

RACE REPORT

Circuit of The Americas
September 12-14, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Imagery
Marketing

Metrics primarily reflect
period Sept 12-21, 2025.

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



A SPORTS SUCCESS STORY

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

Circuit of The Americas
September 12-14, 2025



A SOLID RETURN

MotoAmerica returned to the famous grounds of Circuit Of The Americas for its third successful year.

While the facility does not permit release of attendance figures, a noticeably larger crowd over 2024 enjoyed ten races from five unique race classes.



SNAPSHOT

134	Rider Entries
5	Competition Classes
10	Races total
58K	Linear TV AA P2+
8.7M	Digital Video Views
16.3M	Social Media Impressions
524K	Social Media Engagement
n/a	Attendance (track does not release)

- Metrics: September 12-21; pulled 10 days after event
- P2+: Average Audience of all persons in household over 2-years old.
- P2+ Estimated for NBC Peacock.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	27,260	435
YouTube	403,950	51,759
Facebook	2,751,411	15,986
Instagram	4,150,293	N/A
X	48,966	N/A
TikTok	1,358,891	N/A
TOTAL	8,740,771	68,180

LINEAR TV SUMMARY

57,981 **Total AA P2+ USA (FOX FS1 & FS2)**

RACE BROADCASTS:

- MotoAmerica Live+ All Classes Live & SVOD
- Fox Sports FS1 *Superbike Rewind, Mission King Of The Baggers*
- 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 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.
- Metrics: September 12-21; pulled 10 days after event.
- 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

Circuit of The Americas
September 12-14, 2025



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	266	62	47	96	23	38
Impressions	16,248,659	4,838,895	5,566,750	147,377	1,358,891	4,336,746
Engagement	523,985	239,356	198,197	2,720	69,533	14,179
Video Views	8,713,511	2,751,411	4,150,293	48,966	1,358,891	403,950
Comments, Shares	54,120	10,266	36,329	372	5,592	1,561

David Gruner

Drove all the way from Oregon to watch the best tackle COTA
Great time!

Marc Kodiak

2:08 is properly fast on COTA , that is hustling that bike

Josh Norton

Best First experience!!!! Will
definitely be back!!!

1w Like Reply

Top fan

Jim Branton

Definitely a good time!

Top fan

Donna Liebenow

Very fun to watch

2w Like Reply

Ricky McCafferty

What an awesome weekend!!!

Top fan

Sandra Moya Carmichael Loftis

I was there all 3 days and
loved every live minute of it.
I got my favorite pro racer's
autograph on Sunday, too
#CoreyAlexander 🙌👍



[FULL EARNED MEDIA RECAP](#) here, excerpts below.

Total Potential Audience Reach: 916,596,811 (with syndication)

EARNED:

Broadcast

- KXAN-TV (Austin, TX): KXAN News at Noon – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rwpKuj3WwF?_gl=1%2A1xplbmy%2A_gcl_au%2AMTQxMzk3NTA5MS4xNzU0MzE5Mzg2LjE4OTQyODQ2NTcuMTc1ODA1NjE4Ni4xNzU4MDU2MTg5

National

- NBC Sports: Josh Herrin, Cameron Beaubier split MotoAmerica Superbike races at COTA – <https://www.nbcsports.com/motor-sports/news/josh-herrin-cameron-beaubier-split-motoamerica-superbike-races-at-cota-bobby-fong-sweeps-podium>

Local Print/Online

- KXAN-TV (Austin, TX): Weekend Watch: MotoAmerica returns to COTA and Pecan Street Fest – <https://www.kxan.com/weather/weather-blog/weekend-watch-motoamerica-returns-to-cota-and-pecan-street-fest/>
- KXAN-TV (Austin, TX): Weekend Watch: MotoAmerica returns to COTA and Pecan Street Fest – https://www.youtube.com/watch?v=SPw_4Hkil3U

ORGANIC:

National

- NBC Sports: How to Watch MotoAmerica Round 8 at Circuit of the Americas (COTA): Schedule, TV/stream info, past results – <https://www.nbcsports.com/motor-sports/news/how-to-watch-motoamerica-round-8-at-circuit-of-the-americas-cota-schedule-tv-stream-info-past-results-cameron-beaubier-sean-dylan-kelly>
- NBC Sports: Highlights: MotoAmerica Superbikes at COTA, Race 1 – <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-8-superbikes-at-cota-race-1>
- NBC Sports: Highlights: MotoAmerica Superbikes at COTA, Race 2 – <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-8-superbikes-at-cota-race-2>



- Total Motorcycle: 2025 MotoAmerica Superbike Championship at Circuit of The Americas in Austin – <https://www.totalmotorcycle.com/2025-motoamerica-superbike-championship-at-circuit-of-the-americas-in-austin/>
- Total Motorcycle: HARLEY-DAVIDSON WINS 2025 MISSION KING OF THE BAGGERS CHAMPIONSHIP AT CIRCUIT OF THE AMERICAS – <https://www.totalmotorcycle.com/harley-davidson-wins-2025-mission-king-of-the-baggers-championship-at-circuit-of-the-americas/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Dunlop Tires Sets New Lap Records at COTA – <https://www.roadracingworld.com/news/motoamerica-dunlop-tires-sets-new-lap-records-at-cota/>
- Roadracing World & Motorcycle Technology: MotoAmerica: More From Teams At COTA – <https://www.roadracingworld.com/news/motoamerica-more-from-teams-at-cota/>
- Cycle World Magazine: Indian Motorcycle Racing Takes 1-2 At Circuit Of The Americas Race 2 – <https://www.cycleworld.com/the-wire/indian-motorcycle-racing-takes-1-2-at-circuit-of-the-americas-race-2/>

Syndications

- Yahoo: Weekend Watch: MotoAmerica returns to COTA and Pecan Street Fest – <https://www.yahoo.com/news/articles/weekend-watch-motoamerica-returns-cota-135601551.html>
- Yahoo Sports: How to Watch MotoAmerica Round 8 at Circuit of the Americas (COTA): Schedule, TV/stream info, past results – <https://sports.yahoo.com/article/watch-motoamerica-round-8-circuit-171620682.html>
- NewsBreak: How to Watch MotoAmerica Round 8 at Circuit of the Americas (COTA): Schedule, TV/stream info, past results - <https://www.newsbreak.com/news/4230572507012-how-to-watch-motoamerica-round-8-at-circuit-of-the-americas-cota-schedule-tv-stream-info-past-results>
- Yahoo Sports: Highlights: MotoAmerica Superbikes at COTA, Race 2 – <https://sports.yahoo.com/video/highlights-motoamerica-superbikes-cota-race-134247550.html>
- NewsBreak: MotoAmerica: Max Stauffer To Race Superbike Unlimited At COTA – <https://www.newsbreak.com/news/4216207467424-motoamerica-max-stauffer-to-race-superbike-unlimited-at-cota>
- NewsBreak: MotoAmerica Previews This Weekend's Circuit Of The Americas Round – <https://www.newsbreak.com/news/4226203251119-motoamerica-previews-this-weekend-s-circuit-of-the-americas-round>
- NewsBreak: MotoAmerica: Uribe Leads Stock 1000 Practice At COTA – <https://www.newsbreak.com/news/4230733880180-motoamerica-uribe-leads-stock-1000-practice-at-cota>
- NewsBreak: MotoAmerica: Scholtz On Provisional Supersport Pole At COTA – <https://www.newsbreak.com/news/4231126265604-motoamerica-scholtz-on-provisional-supersport-pole-at-cota>
- NewsBreak: MotoAmerica: Fong Leads Opening Superbike Practice At COTA – <https://www.newsbreak.com/news/4230735598468-motoamerica-fong-leads-opening-superbike-practice-at-cota>

SEPT 12-14 2025
MOTOAMERICA SUPERBIKES AT TEXAS

aprilia
harley-davidson
Indian MOTORCYCLE
MOTO GUZZI
YAMAHA RACING

DEMO RIDES!
CIRCUIT OF THE AMERICAS
ALL WEEKEND LONG

Test-ride new models from these brands while watching USA's best motorcycle racing!

SEPT 12-14 2025
MOTOAMERICA SUPERBIKES AT TEXAS

CIRCUIT OF THE AMERICAS • AUSTIN, TEXAS

5 DIFFERENT ROAD RACING CLASSES!
SUPERBIKE • MOTOVATION SUPERSPORT
MISSION KING OF THE BAGGERS • STOCK 1000
PARTS UNLIMITED TALENT CUP BY MOTUL
FAMILY FUN ZONE • OPEN PADDOCK • VIP PACKAGES
3-DAY CAMPING

KING OF THE BAGGERS mission MOTOAMERICA

Scan for TICKETS or visit MotoAmerica.com/calendar

MOTOAMERICA

KIDS 12 & YOUNGER FREE WITH PAID ADULT GEN ADMISSION, EXCLUDES VIP

SUPERBIKES & BAGGERS ARE COMING!
SEPT 12-14 AT TEXAS

CIRCUIT OF THE AMERICAS **MOTOAMERICA**

SEPT 12-14 2025
MOTOAMERICA SUPERBIKES AT TEXAS

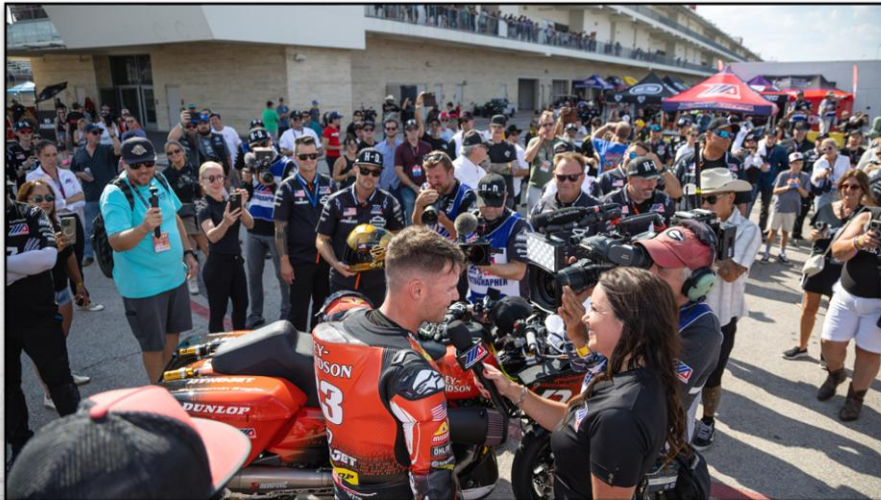
GET TICKETS. JOIN THE FUN!

ARE YOU A MOTOAMERICAN?
UNITE WITH RACE FANS AT CIRCUIT OF THE AMERICAS

KING OF THE BAGGERS mission MOTOAMERICA
DRAG MOTUL

BAGGERS ARE COMING
CIRCUIT OF THE AMERICAS
SEPTEMBER 12-14, 2025





BIKE NIGHTS

Circuit of The Americas
September 12-14, 2025



Another large crowd turned out for a bike night at Ducati Austin. Complete with Q&A session with teams/riders.



BIKE NIGHT

Circuit of The Americas
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Motovation public & industry bike night was a hit.



TEAM & CORP SUITE LIFE

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Multiple suites leased to sponsors and teams.

Harley-Davidson Visa Card treated over 100 guests to a 1st class experience in-suite, on-track and in-paddock.



SUPERFAN VIP

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Fans who purchased the MotoAmerica VIP Superfan Experience package were treated to more than just a catered, air-conditioned suite. The weekend included a variety of guest speakers, rider/team meet & greets, and a guided tour on the pre-race grid by MotoAmerica hospitality staff.



SERIES PARTNERS

Circuit of The Americas
September 12-14, 2025



PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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