

RACE REPORT

New Jersey Motorsports Park
Event Date: September 22-24, 2023



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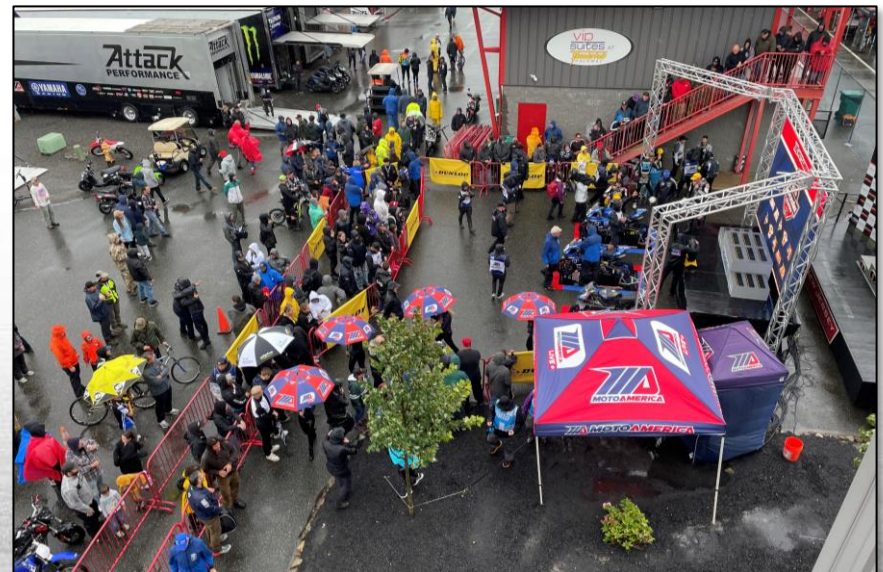
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NINE YEARS OF GROWTH AND SUCCESS

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: September 22-24, 2023



It was a soggy-bottom weekend in Millville.

High winds and inches of rain didn't stop our fans from braving the weather to get their racing fix. They brought out their RVs and campers, leaving the tents at home.

JD Beach was the master of WET track conditions on Sunday at New Jersey Motorsports Park to score the second MotoAmerica Medallia Superbike victory of his career and his first in four years

The King Of The Baggers championship was at stake and it came down to Sunday's race. Hayden Gillam came out on top as King Of The Baggers Champion to go along with his Steel Commander Stock 1000 Championship win.

Classes:

- Medallia Superbikes
- *Supersport*
- *Junior Cup*
- *REV'IT! Twins Cup*
- *Mission King Of The Baggers*
- *Mission Mini Cup by Motul*

IMPACT SUMMARY

173	Rider Entries
6	Competition Classes
12	Races Total
300K	Linear TV AA Nielsen P2+ (est)
5.8M	Digital Video Views
12.5M	Social Media Impressions
355K	Social Media Engagement
16,211	Attendance

Digital metrics reflect September 22-October 10, 2023, time period.



RACE VIEWERSHIP: TV



300,005 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 October 26, 2023, to present, plus forecasted reairs.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



RACE VIEWERSHIP: DIGITAL



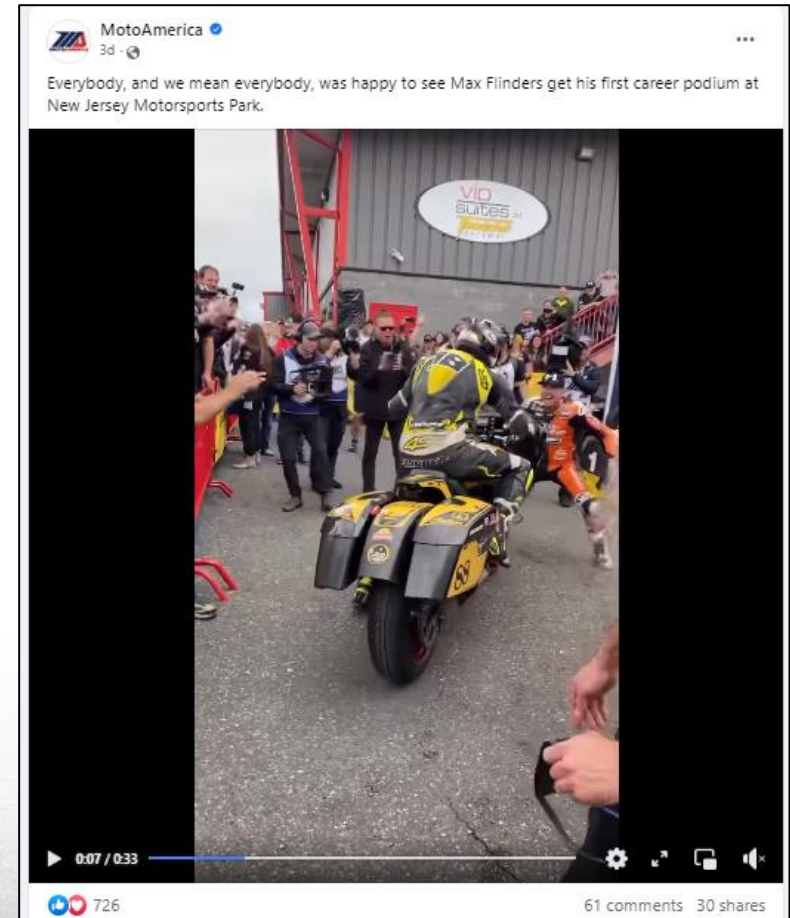
	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	43,988	1,141,613
YouTube	569,221	50,842
Facebook	1,320,491	5,389
Instagram	3,214,351	N/A
Twitter	69,600	N/A
TikTok	581,817	N/A
TOTAL	5,799,468	1,197,843

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect September 22-October 10, 2023, time period.

TV Ratings reflect October 24, 2023, to present, plus forecasted reairs.

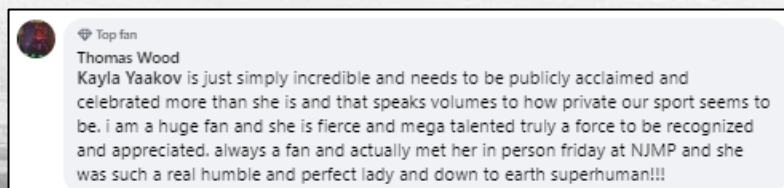
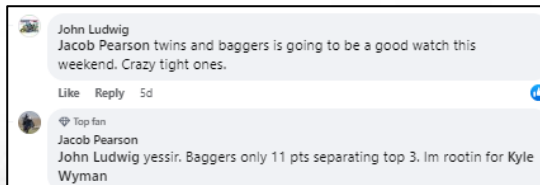
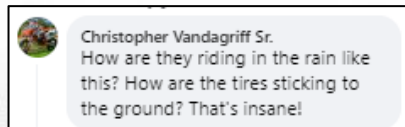
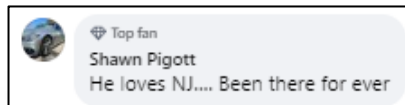
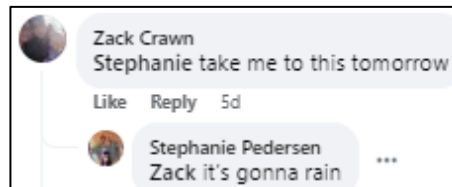
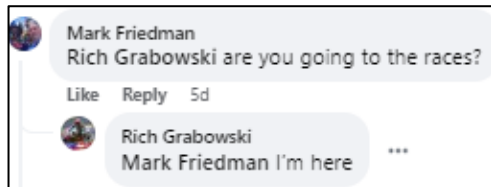


SOCIAL MEDIA

Event Date: September 22-24, 2023



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	258	60	35	90	25	48
Impressions	12,459,439	1,893,326	3,356,345	221,375	581,817	6,406,576
Engagement	354,682	75,374	221,853	9,862	29,581	18,012
Video Views	5,755,480	1,320,491	3,214,351	69,600	581,817	569,221
Comments, Shares	22,307	4,101	15,156	490	640	1,920

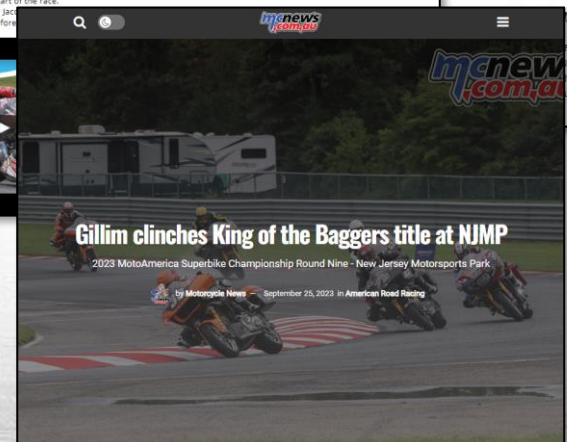
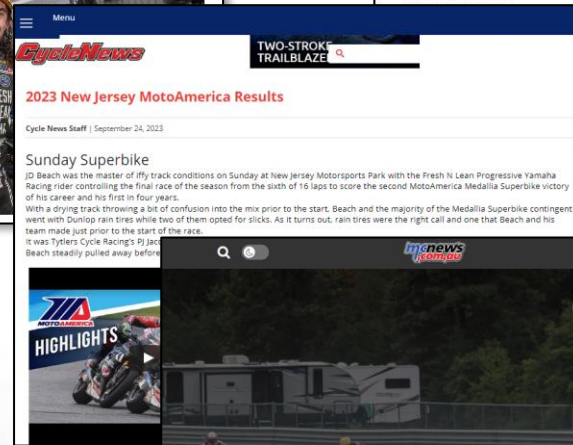
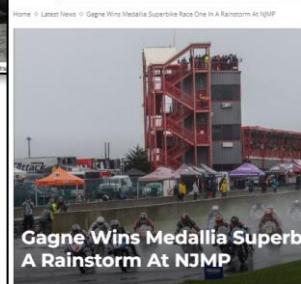
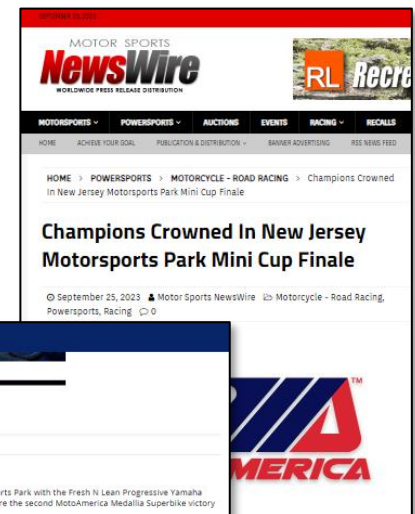
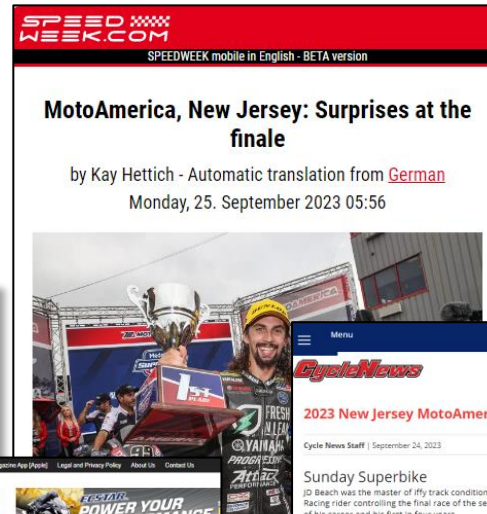
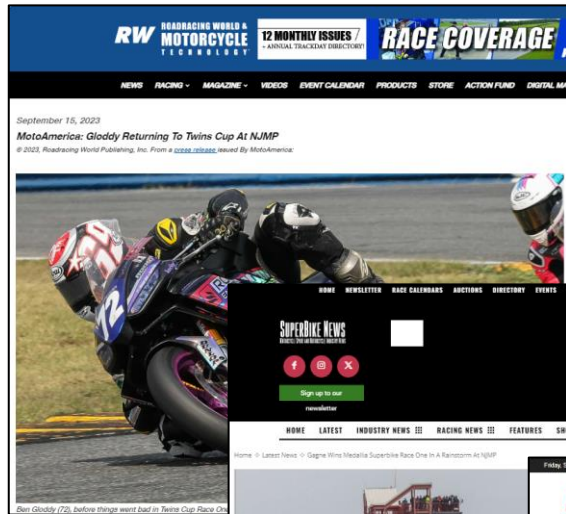


Digital metrics reflect September 22-October 10, 2023, time period.

Media hit list
located [HERE](#).

TV, ONLINE, ENDEMIC AND NON-ENDEMIC

Total UVM: 297,812,729

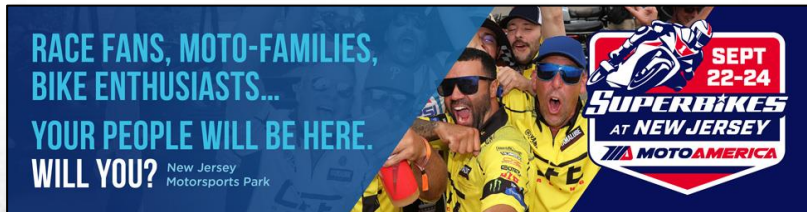


EVENT MARKETING

Event Date: September 22-24, 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

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

YOUR PEOPLE
WILL BE HERE.
WILL YOU?

SEPT 22-24
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

New Jersey Motorsports Park

MotoAmerica is at New Jersey Motorsports Park - NJMP.
8h · Millville, NJ · 📍

Hey, MotoAmerica fans, it's race week, and it all comes down to New Jersey Motorsports Park. The 2023 Mission Foods King Of The Baggers Championship has two more races to #CrownTheKing, plus two races in Medallia Superbike, Supersport, REV'IT! Twins Cup, and Junior Cup.

#motorcycle #bagger #motorsport #racing

SEPT 22-24
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

IT'S RACE WEEK
JOIN US AT THE TRACK OR WATCH ONLINE!

MOTOAMERICA LIVE+

SEPT 22-24
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

**SUPERBIKES
ARE COMING**

NEW JERSEY
MOTORSPORTS PARK
9/22 - 9/24

SEPT 22-24, 2023
**BAGGER RACING
AT NEW JERSEY
MOTORSPORTS PARK**

SEE 6 CLASSES OF RACING DURING SUPERBIKE WEEKEND

KING OF THE BAGGERS
MISSION
MOTOAMERICA

DRAG SPECIALTIES MOTUL MOTOAMERICA

GET TICKETS TODAY!

SEPT 22-24, 2023
SUPERBIKES
AT NEW JERSEY

MARK YOUR CALENDAR!
6 Race Classes at New Jersey Motorsports Park.
Get tickets at motoamerica.com/calendar

MOTOAMERICA

SEPT 22-24
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

3-Day Camping
Fun for Family and Friends
Enjoy our FREE Kid Zone!

New Jersey Motorsports Park





SERIES PARTNERS



Medallia



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