

RACE REPORT

Virginia International Raceway
August 1-3, 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



VALUABLE EVENTS VALUABLE FANS

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

Virginia International Raceway
August 1-3, 2025



ANOTHER SOLID RETURN

MotoAmerica returns to the famous curves of Virginia International after a two-year hiatus due to scheduling. Fans resounded with an incredible attendance increase over year 2022 of **nearly 30%**.

In addition to entertaining the crowd with 12 races from 6 unique classes, MotoAmerica held its first ADV Experience, sponsored by Motul, drawing a strong crowd.

The Motul ADV Experience gathered ADV riders from various states to enjoy open trails and an obstacle course adjacent to the track but within the VIR facility. In addition, ADV vendors also attended with booths and learning sessions.



SNAPSHOT

154	Rider Entries
6	Competition Classes
12	Races total
93K	Linear TV AA P2+
5.9M	Digital Video Views
11.4M	Social Media Impressions
287K	Social Media Engagement
28,930	Attendance

- Metrics: August 1-10; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment. See next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	36,822	20,606
YouTube	464,759	49,029
Facebook	1,001,451	6,228
Instagram	3,656,815	N/A
X	45,483	N/A
TikTok	691,961	N/A
TOTAL	5,897,291	75,862



LINEAR TV SUMMARY

93,351

Total AA P2+ USA *

RACE BROADCASTS:

- MotoAmerica Live+ All Classes Live & SVOD
- Fox Sports FS1 & FS2 *Superbike Rewind*
- 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 & FS2 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 for 10-days, Aug 1-10, 2025..
- *** TV Notes:**
- P2+ Ratings: Combination of Fox Sports and NBC Peacock.
- P2+ Definition: Average Audience of all persons in household over 2-years old watching at any moment.
- NBC Peacock does not provide P2+ but it is estimated based on MotoAmerica Household to P2+ average ratio.

SOCIAL MEDIA

Virginia International Raceway
August 1-3, 2025



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	393	87	68	156	41	41
Impressions	11,377,834	2,159,449	4,659,004	196,291	691,961	3,671,129
Engagement	287,261	90,248	151,160	5,138	24,098	16,617
Video Views	5,860,469	1,001,451	3,656,815	45,483	691,961	464,759
Comments, Shares	11,428	2,818	5,994	620	927	1,069

Charles Knebel

☀️ Sat by turn 4 both Sat & Sun to watch our daughter Kira race with BTR. To whomever ordered the weather for Sat & Sun; thank you! Beautiful track and wonderful people throughout!



Robert WJ Timco

It aint ballroom dancing

Aron Bechiom

My first time... freakin' awesome. I'm going to be back as long as the bikes are racing !!

Patty W. Meadows

What an amazing day of racing! I can't wait to see you guys back at VIRginia International Raceway next year.

💎 Top fan

Lonna Kline Dozier

☀️ first time at VIR and it was a great facility with great racing

Jay Smith



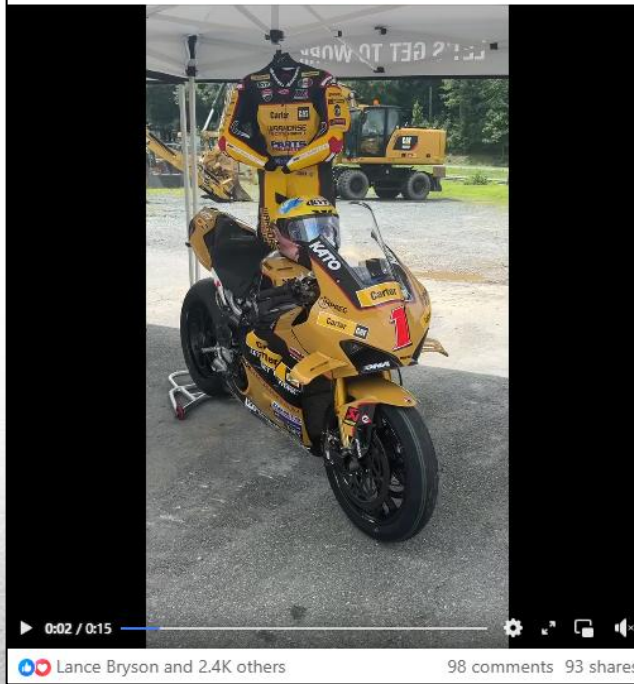
MotoAmerica

July 28 at 6:33 AM · 🌐
Back on Track is the Official Charity of MotoAmerica
at Virginia International Raceway - August 1-3
See more



MotoAmerica is with Carter Machinery and Josh Herrin.
July 31 at 10:10 AM · 🌐

First look at Josh Herrin's Carter Machinery livery for this weekend at VIR **...
See more



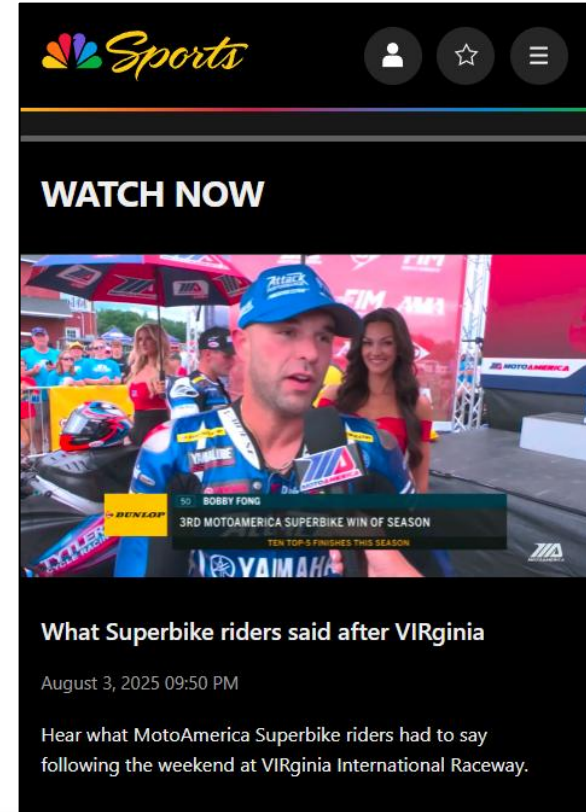
0:02 / 0:15
Lance Bryson and 2.4K others
98 comments 93 shares

Broadcast

- WTVR-TV (Richmond, VA): CBS 6 Early Morning - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Pd3yFMevr5?_gl=1%2A1bu3wyo%2A_gcl_au%2ANDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTE2MTQzMtKyMy4xNzU0MDUxNTczLjE3NTQwNTE1OTI.
- WTVR-TV (Richmond, VA): CBS 6 Early Morning - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rFzJl2GKFT?_gl=1%2Aru6s4n%2A_gcl_au%2ANDA4MDgyMjQ4LjE3NDY0NTY4NzkuMTE2MTQzMtKyMy4xNzU0MDUxNTczLjE3NTQwNTE1OTI.
- WTVR-TV (Richmond, VA): CBS 6 Early Morning - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/QUpzoMGVsM?_gl=1%2A14q6z4t%2A_gcl_au%2AMTE4MDkxMDYwOS4xNzUzMTIyNDA5LjE4NTQ0MDU3MjMuMTc1NDA2NzY2MS4xNzU0MDY3NjY2.
- WTVR-TV (Richmond, VA): CBS 6 Early Morning - https://the-brand-amp.muckrack.com/broadcast/savedclips/view/0DourDqCvG?_gl=1%2A14q6z4t%2A_gcl_au%2AMTE4MDkxMDYwOS4xNzUzMTIyNDA5LjE4NTQ0MDU3MjMuMTc1NDA2NzY2MS4xNzU0MDY3NjY2.

National

- Roadracing World & Motorcycle Technology: MotoAmerica: Warhorse Racing Will Be CAT-Powered At VIR - <https://www.roadracingworld.com/news/motoamerica-warhorse-racing-will-be-cat-powered-at-vir/>
- Race Pro Weekly: RPW Exclusive: RS1 And Turner Sweep In GTWCA At Virginia, Pro-Am Finishes Determined Late Race - <https://asphalt.raceproweekly.news/2025/07/22/rpw-exclusive-rs1-and-turner-sweep-in-gtwca-at-virginia-pro-am-finishes-determined-late-race/>
- CycleNews: 2025 MotoAmerica Superbike VIR Preview - <https://www.cyclenews.com/2025/07/article/2025-motoamerica-superbike-vir-preview/>
- SPEED SPORT: Herrin Carries Point Lead To Virginia - <https://speedsport.com/more-racing/motorcycles/motoamerica/herrin-carries-point-lead-to-virginia/>
- NBC Sports: How to Watch MotoAmerica Round 6 at Virginia International Raceway: Schedule, TV/stream info, past results - <https://www.nbcsports.com/motor-sports/news/how-to-watch-motoamerica-round-6-at-virginia-international-raceway-schedule-tv-stream-info-past-results>
- NBC Sports: MotoAmerica Superbike highlights: Round 6, Superbikes at VIRginia, Race 1 - <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-6-superbikes-at-virginia-race-1>
- NBC Sports: Bobby Fong wins VIR Superbike Round 6, Race 1, Josh Herrin slips to third - <https://www.nbcsports.com/motor-sports/news/bobby-fong-wins-vir-superbike-round-6-race-1-josh-herrin-slips-to-third-camerokn-beaubier-second>



Syndications

- Yahoo Sports: How to Watch MotoAmerica Round 6 at Virginia International Raceway: Schedule, TV/stream info, past results - <https://sports.yahoo.com/article/watch-motoamerica-round-6-virginia-162028564.html>
- Yahoo Sports: Bobby Fong wins VIR Superbike Round 6, Race 1, Josh Herrin slips to third - <https://sports.yahoo.com/article/bobby-fong-wins-vir-superbike-201209823.html>

Local Print/Online

- WMPW-FM (Danville, VA): Carter Machinery Teams Up with Warhorse Racing for MotoAmerica Superbikes at VIRginia International Raceway - <https://lifestyle.countrylegends1059.com/story/52932310/carter-machinery-teams-up-with-warhorse-racing-for-motoamerica-superbikes-at-virginia-international-raceway>

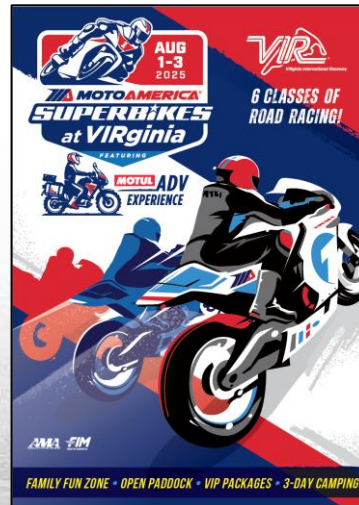
MARKETING

Virginia International Raceway
August 1-3, 2025



OOH/Billboards

Digital and Social Media Ads



TV & Radio Spots

Dealership
Posters & Postcards

SUPERFAN VIP

Virginia International Raceway
August 1-3, 2025



MIKE ON THE MIC

Virginia International Raceway
August 1-3, 2025



Michael Hill, internationally recognized racing host, walks the paddock between rounds, broadcasting on MotoAmerica Live+ and TV. Michael interacts with MotoAmerica riders, teams, sponsors and especially - fans, families and youth.

Michael also highlights various on-site motorcycle demos, here adding commentary around street bikes and race bikes.



ADV EXPERIENCE



Virginia International Raceway
August 1-3, 2025



MotoAmerica's inaugural Motul ADV Experience was a hit. Fans enjoyed excellent trails, an obstacle course, training sessions, ADV vendors and most of all - camaraderie.



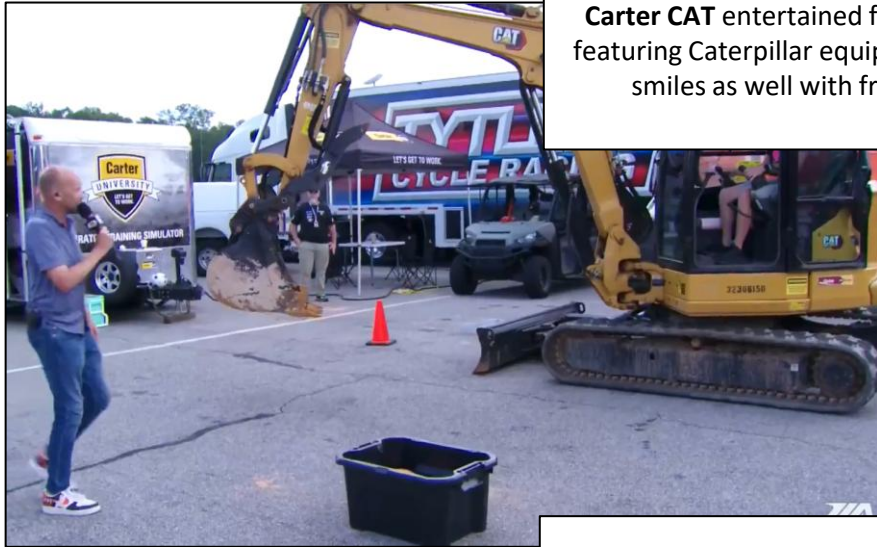
ADV EXPERIENCE



Virginia International Raceway
August 1-3, 2025







Carter CAT entertained fans with an interactive contest featuring Caterpillar equipment. **Mission Foods** delivered smiles as well with free racing chips and games.



All MotoAmerica event are family friendly featuring a kids zone and free carnival games/attractions.

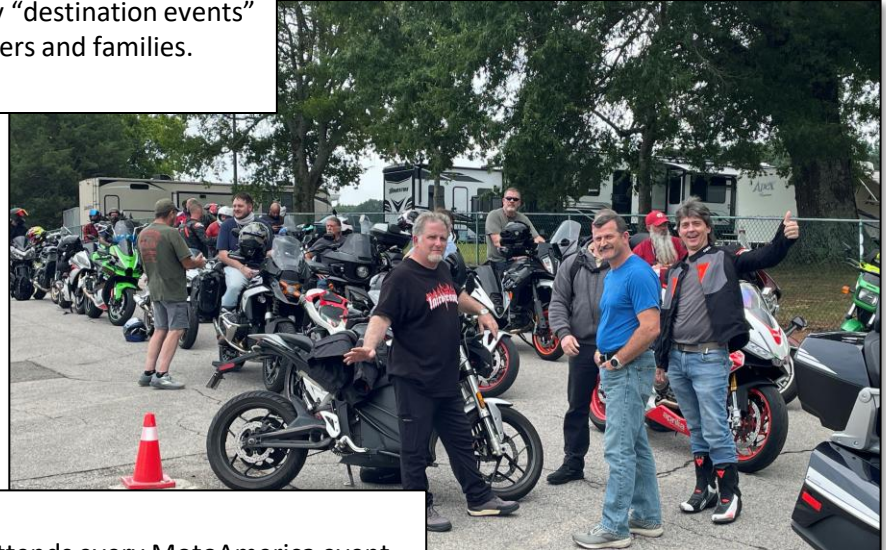




Every MotoAmerica event draws
motorcycles & owners from all genres.



MotoAmerica races are 3-day “destination events” for riders, groups, campers and families.



The **Back On Track** organization attends every MotoAmerica event, raffling prizes to support injured riders and families.



PARTNERS

Virginia International Raceway
August 1-3, 2025



SERIES PARTNERS



MOTUL ADV EXPERIENCE PARTNERS



CONTACT



MotoAmerica
18004 Sky Park Cir. STE 110
Irvine, CA 92614
www.motoamerica.com

Jeff Nasi
SVP
310.993.9190 M
jnasi@motoamerica.com

