

RACE REPORT

Pittsburgh International Race Complex
Event Date: August 18-20, 2023



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

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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: August 18-20, 2023



Thank you, Pennsylvania, for another successful event at Pittsburgh International Race Complex.

With one of the best “viewing hills” of any road course in the USA, MotoAmerica pulled in fans from across the USA for sun, camaraderie and racing. Attendance was up over last year even with the threat of rain. The expected inclement weather resulted in an increase of RV's and campers as motorcyclists chose more appropriate transportation.

Thirteen individual races from six classes entertained fans from Friday through Sunday. The popular youth class, Mission Mini Cup by Motul, brought riders, families and spectators to watch riders as young as five years old compete.

Classes:

- Medallia Superbikes
- *Supersport*
- *Junior Cup*
- *REV'IT! Twins Cup*
- *Royal Enfield Build. Train. Race.*
- *Mission Mini Cup by Motul*

IMPACT SUMMARY

182	Rider Entries
6	Competition Classes
13	Races Total
227K	Linear TV AA Nielsen P2+ (est)
7.7M	Digital Video Views
11.8M	Social Media Impressions
700K	Social Media Engagement
21,109	Attendance

Digital metrics reflect August 18 – September 7, 2023 period.



227,257 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 September 7, 2023, to present, plus forecasted reairs.
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	53,209	1,135,570
YouTube	219,752	41,916
Facebook	260,872	3,043
Instagram	5,507,222	N/A
Twitter	80,335	N/A
TikTok	1,596,539	N/A
TOTAL	7,717,929	1,180,529

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect August 18 – September 7, 2023, time period. TV

Ratings reflect September 7, 2023, to present, plus forecasted reairs.

YouTube

Search

Sign in

SUPERBIKE RACE 1 LAP 1 OF 17

Picture in picture

MotoAmerica Medallia Superbike Race 1 at Pittsburgh 2023

MotoAmerica 614K subscribers

Join Subscribe

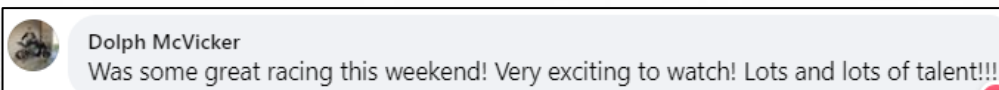
1.6K

Share

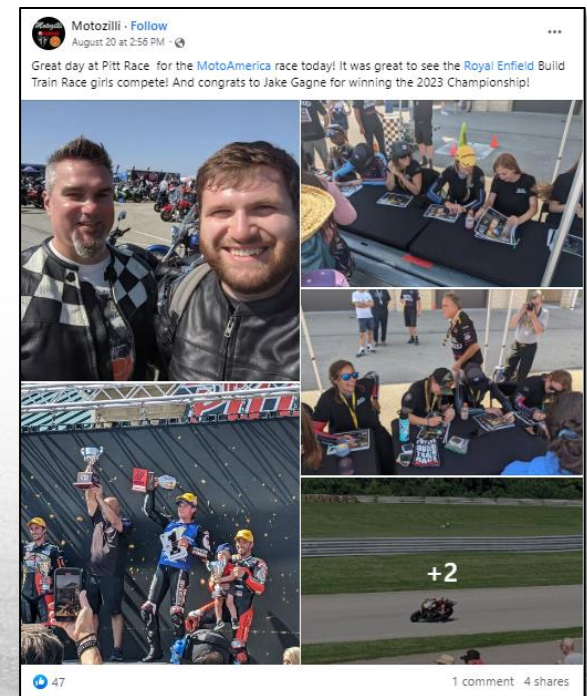
Save

109K views 1 month ago PITTSBURGH INTERNATIONAL RACE COMPLEX Medallia Superbike race one was the first of three featured races at Pittsburgh International Race Complex, and MotoAmerica's premier riders got this started in a big way, displaying their speed and tale ...more

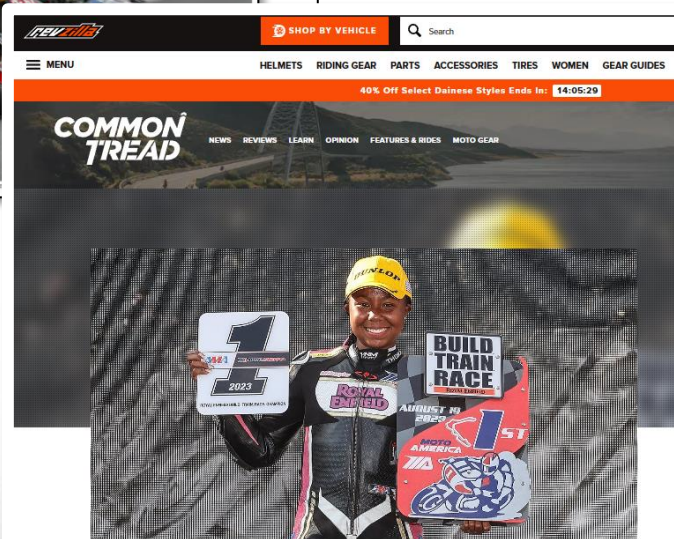
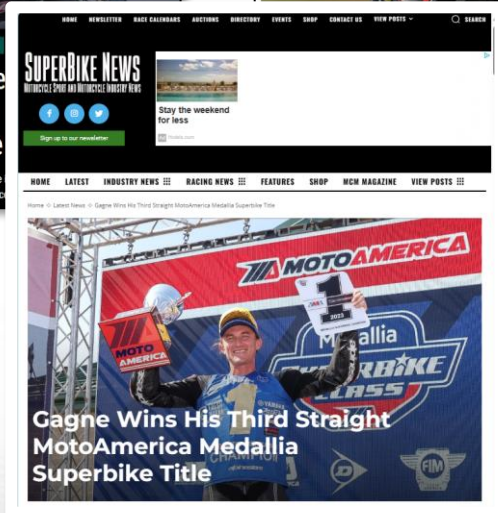
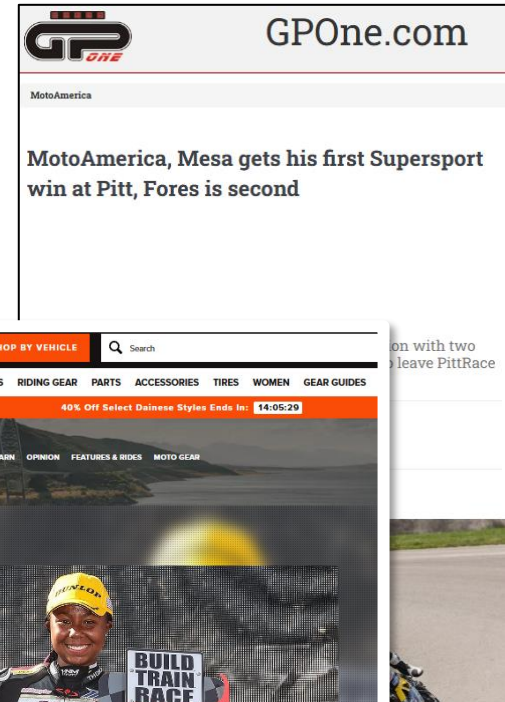
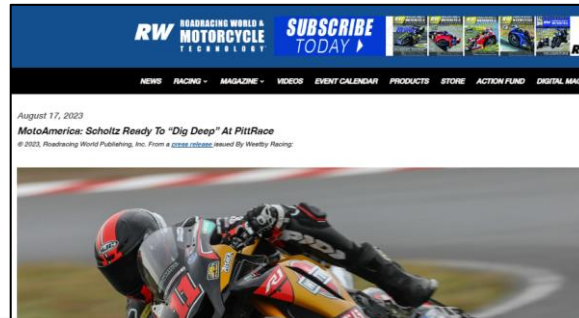
	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	258	48	43	116	27	24
Impressions	11,871,594	1,317,486	5,804,887	297,387	1,596,539	2,855,295
Engagement	698,829	61,698	493,048	10,783	124,534	8,766
Video Views	7,664,720	260,872	5,507,222	80,335	1,596,539	219,752
Comments, Shares	36,747	1,578	31,143	405	2,655	966



Digital metrics reflect August 18 – September 7, 2023.



TV, ONLINE, ENDEMIC AND NON-ENDEMIC



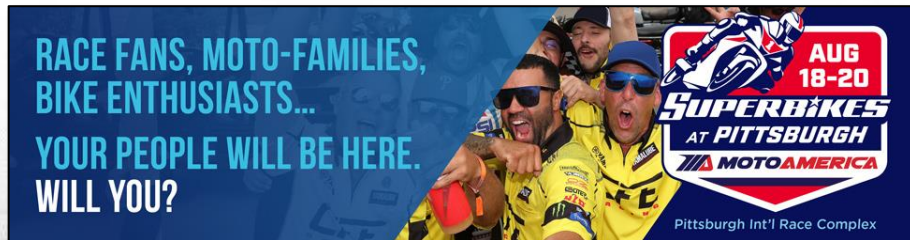
Media hit list located [HERE](#).

EVENT MARKETING

Event Date: August 18-20, 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: August 18-20, 2023



AUG 18-20
SUPERBIKES
AT PITTSBURGH
MOTOAMERICA

Pittsburgh International Race Complex

Medallia Superbikes
Supersport • REV'IT! Twins Cup • Junior Cup
Mission Mini Cup • Royal Enfield BUILD.TRAIN.RACE.

6 CLASSES OF RACING, FAMILY FUN & MORE

GET TICKETS TODAY!



AUG 18-20
SUPERBIKES
AT PITTSBURGH
MOTOAMERICA

3-Day Camping

Fun for Family and Friends
Enjoy our FREE Kid Zone!

Pittsburgh International Race Complex



JULY 28-30
SUPERBIKES
AT BRAINERD
MOTOAMERICA

3-Day Camping • Family Fun • Brainerd International Raceway • Minnesota



BAGGER RACING AT MINNESOTA
JULY 29-31 • 7 CLASSES OF RACING
During MotoAmerica Superbike Weekend

MOTOAMERICA
DRAG MOTUL GEICO



MotoAmerica is at Pittsburgh International Race Complex.
6d · Wampum, PA · 📍

📺 Watch a rewind of MotoAmerica Superbikes at Pittsburgh with MotoAmerica's best riders showing their skills on the challenging Pitt Race road course. Tune in tomorrow afternoon at 12:30 p.m. [Medallia](#)

#motorcycle #racing #race

AUG 18-20
SUPERBIKES
AT PITTSBURGH
MOTOAMERICA

TUNE IN

FS1 AUG 26 • 12:30 PM ET





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