RACE REPORT

Dynapac MotoAmerica Superbikes at the Ridge Event Date: June 24-26, 2022





INDUSTRY ONLY, REPORT NOT FOR PUBLIC OR SOCIAL MEDIA DISTRIBUTION



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Series Overview Broadcast Overview Event Overview Coverage Details:

Linear TV Viewership Digital Viewership Social Media Earned Media Imagery Contact Info

This report primarily reflects metrics from race weekend and the 10 days thereafter.





SERIES OVERVIEW



SEVEN YEARS OF GROWTH AND ACCOMPLISHMENT

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.

The series attacks 2022 with eleven events, including its first co-event with Daytona International Speedway.

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.



BROADCAST OVERVIEW





MotoAmerica race events are broadcast across the most diverse distribution footprint of any North American motorsports series.

LINEAR USA

Superbike and Inside MA on Fox. Supersport and Jr Cup on MAVTV. Prior-year Superbike and Supersport on MAVTV.



OTT/SVOD

All race classes: Live+: Streaming & SVOD. YouTube: Highlights and more with full races posted week later.

MOTOAMERICA





F.A.S.T.

Select classes stream live and prior-year races air indefinitely.

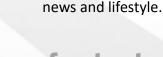
MOTOAMERICA

TCL Channel, Apple

AirPlay, Chromecast,

Local Now, SamsungTV

MTRSP





Instagram

SOCIAL

Select classes stream live in addition to

numerous highlights,

twitter

TikTok

INTERNATIONAL

Superbike and Supersport with many live airings and numerous reairs.



Australia, Asia, Canada



EURO SPORT



ST R+

EVENT OVERVIEW



After nearly seven consecutive days of rain, the skies parted and delivered an excellent event at The Ridge Motorsports Park. Attendance increased 17% YOY, a sign the Pacific Northwest has been underserved in terms of motorcycle road racing entertainment.

Fans, motorcycles, RV's and vendors filled the grounds to watch six classes of MotoAmerica racing and races from Dorna's North American Talent Cup.

> Medallia Superbike Supersport YUASA Battery Stock 1000 STG Junior Cup REV'IT! Twins Cup Mini Cup by MOTUL North American Talent Cup

The event also heralded the first class win by a female. Kayla Yaakov, won the Sunday race in STG Junior Cup. Facebook posts on Kayla's win have garnered over 600,000 impressions.

IMPACT SUMMARY

162	Rider Entries
13,013	Attendance
6	Competition Classes
11	Races total
142,338	Linear TV AA Households USA (est)
1.3M	Digital Video Views
2.5M	Social Media Impressions
155,491	Social Media Engagement

Digital metrics reflect June 24-July 4, 2022 period.



RACE VIEWERSHIP



DIGITAL SUMMARY

	VIEWS	HOURS
Streaming & SVOD	83,910	6,673
YouTube	658, 174	44,125
Facebook	357,835	66,014
Instagram	28,041	N/A
Twitter	41,040	N/A
TikTok	100,904	N/A
TOTAL	1,269,904	116,811

NOTES

Digital metrics reflect just June 24 - July 4, 2022 period. TV Ratings reflect June 25 to present plus forecasted reairs.

LINEAR TV SUMMARY

142,338 Total AA Households USA (est)

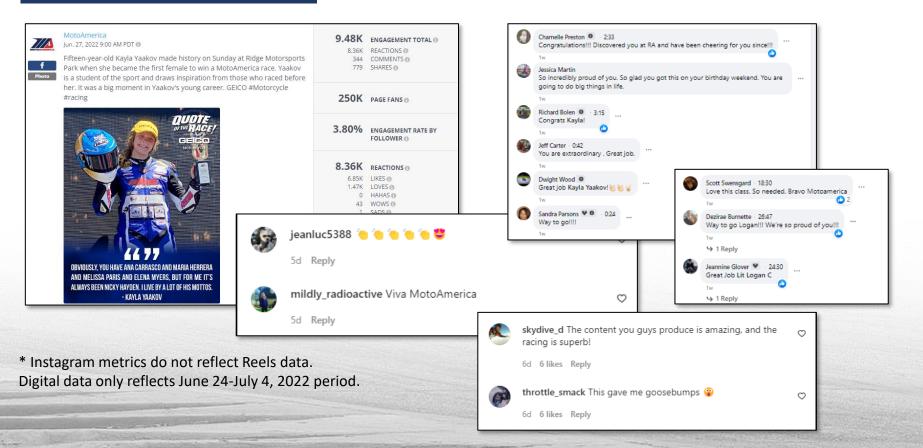
International broadcast partners for this event: Fox Sports: Asia, Australia, Canada ESPN Latin America SuperSport Network South Africa Eurosport Discovery+ (Ratings for the above are delayed)



SOCIAL MEDIA



	<u>TOTAL</u>	Facebook	Instagram*	Twitter	<u>_TikTok</u>
Posts	155	43	10	91	11
Impressions	2,515,937	2,102,142	110,154	202,737	100,904
Engagement	155,491	133,620	4,311	10,139	7,421
Video Views	527,820	357,835	28,041	41,040	100,904
Comments, Shares, Retweets	5,073	4,182	433	310	148

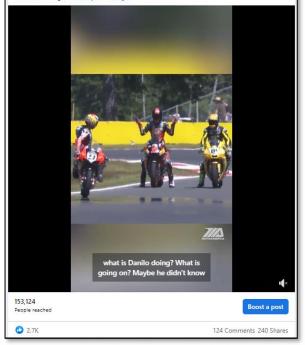


SOCIAL MEDIA



MotoAmerica 🥝 ZIA Published by Douglas Hamann 🔕 - June 24 at 4:20 PM · 😚

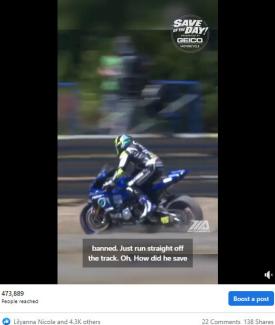
There was a bit of a traffic jam at the end of Medallia Superbike Qualifying 1 at Ridge Motorsports Park. Trying to fit three bikes into the space of two never works out well, but Danilo Petrucci wanted to leave a quick message for Mathew Scholtz Racing with Max Flinders being collateral damage, #motorcycle #racing



MotoAmerica 🥥

Published by Ethan Schaffer 🜒 - June 24 at 4:04 PM - 🚷

Cameron Petersen hit a false neutral during Medallia Superbike Qualifying 1 and somehow ended up on the surface of the moon. Known for his motocross skills, Petersen handled the tabletop jump at Ridge Motorsports Park without consequence and ended up second on the provisional starting grid. GEICO Mororcycle



Dilyanna Nicole and 4.3K others

MotoAmerica 🥥 Published by Douglas Hamann 🕘 - June 24 at 3:00 PM - 🕤

Supersport Championship leader Josh Herrin earned the provisional pole at Ridge Motorsports Park, and he very nearly broke the lap record in the process. All in all, it was a good day's work from the Warhorse HSDucatiing Ducati NYC rider. 💿 #Ducati #motorcycle #racing



18 Comments 214 Shares

C 17K

EARNED MEDIA



Regional coverage of the event totaled over 3.42M audience reach.

Broadcast Segments:

- King 5 Evening News Reporter Jose Cedeno's 2-Seater Experience and event preview
- NW News Radio 1000 AM/97.7 FM Rider Andy DiBrino's interview and event preview

Print/Online

- King 5 Online What's Up This Week (Friday, June 24)
- King 5 Online What's Up This Week (Thursday, June 23)

TV Roundups (syndicated by the Associated Press)

- The Bakersfield Californian
- The Cumberland Times-News
- The Auburn Citizen
- Mankato Free Press
- Kenosha News
- Journal Times (Friday and Saturday)
- **Gettysburg Times**



US | Jun 27 • 12:57 PM

Kayla Yaakov Becomes First Woman To Win MotoAmerica Race

is MotoAmerica Junior Cup competitor Kayla Yaakov, and the 15-year-old rider just claimed the first victory for a female in the MotoAmerica



Roadracing World . Roadracing World Publishing , Roadracing World , World Publis. US | Jun 25 • 12:28 PM

MotoAmerica: Gagne Smashes Lap Record, Takes Superbike Pole Position

, Inc. By David Swarts. Editorial Note: The previous MotoAmerica Superbike All-Time Lap Record at Ridge Motorsports Park was a 1:39.568,



ENTERTAINMENT

MotoAmerica Superbike racing comes to Shelton - What's Up This Week

Some of the best riders in the country are heading our way. #k5evening



EVENT MARKETING

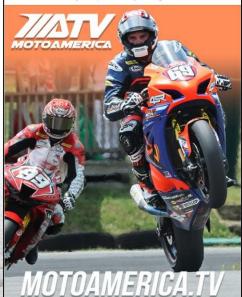
Event Date: June 24-26, 2022



Comprehensive multi-media campaign across multi-state area including advertising across digital, social media, Posters/Flyers at Dealerships, Clubs/Organization Outreach, PR and more.











GET TICKETS TODAY!

EVENT MARKETING

Event Date: June 24-26, 2022



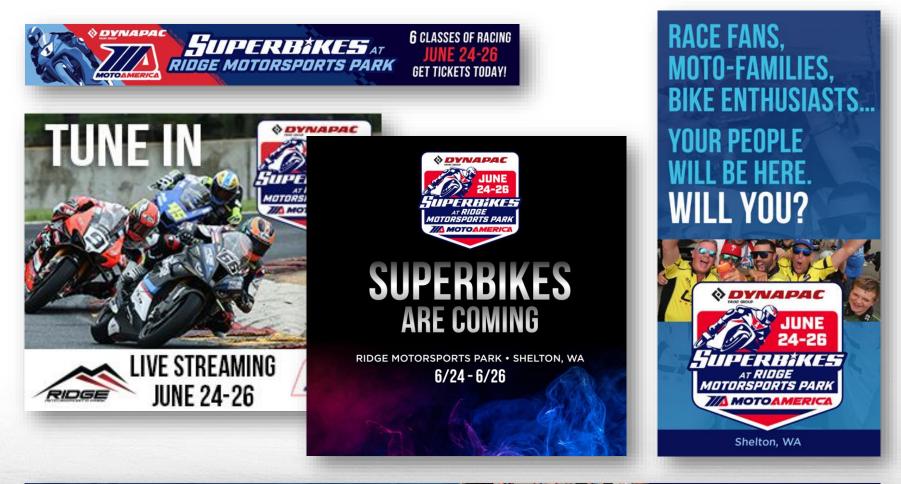
JUNE

24-26

Shelton.

WA

Additional examples.



RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS.. YOUR PEOPLE WILL BE HERE. WILL YOU?



IMAGERY













IMAGERY





SERIES PARTNERS







CONTACTS



SALES, MARKETING, BD

310.993.9190 M jnasi@motoamerica.com

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

MEDIA, PR, PROMOTIONS Jordan Miller VP 949.378.1697 M jmiller@motoamerica.com