

# RACE REPORT

GEICO Motorcycle MotoAmerica Superbike Speedfest of Monterey  
Event Date: July 8-10, 2022



GEICO MOTORCYCLE

**JULY  
8-10**

**SUPERBIKE  
SPEEDFEST  
AT MONTEREY**

MOTOAMERICA



**WeatherTech®  
Raceway**  
LAGUNA SECA 

INDUSTRY ONLY, REPORT NOT FOR PUBLIC  
OR SOCIAL MEDIA DISTRIBUTION

# REPORT CONTENTS



- 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.



## 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.



## F.A.S.T.

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



TCL Channel, Apple AirPlay, Chromecast, Local Now, SamsungTV

## SOCIAL

Select classes stream live in addition to numerous highlights, news and lifestyle.



## INTERNATIONAL

Superbike and Supersport with many live airings and numerous reairs.



Record inflation and fuel prices didn't keep fans, teams and over 40 vendors from breaking a MotoAmerica attendance record at WeatherTech Laguna Seca for this round.

RV and trailer camping was sold out, fans filled the hills with early arrivals starting Thursday. More than 800 fans participated in the Fan Lap, breaking another MotoAmerica record.

The famous track was continually busy with qualifying, practice and ten individual races held from Friday to Sunday.

*Medallia Superbikes  
Supersport  
YUASA Batteries Stock 1000  
STG Junior Cup  
REV'IT! Twins Cup  
Mission King Of The Baggers  
Roland Sands Design Super Hooligan Championship*

## IMPACT SUMMARY

<b>224</b>	<b>Rider Entries</b>
<b>35,717</b>	<b>Attendance (7% increase)</b>
<b>7</b>	<b>Competition Classes</b>
<b>10</b>	<b>Races total</b>
<b>158,192</b>	<b>Linear TV AA Households USA (est)</b>
<b>5.9M</b>	<b>Digital Video Views</b>
<b>7.8M</b>	<b>Social Media Impressions</b>
<b>536,659</b>	<b>Social Media Engagement</b>

Digital metrics reflect July 8-18, 2022 period.



## DIGITAL SUMMARY

	VIEWS	HOURS
Live+ Streaming/SVOD	95,640	4,915
YouTube	737,381	49,634
Facebook	468,629	91,615
Instagram	3,752,452	n/a
Twitter	187,247	n/a
TikTok	601,201	n/a
Total	5,842,550	146,163+

## LINEAR TV SUMMARY

**159,192** 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)

### Notes

Digital metrics reflect July 8-18, 2022 measurement period.

TV Ratings reflect July 9 to present plus forecasted rears.



# SOCIAL MEDIA

Event Date: July 8-10, 2022



	<u>TOTAL</u>
Posts	147
Impressions	7,757,110
Engagement	536,659
Video Views	5,009,529
Comments, Shares, Retweets	34,180

<u>Facebook</u>	<u>Instagram*</u>	<u>Twitter</u>	<u>TikTok</u>
37	28	75	7
2,156,941	4,296,562	702,406	601,201
139,823	312,629	32,828	51,379
468,629	3,752,452	187,247	601,201
2,557	29,037	790	1,796

Kevin White  
What a race!  
Like Reply Hide Send Message

Justin Kwong  
That was epic!  
Like Reply Hide 1w

Ollie Carter  
Now where did I see that exact move before !!!!!!!  
Like Reply Hide 1w  
6 Replies

Glen Taz Williams  
Was a great weekend !  
I'll be back next year !

Stanley Blazeraznik 6 days ago  
I have to see this live. These guys are amazing.  
4 REPLY

James Porter 8 days ago  
Now that's racing!  
13 REPLY

Top fan  
Stacey Mahoney  
Motorcycle racing at its core is what our family comes for. The camaraderie of life on 2 wheels and it doesn't get much better than a track in our back yard. We love Laguna and all the racing. We are here now - camping. Loving every minute and experience.

David Dunn  
Go Harley ...  
6d

Top fan  
William Burgess  
These are so fun to watch !!  
6d

Ron Schoonover  
Go Indian! Still ahead on points.  
4d

A. McCoy 6 days ago  
Never thought I'd see bagger racing but I love it  
8 REPLY

Mike Zechiel  
The Wyman brothers it was what made me a baggers racing fan...  
1w

Laurie Schocken  
Way to go Travis!! Can't wait to see what you do the rest of weekend!! Woohoo!!  
1w

FRFM00 8 days ago (edited)  
Honestly I love motogp... but motoamerica last few years... it's just insane how much action you see, even the backmarker guys... the movements on the bike, the lunges etc etc motoamerica is insane level for what they have. I watch x10 more motoamerica footage than wsbk and motogp... also motoamerica commentator staff is awesome and not annoying

Digital metrics reflect July 8-18, 2022 period.

# SOCIAL MEDIA

Event Date: July 8-10, 2022



**MotoAmerica**  
Published by Douglas Hamann · July 9 at 7:10 PM

Medallia Superbike riders **Danilo Petrucci** and **Cam Petersen** raced each other hard in the first of two races at **WeatherTech Raceway Laguna Seca**. And, just when you thought the on-track action might lead to hard feelings or worse after the checkered flag, the two riders were both overjoyed with the fun they had. #motorcycle #racing

here he came from a long way back Greg and he was. Look at

266,002 People reached

Boost post

Clifton Brown, Danny 4D'S and 10K others

89 Comments 1.2K Shares

**MotoAmerica**  
Published by Sean Bice · 3d

Attendance for last weekend's **GEICO Motorcycle MotoAmerica Speedfest** at **Monterey** increased 7.2% compared with last year.

Check out the story:  
[https://www.motoamerica.com/attendance-up-7-2-for-geico.../... See more](https://www.motoamerica.com/attendance-up-7-2-for-geico...)

MOTOAMERICA.COM  
Attendance Up 7.2% For GEICO Motorcycle MotoAmerica Speedfest at Monterey - MotoAmerica

73,482 People reached    2,272 Engagements    +1.8x higher Distribution score

Boost post

880    62 Comments 23 Shares

**MotoAmerica**  
Published by Douglas Hamann · July 10 at 1:42 PM

The **Mission Foods King Of The Baggers Championship** was in action at **WeatherTech Raceway Laguna Seca**, and the **Harley-Davidson** versus **Indian Motorcycle** showdown was a sight to see at the **Home of The Corkscrew**. Check out the highlights. #bagger #motorcycle #racing

here he came from a long way back Greg and he was. Look at

117,521 People reached    7,974 Engagements

Boost post

James Rispoli, Mathew Scholtz Racing and 1.4K others

310 Shares

**MotoAmerica**  
Published by Douglas Hamann · July 8 at 8:00 PM

**Warhorse HSBK Racing Ducati Team** rider **Danilo Petrucci** has raced at **WeatherTech Raceway Laguna Seca** before, and the familiarity played to his advantage. The Italian was one of only two **Medallia Superbike** riders to lap in the 1:23s during provisional qualifying. Will he go faster in final qualifying tomorrow? #motorcycle #racing #Ducati

And he's fifty-four one hundredths of a second. Well

0:32.380

436,535 People reached    36,861 Engagements

Boost post

7.6K    262 Shares

**MotoAmerica**  
Published by Douglas Hamann · July 9 at 4:43 PM

**Medallia Superbike** race one at **WeatherTech Raceway Laguna Seca** showed why some of the world's best motorcycle road racers compete in the **MotoAmerica Championship**. Watch the race highlights, which further prove that point. #motorcycle #racing

trackwalk see people sitting there staring at it when he's

Rank	Rider
1	J. Gagne
2	C. Petersen
3	D. Petrucci
4	P. Escalante
5	H. Barbera
6	M. Scholtz
7	P. Jacobsen
8	C. Alexander
9	K. Wyman
10	G. May
11	B. Prince
12	H. Gillim
13	A. Yates
14	T. Wyman
15	D. Anthony
16	E. Beaulieu
17	D. Lewis
18	B. Paasch
19	M. Flinders
20	L. Pogram

135,828 People reached    15,077 Engagements

Boost post

Cuban Rider, TRT 27 and 2.2K others

160 Shares

Regional coverage of the event totaled over 2.14 million impressions.

#### Broadcast Segments:

- KPIX – TV (CBS Bay Area) – 2 Up and onsite race coverage
- KPIX- TV (CBS Bay Area) – Rider interview with Jake Gagne

#### Print Coverage:

- Monterey County Weekly – Race recap
- Monterey Herald – Kayla Yaakov interview
- Monterey Herald – Baggers piece
- Monterey Herald – Event preview piece

#### TV Roundups (syndicated by the Associated Press)

- Kingsport Times-News
- Bakersfield Californian
- Berkshire Eagle
- Traverse Record-Eagle

#### Calendar Listings:

- [Abc30.com](http://Abc30.com)
- [Patch.com](http://Patch.com)



# EVENT MARKETING

Event Date: July 8-10, 2022



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

**GEICO | MOTORCYCLE** **MOTOAMERICA**

## SUPERBIKE SPEEDFEST AT MONTEREY

**July 8-10 • 7 Classes of Racing • WeatherTech Raceway Laguna Seca**

**BAGGER RACING • FAMILY FUN • STUNT & BIKE SHOWS • CAMPING • VIP PACKAGES • TICKETS: MOTOAMERICA.COM**

Billboard creative.

**BAGGER RACING**  
AT WEATHERTECH RACEWAY  
**LAGUNA SECA**

**JULY 8-10**

**MOTOAMERICA**

**GET YOUR TICKETS TODAY!**

**TUNE IN**

**GEICO | MOTORCYCLE**

**JULY 8-10**

**SUPERBIKE SPEEDFEST AT MONTEREY**

**MOTOAMERICA**

**LIVE STREAMING**

**WeatherTech Raceway LAGUNA SECA**

**JULY 8-10**

**LIVE+**

**GEICO | MOTORCYCLE**

**JULY 8-10**

**SUPERBIKE SPEEDFEST AT MONTEREY**

**MOTOAMERICA**

**VIP**

**SUITE PACKAGE**

**WeatherTech Raceway Laguna Seca • Monterey, California**

**Get the Ultimate Experience!**

- Pit Row Suites Hospitality for Ages 16 and Over
- Climate Controlled w/ MA Live+ TV
- 2 Free Drink Tickets - Beer & Wine
- Catering (cont breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- 3-Day Gen. Adm: Paddock Access
- 3-Day Premier/VIP Parking Pass
- 20% Off Merchandise Voucher
- And More!

[MotoAmerica.com/Laguna-Seca](http://MotoAmerica.com/Laguna-Seca)

**7 CLASSES OF ROAD RACING!**

- Medallia Superbikes
- Supersport
- Yuasa Battery Stock 1000
- Twins Cup
- Sportbike Track Gear Junior Cup
- Mission King of the Baggers
- Roland Sands Super Hooligan

**GEICO | MOTORCYCLE**

**JULY 8-10**

**SUPERBIKE SPEEDFEST AT MONTEREY**

**MOTOAMERICA**

**WeatherTech Raceway Laguna Seca**

**GET TICKETS TODAY!**

# EVENT MARKETING

Event Date: July 8-10, 2022



**JULY 8-10**  
**BAGGER RACING**  
AT WEATHERTECH RACEWAY  
**LAGUNA SECA**  
DURING SUPERBIKE SPEEDFEST AT MONTEREY

**KING OF THE BAGGERS**  
MISSION  
MOTOAMERICA

GEICO MOTORCYCLE  
DRAG Specialties  
MOTUL

**KING OF THE BAGGERS**  
MISSION  
MOTOAMERICA

DRAG Specialties  
MOTUL

**BAGGERS  
ARE COMING**

WEATHERTECH RACEWAY  
LAGUNA SECA  
7/8 - 7/10

GEICO MOTORCYCLE

**TUNE IN**

GEICO MOTORCYCLE  
**JULY 8-10**  
**SUPERBIKE**  
SPEEDFEST  
AT MONTEREY  
MOTOAMERICA

**LIVE STREAMING**  
WeatherTech Raceway LAGUNA SECA  
**JULY 8-10**

MOTOAMERICA LIVE

GEICO MOTORCYCLE  
**JULY 8-10**  
**SUPERBIKE**  
SPEEDFEST  
AT MONTEREY  
MOTOAMERICA

**THESE ARE  
YOUR PEOPLE.**  
COME JOIN THE SCENE!

Racing & family fun at WeatherTech Raceway Laguna Seca

**BAGGER RACING AT LAGUNA SECA**  
**JULY 8-10 - 7 CLASSES OF RACING**  
During Superbike Speedfest at Monterey

MOTOAMERICA

DRAG Specialties  
MOTUL  
GEICO MOTORCYCLE

# IMAGERY

Event Date: July 8-10, 2022



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# IMAGERY

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# SERIES PARTNERS



Medallia



MANANALU

WILBUR



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