viral videos: [Wayne Rainey](#) and [Treston Morrison](#)

Danilo Medved

Rainey and Laguna Seca two legends of motorcycling for all time, Its a beautiful moment to look champion rider Wayne Rainey at the most spectaculat racetrack, truly magical moment 🍷🍷🍷❤️🏆🏆🏆

💎 Top fan

Eddie Bingham

I like that racetrack... it's challenging

💎 Top fan

Mark Peffer

If JD is on the track, I'm buying a ticket!!

Michael A. Mowatt Jr.

the most recognizable turn in all of motorsport.

Michelle Horne Hamby
Long Live

Moto racing

at

Laguna Seca raceway

Xox

Kevin Schaller

I so enjoyed an Aprilia-sponsored "parade lap" that turned into a fast two-lap romp at Laguna. The CHP commented that the 70ish riders all looked very competent and kitted properly. We had a ball and the motor officers were really a blast to hang out with after the laps. They shared some good riding tips as well.



[FULL EARNED MEDIA RECAP](#) on this link. Below are selections of the areas of reach.

Total Potential Audience Reach: 421,089,561 (with syndication)

National

- NBC Sports: MotoAmerica Superbike highlights: Round 5, Speedfest at Monterey, Race 1 - <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-5-speedfest-at-monterey-race-1>
- NBC Sports: MotoAmerica Superbike highlights: Round 5, Speedfest at Monterey, Race 2 - <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-5-speedfest-at-monterey-race-2>
- NBC Sports: MotoAmerica Superbike highlights: Round 5, Speedfest at Monterey, Race 3 - <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-5-speedfest-at-monterey-race-3>
- Sports Illustrated: Superbike Superstar Sweeps MotoAmerica Twins Cup at Laguna Seca - <https://www.si.com/onsi/adventure/latest-news/superbike-superstar-sweeps-motoamerica-twins-cup-at-laguna-seca>

Local Print/Online

- KION News Channel 46 (YouTube): Hablando con Richie Escalante sobre MotoAmerica - <https://www.youtube.com/watch?v=7wgYWeIn3yc>
- KION-TV (Salinas, CA): Moto-America Superbike Speedfest sees a busy and historic day 2 - <https://kion546.com/sports/2025/07/12/moto-raceway/>
- KSBW-TV (Salinas, CA): Motorcyclists take over Salinas streets for MotoAmerica event - <https://www.ksbw.com/article/motorcyclists-salinas-streets-motoamerica-event/65382806>
- KSBW-TV (Salinas, CA): Keanu Reeves' race team will attend MotoAmerica Superbike Speedfest - <https://www.ksbw.com/article/keanu-reeves-team-motoamerica-superbike-speedfest/65371752>
- KNTV-TV (San Jose, CA): Motorcycle racing returns to Central Coast - <https://www.nbcbayarea.com/news/local/video-motorcycle-racing-returns-to-central-coast/3909453/>
- King City Rustler: MotoAmerica Superbike SpeedFest at Monterey - <https://kingcityrustler.com/events-calendar/#/details/motoamerica-superbike-speedfest-at-monterey/14891882/2025-07-11T08>
- Salinas Valley Tribune: MotoAmerica Superbike SpeedFest at Monterey - <https://salinasvalleytribune.com/events-calendar/#/details/motoamerica-superbike-speedfest-at-monterey/14891882/2025-07-11T08>

Syndications

- Yahoo Sports: How to Watch MotoAmerica Round 5 at WeatherTech Raceway, Laguna Seca: Schedule, TV/stream info, past results - <https://sports.yahoo.com/article/watch-motoamerica-round-5-weather-tech-205903527.html>
- MSN: How to Watch MotoAmerica Round 5 at WeatherTech Raceway, Laguna Seca: Schedule, TV/stream info, past results - <https://www.msn.com/en-us/sports/other/how-to-watch-motoamerica-round-5-at-weather-tech-raceway-laguna-seca-schedule-tv-stream-info-past-results/ar-AA1lrB4K>
- MSN: Motorcyclists take over Salinas streets for MotoAmerica event - <https://www.msn.com/en-us/sports/motorsports/motorcyclists-take-over-salinas-streets-for-motoamerica-event/ar-AA1lqWmR>
- MSN: Keanu Reeves' race team will attend MotoAmerica Superbike Speedfest - <https://www.msn.com/en-us/health/cardio/keanu-reeves-race-team-will-attend-motoamerica-superbike-speedfest/ar-AA1lmL0z>

FULL EARNED MEDIA RECAP

Broadcast

- KION-TV (Salinas, CA): KION News Channel 46 at 11p - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/aJRR0s2kgj?_gl=1*1ksnjlt*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTc5NzY3OTA2MC4xNzUyMDc1OTIwLjE3NTlwNzU5MjMjM.
- KCBA-TV (Monterey, CA): KION 5/46 on CW - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/3dotKz19Tg?_gl=1*a74xoq*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTc5NzY3OTA2MC4xNzUyMDc1OTIwLjE3NTlwNzU5MjMjM.
- KION-TV (Salinas, CA): KION News Channel 46 at 5p - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/NRB6MV85By?_gl=1*1eyd9gc*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTc5NzY3OTA2MC4xNzUyMDc1OTIwLjE3NTlwNzU5MjMjM.KION-TV
- KION-TV (Salinas, CA): KION News Channel 46 at 11p - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/fwSjKuoSSQ?_gl=1*1k9r8cf*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTc5NzY3OTA2MC4xNzUyMDc1OTIwLjE3NTlwNzU5MjMjM.
- KNTV-TV (San Jose, CA): NBC Bay Area News at 8:00 AM - <https://spaces.hightail.com/receive/N7PT5avxTo/fi-bdbd29ff-f4a5-4c20-8630-d6231aa0a092/fv-0789701a-4177-4346-9935-57cc128f2627/Tyler%20O'Hara%20Today%20In%20The%20Bay.mp4>
- KNTV-TV (San Jose, CA): NBC Bay Area News at 4:30 PM - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/2NsPiGOviq?_gl=1*1tsva87*_gcl_au*NDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTU1NTY2Njg3OC4xNzUyMDcxMTY2LjE3NTlwNzExNzU5MjMjM.

National

- Roadracing World & Motorcycle Technology: Where To Ride In July 2025 - <https://www.roadracingworld.com/news/where-to-ride-in-july-2025/>
- CycleNews: California Highway Patrol To Be Honored As Grand Marshal Of MotoAmerica Event At WeatherTech Raceway Laguna Seca - <https://www.cyclenews.com/2025/07/article/california-highway-patrol-to-be-honored-as-grand-marshal-of-motoamerica-event-at-weather-tech-raceway-laguna-seca/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Yet More From Teams On The Ridge - <https://www.roadracingworld.com/news/motoamerica-yet-more-from-teams-on-the-ridge/>
- CycleNews: Nine Legends To Ride Laguna Seca With Wayne Rainey - <https://www.cyclenews.com/2025/07/article/nine-legends-to-ride-laguna-seca-with-wayne-rainey/>
- Powersports Business: Racing legends to be recognized at Laguna Seca - <https://powersportsbusiness.com/news/motorcycle/2025/07/08/racing-legends-including-wayne-rainey-to-be-recognized-at-laguna-seca/>

Local Print/Online

- Monterey County Now: Discover Local Events: Music, Art & Workshops - https://www.montereycountynow.com/entertainment/art/hot-picks-07-10-25/article_01e7de9b-0a9d-44aa-b3f6-91e74fd41a65.html
- Monterey County Now: Fong captures both Sunday races as MotoAmerica Superbike weekend wraps up. - https://www.montereycountynow.com/blogs/sports_and_rec_blog/fong-captures-both-sunday-races-as-motoamerica-superbike-weekend-wraps-up/article_33b6f6f6-93a8-4462-a2b5-16a6785d6752.html

End

Sources: Brand Amp

MARKETING

WeatherTech Raceway Laguna Seca
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aprilia
CFMOTO
Harley-Davidson
Indian Motorcycle
MOTO GUZZI
YAMAHA RACING

DEMO RIDES!

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JULY 11-13 2025

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MOTOAMERICA SUPERBIKE SPEEDFEST AT MONTEREY
PRESENTED BY **LAW TIGERS**

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KING OF THE BAGGERS
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JULY 11-13 2025
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PRESENTED BY **LAW TIGERS**

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GET THE ULTIMATE EXPERIENCE
AT WEATHERTECH RACEWAY LAGUNA SECA

JULY 11-13, 2025
MotoAmerica.com/calendar





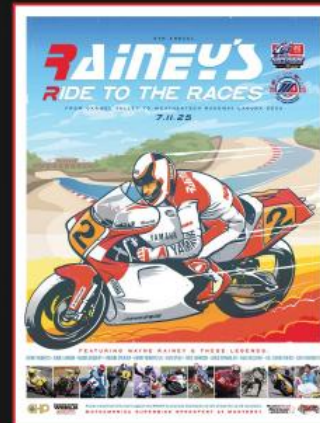


RAINEY'S RIDE

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"Rainey's Ride To The Races" was held on Friday, July 11. Profits from the ride benefited the Roadracing World Action Fund, a 501(c)(3) non-profit organization that promotes motorcycle racing safety with the facilitation of soft barrier systems at racing events. The ride was attended by ticket buyers and a variety of racing legends including an appearance by Keanu Reeves.



Lots of good stuff from the start of "Rainey's Ride To The Races" at the Baja Cantina to Turn 3 at WeatherTech Raceway Laguna Seca. Marty Beaulieu (shown here with Rick Johnson) was the big bidder, taking home a collector's painting of the 2025 Legends in action! Thank you, Marty!

BIKE NIGHT

WeatherTech Raceway Laguna Seca
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A local crowd turned out for the second annual night of music, race bikes on display, rider interviews & autograph sessions in Downtown Salinas.



SUPERFAN VIP

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Fans who purchased the MotoAmerica VIP Superfan Experience package were treated to more than just a catered, air-conditioned suite.

The weekend included a variety of guest speakers, rider/team meet & greets, and a guided tour on the pre-race grid by MotoAmerica hospitality staff.



SERIES PARTNERS

WeatherTech Raceway Laguna Seca
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PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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