

RACE REPORT

New Jersey Motorsports Park
September 26-28, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Imagery
Marketing

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

New Jersey Motorsports Park
September 26-28, 2025



AN EXCITING END TO AN EXCITING SEASON

MotoAmerica brought five classes of racing to NJMP for the final event of the season.

Three of five class championships were decided during the weekend with an extraordinary upset in the Superbike class which will be discussed for many years.



SNAPSHOT

105	Rider Entries
5	Competition Classes
11	Races total
106K	Linear TV AA P2+
9.8M	Digital Video Views
16.5M	Social Media Impressions
408K	Social Media Engagement
28,930	Attendance

- Metrics: September 26-October 5. Pulled 10 days after event
- P2+: Average Audience of all persons in household over 2-years old.
- P2+ Estimated for NBC Peacock.

MotoAmerica
September 25 at 10:00 AM · 📍

Don't miss the final round at New Jersey Motorsports Park LIVE on MotoAmerica Live+.

SCHEDULE

ALL TIMES LOCAL (ET) AND SUBJECT TO CHANGE

FRIDAY, SEPTEMBER 26	SUNDAY, SEPTEMBER 28
12:00 PM PREVIEW SHOW	9:15 AM SUPERBIKE WARM UP
1:30 PM RACE LINE	9:40 AM KING OF THE BAGGERS WARM UP
1:30 PM SUPERSPORT QUALIFYING 1	10:15 AM TWINS CUP RACE 2
2:10 PM TWINS CUP QUALIFYING 1	12:10 PM SUPERBIKE RACE 2
2:50 PM SUPERBIKE QUALIFYING 1	1:15 PM TALENT CUP RACE 2
3:40 PM TALENT CUP QUALIFYING 1	2:10 PM SUPERSPORT RACE 2
4:20 PM KING OF THE BAGGERS QUALIFYING 1	3:10 PM SUPERBIKE RACE 3
	4:05 PM KING OF THE BAGGERS RACE 2

SATURDAY, SEPTEMBER 27
9:05 AM TWINS CUP QUALIFYING 2
9:40 AM SUPERSPORT QUALIFYING 2
10:20 AM SUPERBIKE QUALIFYING 2
11:00 AM KING OF THE BAGGERS QUALIFYING 2
11:30 AM KING OF THE BAGGERS CHALLENGE
1:10 PM TWINS CUP RACE 1
2:10 PM SUPERSPORT RACE 1
3:10 PM SUPERBIKE RACE 1
4:05 PM KING OF THE BAGGERS RACE 1
4:45 PM TALENT CUP RACE 1

22 comments · 14 shares

Like Comment Share

View more comments

👤 The Guy
Rich Grabowski
We will be there!! Can't wait

DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	27,484	16,028
YouTube	417,197	58,289
Facebook	3,302,404	20,135
Instagram	5,965,365	N/A
X	63,141	N/A
TikTok	121,594	N/A
TOTAL	9,897,185	94,451



LINEAR TV SUMMARY

36,000 **Total AA P2+ USA (FOX FS1 & FS2)**
12,140 **Total Uniques (NBC Peacock)**

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 26-October 5. Pulled 10 days after event
- P2+: Average Audience of all persons in household over 2-years old watching at any moment. NBC Peacock P2+ estimated as part of overall total.

SOCIAL MEDIA

New Jersey Motorsports Park
September 26-28, 2025



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	258	59	41	99	21	38
Impressions	16,499,631	5,758,230	6,682,524	206,812	121,594	3,730,471
Engagement	407,865	206,178	174,825	2,713	5,736	18,413
Video Views	9,869,701	3,302,404	5,965,365	63,141	121,594	417,197
Comments, Shares	16,973	4,007	10,754	328	269	1,615

Top fan

Rob van Gooswilligen

I watch final live stream of MotoAmerica in my country 🇳🇱

Gatot Kaca

Absolute Cinema 🍿🍿🍿. This will be the most memorable race for everyone.
Yamaha YZF-R9 is the best 🍿🍿🍿❤️❤️❤️

Craig Mulderig

What a great weekend of racing 🍿🍿🍿🍿🍿

Brian Sweet

Comes down to the last round of the season and thats how it gets decided.... OOF

Top fan

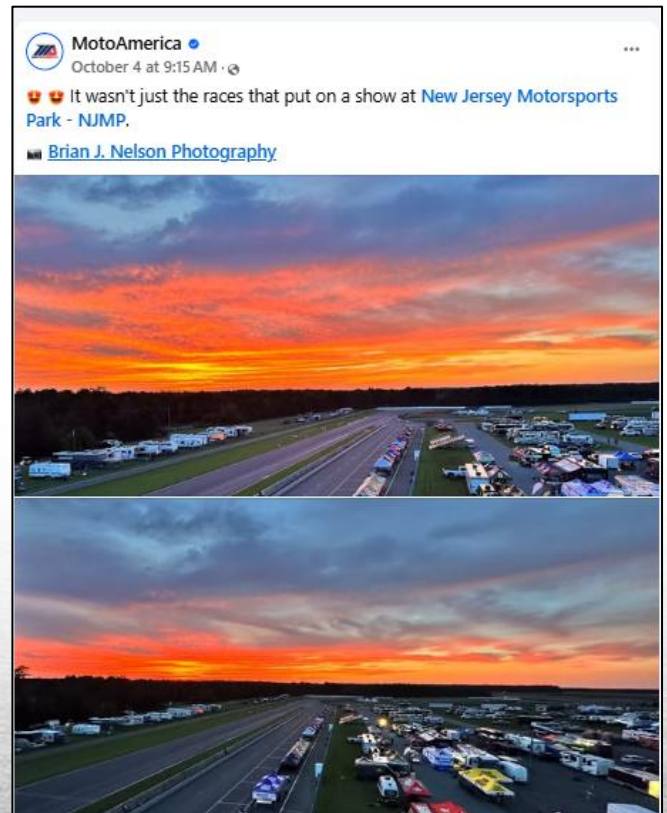
Ken Thompson

Great show by some excellent atheletes. Can't wait fo 26!

Top fan

Cecil Hand

Great racing all year. Fun for the fans in all classes. Congrats to all top 3 finishers in each category. Tks MotoAmerica for continually improving.



[FULL EARNED MEDIA RECAP](#) on this link. Below are selections of the areas of reach.

Total Potential Audience Reach: 1,169,132,889 (with syndication)

EARNED:

Broadcast

- WFMZ-TV (Allentown, PA): 69 News Sunrise-5:00AM – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/h1BgFq9aXx>
- WFMZ-TV (Allentown, PA): 69 News Sunrise-6:30AM – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/9lyhA3CpiE?_gl=1%2A1z0tzm%2A_gcl_au%2AMTQxMzk3NTA5MS4xNzU0MzE5Mzg2LjEzMzMzMyODI4ODguMTc1ODg5Mjg1Ny4xNzU4ODkyODU2
- WFMZ-TV (Allentown, PA): 69 News Sunrise-8:00AM – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Lz4a7mlcMI?_gl=1%2A149wb4i%2A_gcl_au%2AMTQxMzk3NTA5MS4xNzU0MzE5Mzg2LjEzMzMzMyODI4ODguMTc1ODg5Mjg1Ny4xNzU4ODkyODU2

National

- NBCSports: Bobby Fong: Win or lose, he's given his all with two Superbike races remaining – <https://www.nbcsports.com/motor-sports/news/bobby-fong-win-or-lose-hes-given-his-all-with-two-superbike-races-remaining>
- NBC Sports: Cameron Beaubier wins 2025 Superbike finale and sixth Championship, Bobby Fong crashes twice – <https://www.nbcsports.com/motor-sports/news/cameron-beaubier-wins-2025-superbike-finale-and-sixth-championship-bobby-fong-crashes-twice>

Local Print/Online

- WTFX-TV (Philadelphia, PA): LIVE Good Day Uncut: 2025 MotoAmerica – <https://www.fox29.com/video/1714608>
- WTFX-TV (Philadelphia, PA): FOX 29 LIVE at Noon: Teen Pro Motorcycle Racer Making History – <https://www.fox29.com/video/1714619>
- NJ.com: MotoAmerica Superbike Championship returns to N.J. for season finale – <https://www.nj.com/cumberland/2025/09/motoamerica-superbike-championship-returns-to-nj-for-season-finale.html>
- WFMZ-TV (Allentown, PA): Teen motorcycle rider from Pa. hopes to win big at race this weekend – https://www.wfmz.com/news/good-news/teen-motorcycle-rider-from-pa-hopes-to-win-big-at-race-this-weekend/article_8562dfb0-7170-4937-8c00-e0e1a6708dc0.html



FULL EARNED MEDIA RECAP

Syndications

- Yahoo! Sports: MotoAmerica Superbike Championship returns to N.J. for season finale – <https://sports.yahoo.com/article/motoamerica-superbike-championship-returns-n-180113766.html>
- Yahoo! News: FOX 29 LIVE at Noon: Teen Pro Motorcycle Racer Making History – <https://www.yahoo.com/news/videos/fox-29-live-noon-teen-201208113.html>
- Yahoo Sports: Bobby Fong: Win or lose, he's given his all with two Superbike races remaining – <https://sports.yahoo.com/article/bobby-fong-win-lose-hes-155735955.html>
- Yahoo Sports: Cameron Beaubier wins 2025 Superbike finale and sixth Championship, Bobby Fong crashes twice – <https://sports.yahoo.com/article/cameron-beaubier-wins-2025-superbike-152339520.html>

ORGANIC:

National

- Roadracing World & Motorcycle Technology: Where To Ride In September 2025 – <https://www.roadracingworld.com/news/where-to-ride-in-september-2025/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Ryder Davis To Make Supersport Debut at NJMP – <https://www.roadracingworld.com/news/motoamerica-ryder-davis-to-make-supersport-debut-at-njmp/>
- Iron Trader News: Nine Rounds, 20 Superbike Races To Highlight 50th Anniversary Season Of AMA Superbike Racing – <https://irontradernews.com/nine-rounds-20-superbike-races-to-highlight-50thanniversary-season-of-ama-superbike-racing/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Bettencourt Racing Powered by AK Race Fab Expands Roster for NJMP – <https://www.roadracingworld.com/news/motoamerica-bettencourt-racing-powered-by-ak-race-fab-expands-roster-for-njmp/>

Local Print/Online

- SNJ Today: MotoAmerica Superbikes and Mission King of the Baggers take over NJMP with its Season Finale – <https://snjtoday.com/motoamerica-superbikes-njmp-season-finale-2025/>

Syndications

- Yahoo Sports: MotoAmerica Superbike: Richie Escalante has three races to clinch a top five – <https://sports.yahoo.com/article/motoamerica-superbike-richie-escalante-three-200000371.html>
- Yahoo Sports: How to Watch MotoAmerica Round 9 at New Jersey (NJMP): Schedule, TV/stream info, past results – <https://sports.yahoo.com/article/watch-motoamerica-round-9-jersey-191958056.html>

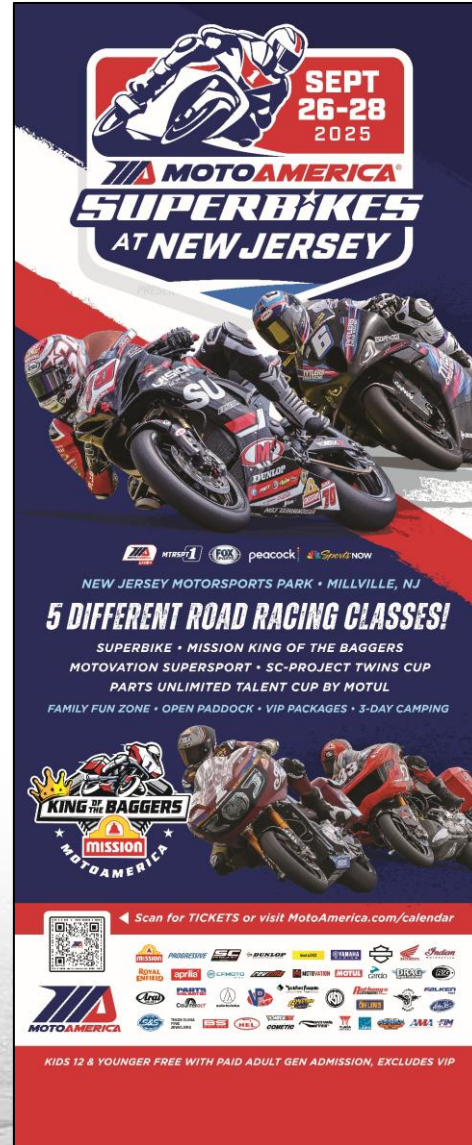


SEPT 26-28 2025
MOTOAMERICA SUPERBIKES AT NEW JERSEY

aprilia
CFMOTO
Indian MOTORCYCLE
MOTO GUZZI
YAMAHA RACING

DEMO RIDES!
NEW JERSEY MOTORSPORTS PARK
ALL WEEKEND LONG

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



SEPT 26-28 2025
MOTOAMERICA SUPERBIKES AT NEW JERSEY

NEW JERSEY MOTORSPORTS PARK • MILLVILLE, NJ

5 DIFFERENT ROAD RACING CLASSES!
SUPERBIKE • MISSION KING OF THE BAGGERS
MOTOVATION SUPERSPORT • SC-PROJECT TWINS CUP
PARTS UNLIMITED TALENT CUP BY MOTUL

FAMILY FUN ZONE • OPEN PADDOCK • VIP PACKAGES • 3-DAY CAMPING

KING OF THE BAGGERS MISSION

Scan for TICKETS or visit MotoAmerica.com/calendar

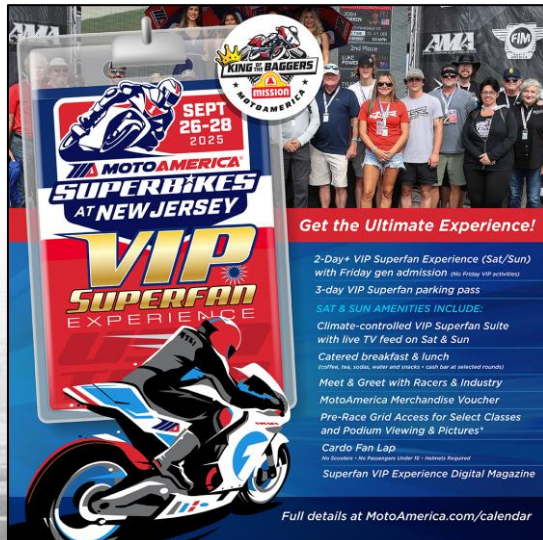
MOTOAMERICA

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



SUPERBIKES & BAGGERS ARE COMING!
SEPT 26-28 AT NEW JERSEY

NEW JERSEY MOTORSPORTS PARK
The Premier Motorsports Entertainment Complex



SEPT 26-28 2025
MOTOAMERICA SUPERBIKES AT NEW JERSEY

VIP SUPERFAN EXPERIENCE

Get the Ultimate Experience!

2-Day+ VIP Superfan Experience (Sat/Sun) with Friday gen admission and Friday VIP activities
3-day VIP Superfan parking pass

SAT & SUN AMENITIES INCLUDE:
Climate-controlled VIP Superfan Suite with live TV feed on Sat & Sun
Catered breakfast & lunch (certain table service, water and snacks - look for designated rooms)
Meet & Greet with Racers & Industry
MotoAmerica Merchandise Voucher
Pre-Race Grid Access for Select Classes and Podium Viewing & Pictures*
Cardo Fan Lap
Superfan VIP Experience Digital Magazine

Full details at MotoAmerica.com/calendar



SEPT 26-28 2025
MOTOAMERICA SUPERBIKES AT NEW JERSEY

FIVE CLASSES OF RACING AT NEW JERSEY MOTORSPORTS PARK

GET TICKETS TODAY!

SUPERBIKE • MOTOVATION SUPERSPORT • MISSION KING OF THE BAGGERS
PARTS UNLIMITED TALENT CUP BY MOTUL • SC-PROJECT TWINS CUP

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.



Oh, did the Superbike racers put on a show! Race two was our time to meet the best of the best and, of course, with open arms, the riders. Our VIP Superfans were part of a history-making day!





MotoAmerica Fans enjoyed the choices of demos rides from Yamaha, CFMOTO, Indian Motorcycle, Aprilia and Moto Guzzi.







SERIES PARTNERS

New Jersey Motorsports Park
September 26-28, 2025



PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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