

RACE REPORT

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



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

Series Overview

Broadcast Overview

Event Overview

Coverage Details:

Linear TV Viewership

Digital Viewership

Social Media

Earned Media

Event Marketing

Imagery

Contact Info



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.



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 rears.

MotoAmerica Medallia Superbike Race 1 at Pittsburgh 2023

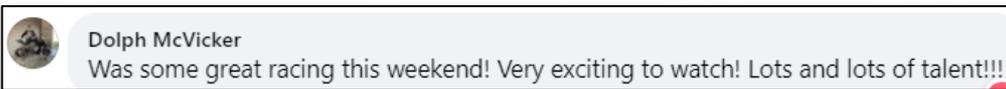
MotoAmerica 614K subscribers

1.6K likes

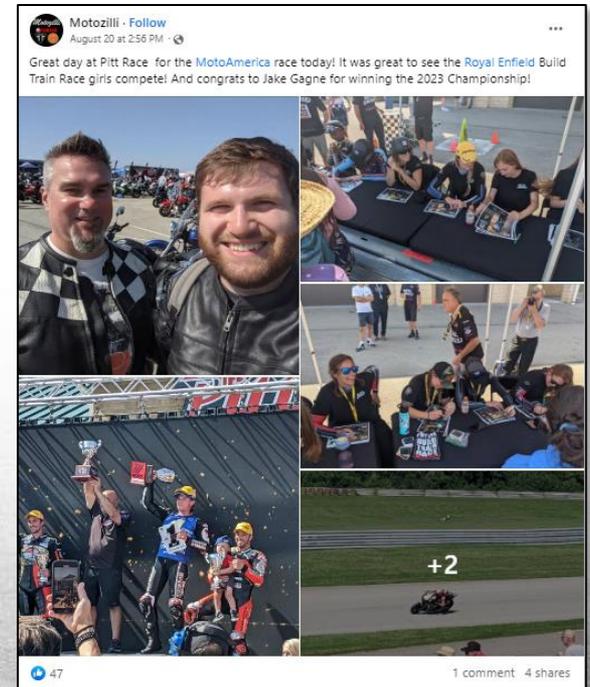
109K views 1 month ago

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

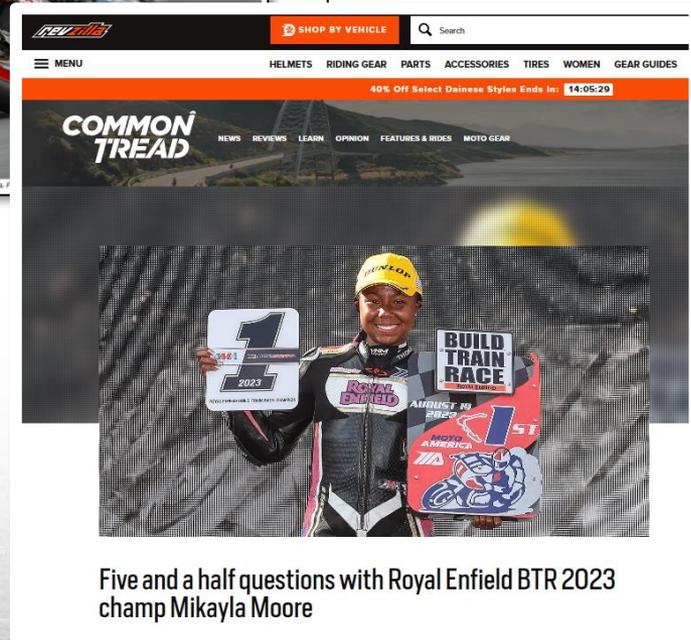
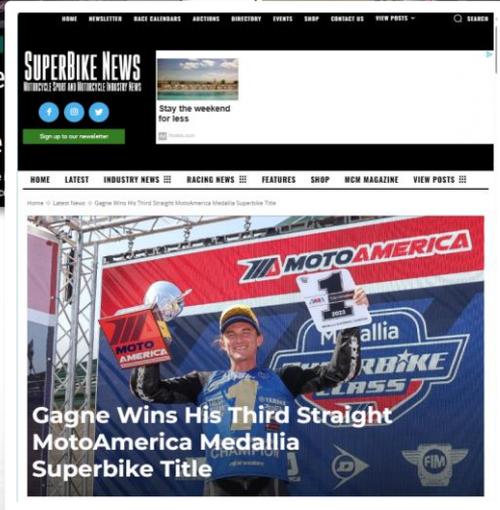
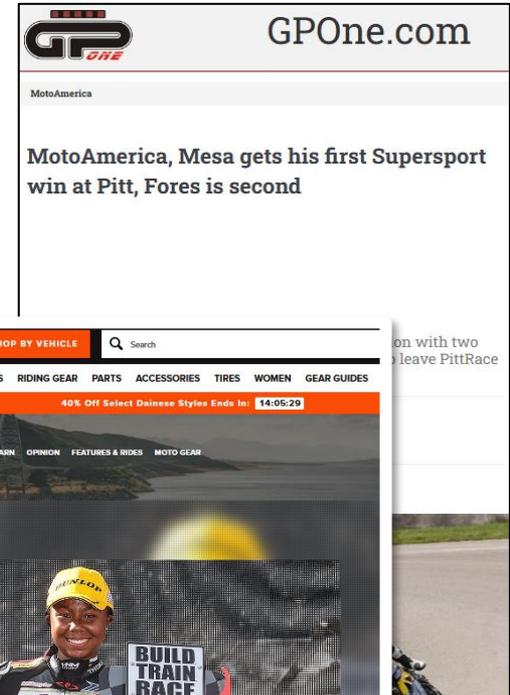
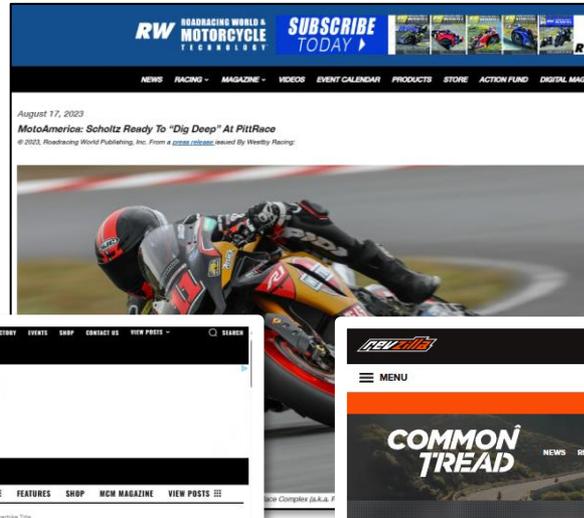
	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	258	48	43	116	27	24
Impressions	11,871,594	1,317,486	5,804,887	297,387	1,596,539	2,855,295
Engagement	698,829	61,698	493,048	10,783	124,534	8,766
Video Views	7,664,720	260,872	5,507,222	80,335	1,596,539	219,752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

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.

6 CLASSES OF RACING!

AUG 18-20

SUPERBIKES
AT PITTSBURGH

MOTOAMERICA

GET TICKETS TODAY!

AUG 18-20

SUPERBIKES
AT PITTSBURGH

MOTOAMERICA

SUPERBIKES
ARE COMING

PITTSBURGH INTERNATIONAL RACE COMPLEX

8/18 - 8/20

AUG 18-20

SUPERBIKES
AT PITTSBURGH

MOTOAMERICA

VIP ★★★
PACKAGE

***** 2023 *****

Get the Ultimate Experience!

- 20% off merchandise voucher
- VIP Hospitality for ages 16 & over
- Climate-controlled VIP area with MA Live TV (available only Sat & Sun)
- MotoAmerica racer meet & greet
- Catering (cont'l breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- 3-day general admission; paddock access, Premier/VIP parking pass
- Preferred Superbike podium viewing
- Superbike Sat & Sun grid access

MotoAmerica.com/calendar

RACE FANS, MOTO-FAMILIES,
BIKE ENTHUSIASTS...

YOUR PEOPLE WILL BE HERE.
WILL YOU?

AUG 18-20

SUPERBIKES
AT PITTSBURGH

MOTOAMERICA

Pittsburgh Int'l Race Complex

MOTOAMERICA

SUPERBIKES
AT PITTSBURGH

6 CLASSES OF RACING
AUG 18-20 • GET TIX!

Pittsburgh Int'l Race Complex

AUG 18-20

SUPERBIKES
AT PITTSBURGH

MOTOAMERICA

3-Day Camping

Fun for Family and Friends

Enjoy our FREE Kid Zone!

Pittsburgh Int'l Race Complex

MOTOAMERICA

SUPERBIKES
AT PITTSBURGH

MARK YOUR CALENDAR!

★ AUG 18-20, 2023 ★

6 Race Classes at Pittsburgh International Race Complex

Get tix at motoamerica.com/calendar

MOTOAMERICA

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

IMAGERY

Event Date: August 18-20, 2023





SERIES PARTNERS



Medallia



audio-technica



ADVANCED SUSPENSION TECHNOLOGY



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