



SERIES OVERVIEW



WHO WE ARE

THE NORTH AMERICAN ROAD RACING CHAMPIONSHIP



MISSION

- » Deliver exceptional USA road racing content to the world
- » Deliver outstanding marketing value to partners

HISTORY

1976 ● » First AMA Superbike Race

2015 ● » MotoAmerica acquires AMA Road Racing rights

2018 ● » MotoAmerica and AMA extend rights to 2028

2025 ● » Eleventh consecutive year of growth

[CLICK FOR YOUTUBE SIZZLE REEL](#)



FIM
NORTH AMERICA

AMA
AMERICAN MOTORCYCLIST ASSOCIATION

MOTOAMERICA

WHAT WE DELIVER

EXCITEMENT & ENGAGEMENT



416

Total Season Race
Broadcasts (TV & Digital)



26M

YTD 2025 Digital
Media Engagement



749M

YTD 2025 Digital
Video Views



1B

Forecasted 2025 Overall
Season Impressions



1.1M

2025 YTD Linear TV
Viewership AA P2+



107

2025 Individual
Season Races



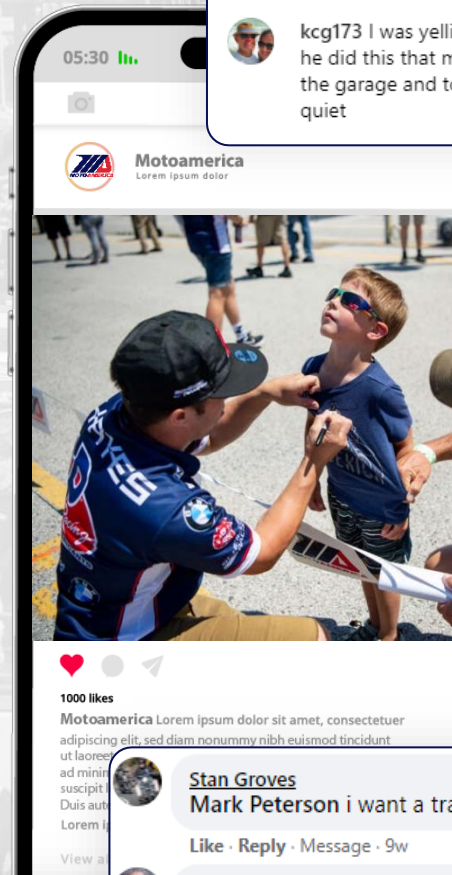
260K *

Attendance



4.8M

Followers across
social media, YouTube



motoamerica • Following
Road America



kcg173 I was yelling so loud when he did this that my wife came in the garage and told me to be quiet



Motoamerica
Lorem ipsum dolor



1000 likes

Motoamerica Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Stan Groves
Mark Peterson i want a track bike now

Like · Reply · Message · 9w



Andrew Marlow
Please bring this to England

Like · Reply · Message · 15w



Elias Bosmos



Like · Reply · Message · 2d



Joshua Crose

I gotta go to one of these races.

Like · Reply · Message · 2d

Metrics YTD 10/25

* Estimated, certain tracks do not release attendance



WHAT IT IS

ATHLETICISM

TECHNOLOGY

EXCITEMENT

DRIVE



**A PHYSICAL AND MENTAL
ENVIRONMENT UNIQUE
TO ANY OTHER SPORT**

WHAT WE RACE

Eight classes deliver broad appeal across genres.

Plus, youth racing and growth ladder for the future.



Premier class showcasing top riders aboard highly modified, 200 mph capable, production-based 1000cc motorcycles.



Fiercely competitive, smaller & lighter than Superbikes. Brings greater diversity to the grid though a wider, yet still balanced, range engine configurations & displacements.



Entry-level spec class utilizing purpose-built GP-style bikes as a step forward on the "Road to MotoGP."



Addresses one of the most popular categories while providing teams freedom to more heavily modify engine and suspension components.



Harley-Davidsons & Indians. Merging professional road course racing with motorcycle's largest segment, V-Twins.



Created by Royal Enfield, this first all-female "build & race" road course class highlights women in motorcycle culture.



Exhibition Class: Roland Sands Design Super Hooligans. 750cc+ twins or electric, air or water cooled, 125 HP max, no bodywork, high-bar motorcycles.



Youth series held on professional kart tracks, multiple classes: 110cc, 160cc, 190cc (racers 6-15 years old) and 190 cc (adult racers 15+)



WHERE WE RACE



2026 SCHEDULE

- Mar 5-7 Daytona Int'l, FL
- Apr 17-19 Road Atlanta, GA
- May 15-17 Barber Motorsports, AL
- May 29-31 Road America, WI
- Jun 26-28 Ridge Motorsports, WA
- Jul 10-12 Laguna Seca Raceway, CA
- Jul 31-Aug 2 Mid-Ohio, OH
- Aug 14-16 Virginia Int'l Raceway, VA
- Sep 11-13 Circuit Of The Americas, TX
- Sep 25-27 New Jersey Motorsports Park, NJ

Daytona International Speedway event includes the Daytona 200 and three MotoAmerica classes.

Talent Cup class also races at COTA Mar 27-29 during MotoGP.

WHO WE REACH

**Multi-Vehicle Households,
Brand Loyal, Affluent,
Homeowners, DIY.**

- 93%** Male
- 84%** Own their home
- 66%** Above Avg interest in DIY, tools
- 64%** Own 2+ motorcycles
- 52%** HHI over \$100,000
- 82%** Tow with their light truck

*"Do you **favor** the brands that sponsor racing because they support your sport?"**

83% Yes

17% No



*MotoAmerica Fan Surveys



WHERE WE REACH



FS1



16 Delayed broadcasts for Superbike and Baggers on FOX.
NBC Peacock replaces MAVTV Live Superbike broadcasts mid-2025.
2025 Season YTD **1.2M** AA P2+ for FOX & NBC Peacock.



- » **38** Annual Superbike & Supersport Races
- » **13** South American Countries
- » **370** Live, Simulcast, and Reairs



107 Live streamed races plus Practice, Qualifying, OTT, and Episodic plus SVOD.
267K Viewed Hours YTD 10/2025.



100 MotoAmerica races plus episodic programs.
(Award-winning FAST channel available on TCL TV+, LG Channels, Samsung TV+, Over-The-Air and more.) **4.4 M** Views, **230K** Hours YTD 7/25.



Races and highlights appearing in **1,000** powersports dealerships.



107 Full races, highlights, and more.
One of the largest motorsports channels. **89M** Views and **2M** Hours YTD 10/25. **881K** Followers.



Highlights and more. **930M** Impressions, **175M** Video Views, **7M** Engagement YTD 10/25. **1.5M** Followers.



Highlights and more. **390M** Impressions, **350M** Video Views. **13M** Engagement YTD 10/25, **1.2M** Followers.



Highlights and more. **126M** Video Views and Impressions YTD 10/25, **960K** Followers.



Highlights and more. **6.5M** Impressions and **4.6M** Video Views YTD 10/25.



Highlights and more. **6.8M** Impressions YTD 10/25, **224K** Followers.



EVENTS

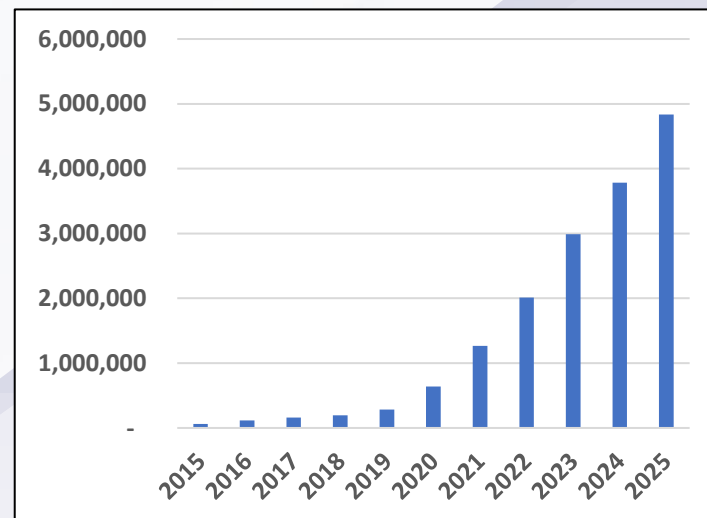
More than racing - Family-friendly 3-day events with open race paddock, expansive camping, autograph sessions, vendor village, kids' zone, motorcycle demos, jumbotrons and more.



A LEADER IN MOTORSPORTS

MotoAmerica followers - surpassing **all but two** USA-based FIA/FIM/AMA motorsports in eleven years.

Total Digital Followers



Facebook, Instagram, YouTube, TikTok, Threads, X

Followers (Domestic Series)

	NASCAR	SUPERCROSS	MOTOAMERICA	NHRA	INDYCAR	MOTOCROSS	IMSA	AFT
Facebook	5,741,617	3,805,077	1,528,171	1,834,199	1,181,270	937,098	540,040	937,012
Instagram	4,168,121	2,098,300	1,263,376	601,244	778,610	928,857	893,276	103,590
X Twitter	3,583,786	285,872	36,451	630,248	503,727	171,135	198,441	15,520
TikTok	3,050,123	664,513	960,815	610,713	175,231	58,067	368,816	11,833
YouTube	1,570,000	726,000	892,436	271,000	445,000	211,000	1,090,000	48,800
Threads	645,476	246,699	225,315	79,714	184,814	97,803	110,093	16,314
	18,759,123	7,826,461	4,906,564	4,027,118	3,268,652	2,403,960	3,200,666	1,133,069

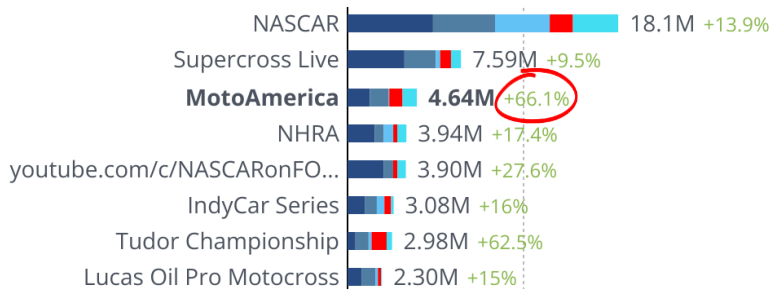
Updated 11.10.25

EXCEPTIONAL YOY FOLLOWER GROWTH

Outpacing others in percentage...

Cross-Channel Audience

As of Oct. 7, 2025 vs. Oct. 7, 2024 PDT

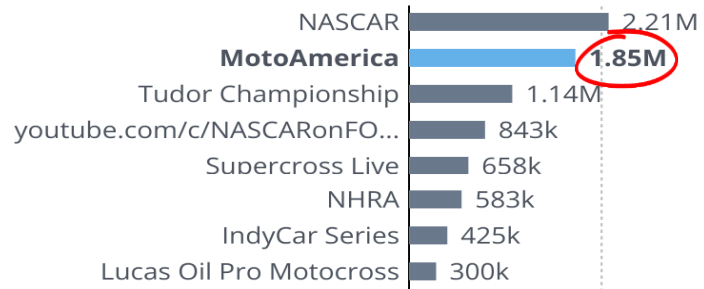


Facebook Instagram Twitter YouTube TikTok

... and scale

Cross-Channel Audience Net Change

As of Oct. 7, 2025 vs. Oct. 7, 2024 PDT

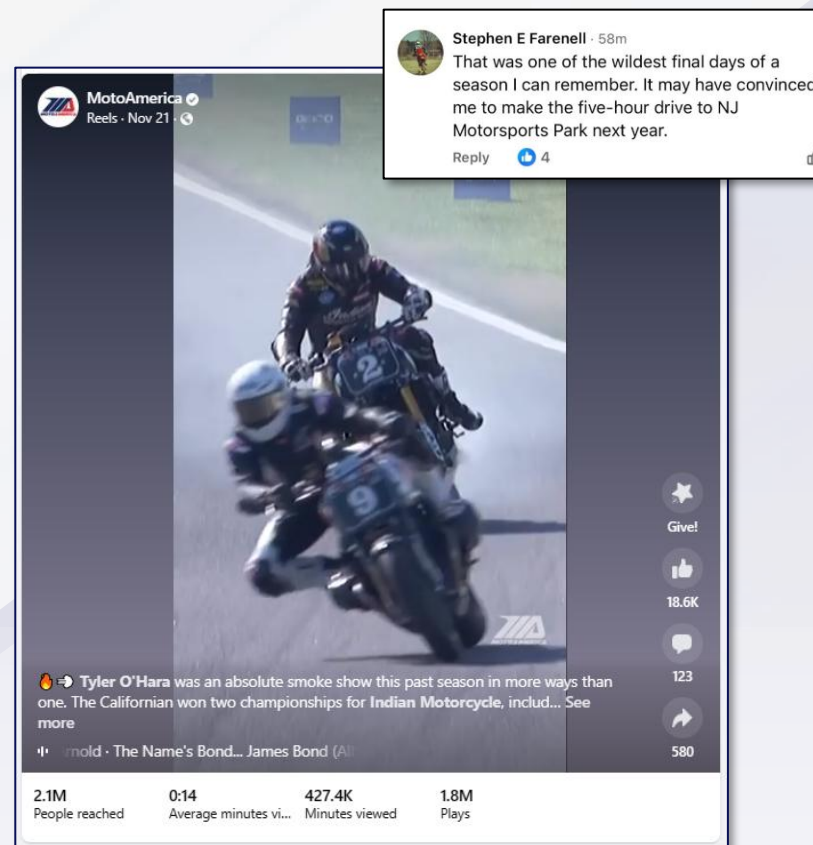


Facebook Instagram Twitter YouTube TikTok

A SOCIAL MEDIA MACHINE

MotoAmerica has fine-tuned content generation to an extraordinary degree.

*Beyond race weekends - strategically varied posts on racing, personality and drama **fill the entire year** before, during and post-season.*



SOCIAL MEDIA	TOTAL	Facebook	Instagram	X	Threads	TikTok	YouTube
Posts	11,527	2,091	1,853	2,648	3,234	870	831
Impressions	930,360,692	250,589,731	390,071,545	6,458,146	6,793,133	126,631,293	149,816,844
Engagement	26,050,820	7,119,253	13,443,789	161,832	99,771	3,950,510	1,275,665
Video Views	749,282,496	175,038,611	353,991,936	4,630,054	n/a	126,631,293	88,990,602
Comments, Shares	1,713,353	251,150	1,033,980	18,761	69,459	270,544	69,459

YTD October 2025, see appendix for notes.



REMARKABLE ON YOUTUBE

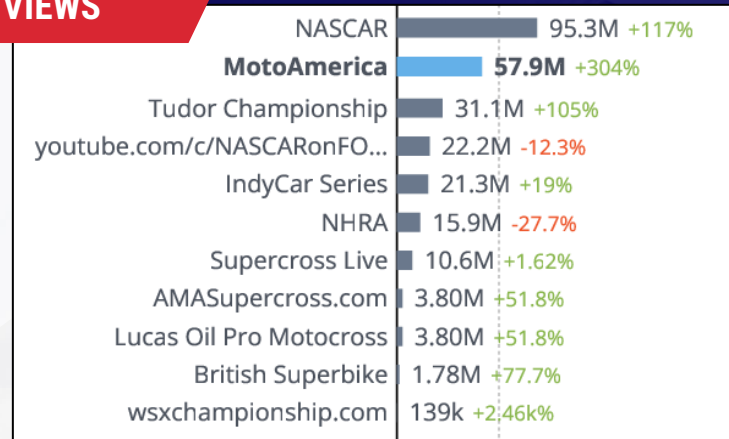


YouTube is vital for distribution of races & highlights.

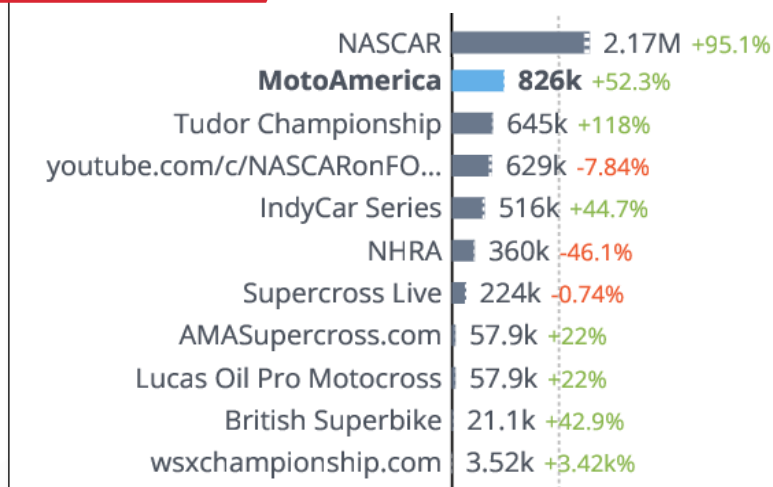
*MotoAmerica is a leader amongst USA FIA/FIM/AMA series channels in **reach** & **engagement**.*

Over 100 annual MotoAmerica race & highlight posts deliver in-broadcast sponsor branding for current and future years.

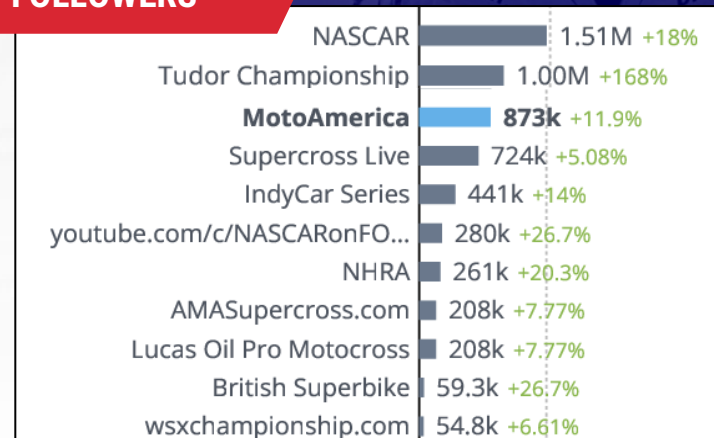
VIEWS



ENGAGEMENT



FOLLOWERS



RIVAL IQ YTD AUGUST 2025
GROWTH %'S ARE JAN-AUG VS JAN-AUG



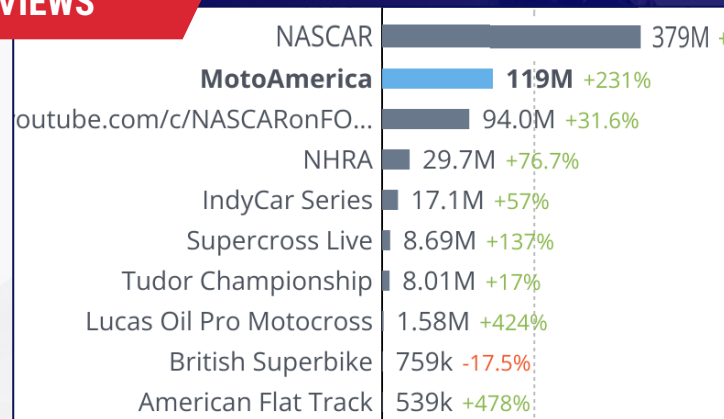
REMARKABLE ON TIKTOK

*MotoAmerica is a leader amongst USA-based FIA/FIM/AMA series channels in **reach, engagement and followers**.*

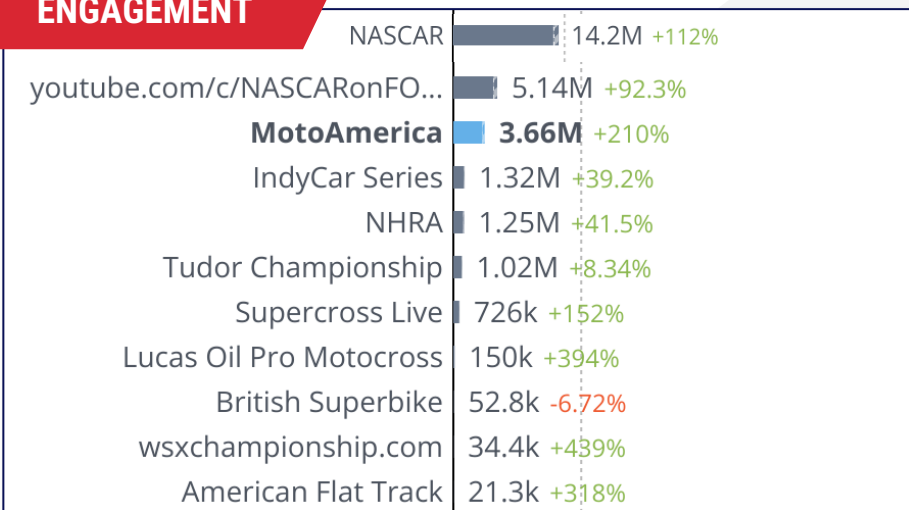
TikTok has grown to be one of the leading channels for the propagation of sports & motorsport videos.



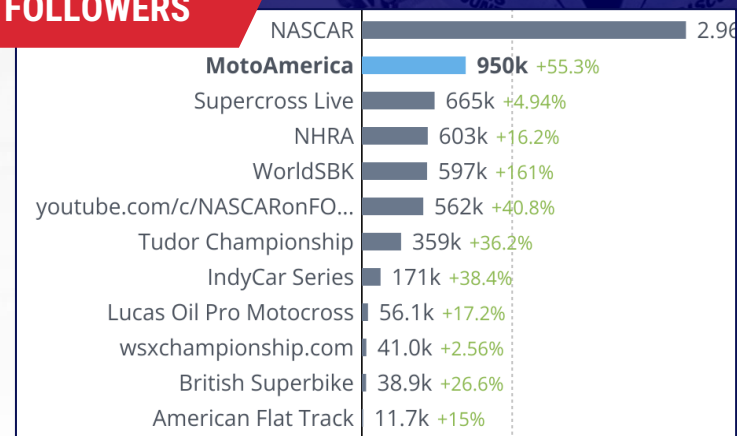
VIEWS



ENGAGEMENT



FOLLOWERS



LIVE STREAMING



MotoAmerica exclusive paid subscription live streaming & VOD. Practice, qualifying and racing for all classes. Broadcasts are Fri/Sat/Sun with OTT action such as rider interviews, episodic content and more.

107 Individual Race Broadcasts
283,000 Viewed Hours YTD 7/25



FAST CHANNEL



Award-winning 24/7 live-streaming motorsports network with MotoAmerica races, other motorsports, and builder shows. Available on VIDAA Channels, TCL TV+, LG Channels, Xiaomi Mi TV+, Samsung TV+, 93 Over-the-Air stations and more. (FAST = Free Ad Supported TV)

107 Individual Race Broadcasts
Live: Superbike, King Of The Baggers, Supersport
Delayed: All other MotoAmerica classes



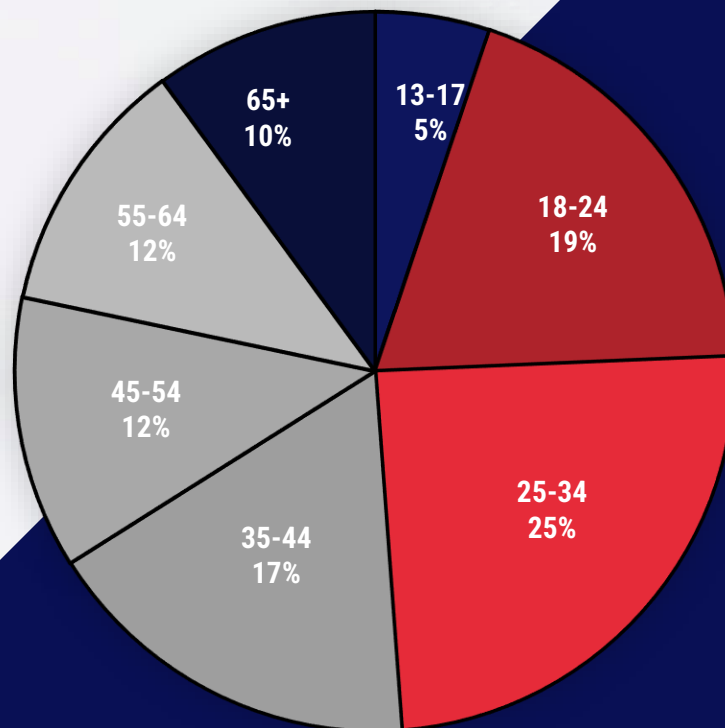
BROAD DEMOS

Age and gender vary by media type for any sport.

Using **Total Viewed Hours**, MotoAmerica's Linear TV skews older but its immense social and digital reach deliver a broad, even youthful audience overall.

Gender	Male	Female
Fox Sports	79%	23%
MAVTV	69%	31%
YouTube	88%	12%
Facebook	94%	6%
Instagram	95%	5%
TikTok	86%	14%
MA Live+	79%	21%

AGE GROUPS ACROSS 6M HOURS OF TV AND DIGITAL MEDIA



NOTES

- » Total Viewed Hours from 2022. Hours cannot be deduped.
- » Instagram and TikTok do not report Total Hours, they are estimated here.
- » TikTok does not report page/post demos so general demos for the platform are used.
- » Videos on Twitter and MotoAmerica.com website are not included for brevity.

EARNED MEDIA

**29,000+ GLOBAL NEWS
ARTICLES, BLOG POSTS,
CONVERSATIONS**

“For those in the U.S. looking to catch the best of road racing – pushing the boundaries between speed, traction, and the mentality of the riders against the edge of the limits of staying upright at high speed on asphalt – the racing series to watch has been MotoAmerica.”

Forbes



2024 Full Season Estimate, Source: Meltwater



YOUTH RACING

LADDER FOR THE FUTURE



The **Mission Mini Cup by Motul** National Championship is a series of regional qualifiers leading to the National Final at Road America on August 8-10, 2025. Multiple regional clubs will partner with MotoAmerica to manage the qualifiers. Predominantly ages 5-17 years old.



Entry-level spec class utilizing purpose-built GP-style bikes as a step forward on the "Road to MotoGP." Ages 14-21.



WOMEN IN RACING

The **MotoAmerica Royal Enfield Build.Train.Race** class is comprised of female applicants chosen by Royal Enfield. BTR riders also modify their own motorcycles to meet AMA specifications.

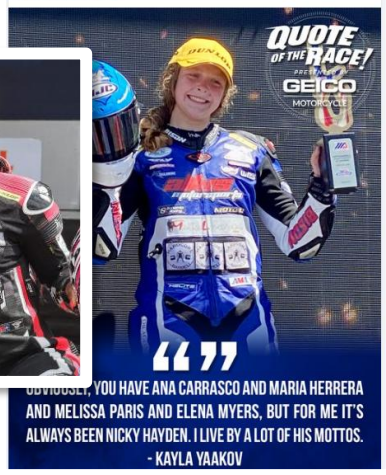
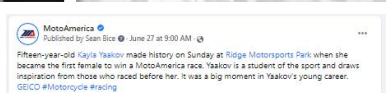
MotoAmerica delivers eight BTR races annually. Races are broadcast on MotoAmerica Live+ streaming & SVOD, MTRSPT1, YouTube with highlights & rider focus posts on social media.

MotoAmerica delivers impressive girl-power across 5 of 7 race classes.

Eighteen-year-old **Kayla Yaakov** started in Mini Cup, then Junior Cup with four victories, followed by more podiums in Twins-Cup, and currently races for the Rahal Ducati Expel team in Supersport.

Ella Dreher, who rose through Mini Cup and Junior Cup, finished an outstanding 2025 season in the Talent Cup. Ella races for Team MP13, led by team owner Melissa Parish.

Mikayla More won 14 of 15 races in the 2023 & 2024 Build.Train.Race seasons and is an inspiration to fans & competitors alike.



SOUTH AMERICAN REACH

ESPN
LATIN AMERICA

38 Superbike and Supersport races plus the Daytona 200 translated for live and delayed broadcasts across Brazil, Chile, Columbia, Mexico, Peru, Argentina, and Guatemala.

29 Live Broadcasts

341 Simulcasts and Reairs



On-site ESPN LATAM personnel create content with focus on Spanish-speaking riders.



ESPN Chile Premium
ESPN3 Argentina
ESPN3 North
ESPN3 Sur
ESPN4 Central America
ESPN4 Mexico

ESPN4 Sur
ESPN5 Central America
ESPN5 Chile
ESPN5 Sur
ESPN6 Sur
ESPN7 Sur

Disney+

STAR+

MOTOAMERICA

PARTNERSHIP ASSET MENU



Series Partnership Rights

*Official Partner I.P. Rights, Content-Use Rights,
Inclusion within Series Communications*

Event & Class Sponsorships, Official Product

*"Medallia Superbike Class" "Mission Foods King Of The Baggers"
"GEICO MotoAmerica Superbike Speedfest at Monterey"
"Dunlop, Official Tire of the MotoAmerica Championship"*

Broadcast Integrations

*Digital graphics and track signage baked into content across USA,
Europe, India, Indonesia, South Africa, Latin America*

Custom Video Content

*Production: Custom segments on brands, products and people.
Distribution: Social Media, TV, Jumbotrons, dedicated campaigns.
Example: "Dunlop track to street tire technology transfer."*

Commercial Inventory (TV Spots)

Linear TV & Streaming ads (:30 secs)

Co-Branded Digital Campaigns

MotoAmerica ads featuring sponsor product, copy and tagging

Custom Projects

*Co-Branded Organic & Digital/Social Campaigns,
Data Capture, Sampling, Contests*

Event/Experiential/Hospitality

*Display Space, At-Event promotions, Ticket
Supply, Corporate VIP Packages*

Team Sponsorship

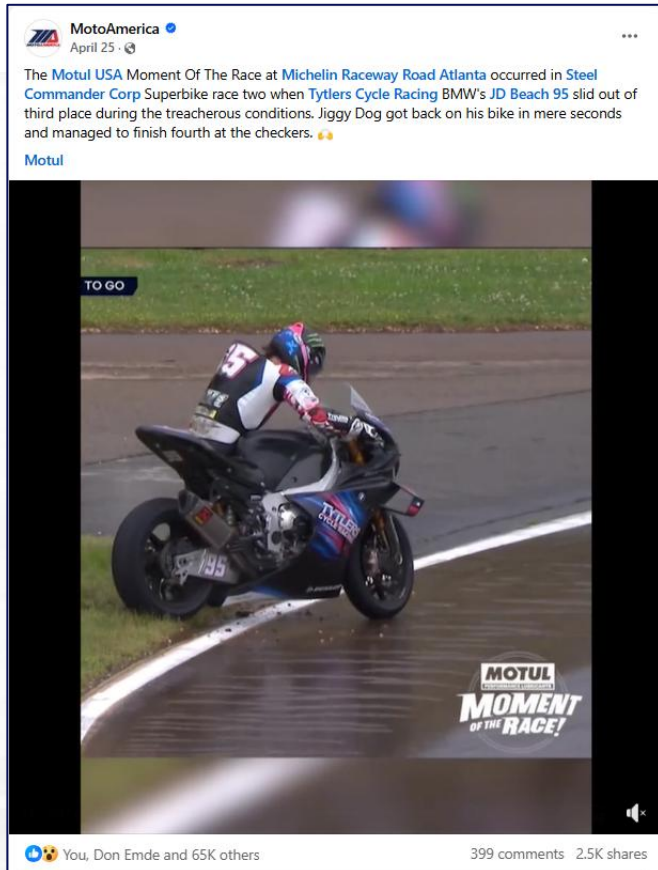
Numerous opportunities available



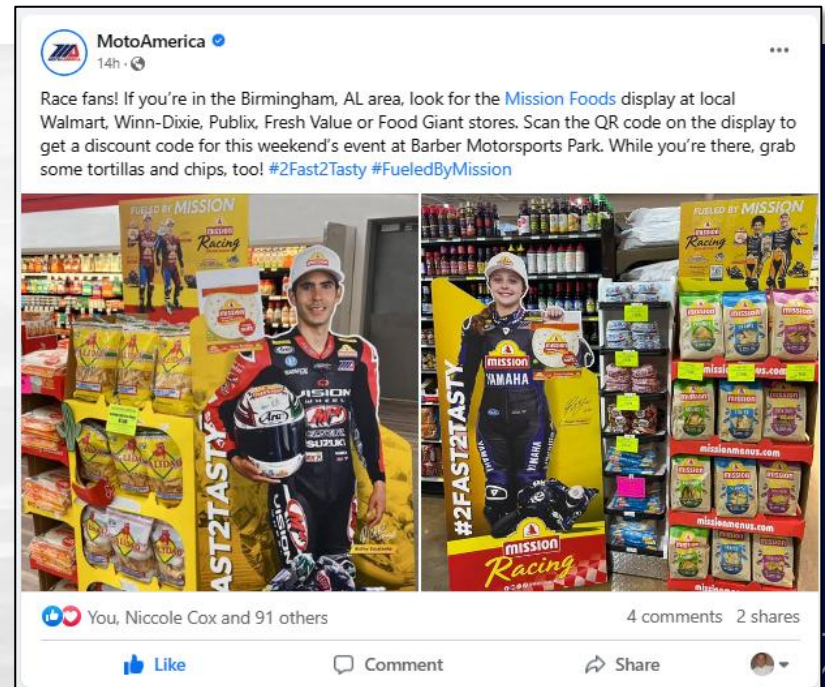
BUILDERS, NOT SELLERS

Programs built
around **client**
goals.

*MotoAmerica delivered 91 **Motul Moment Of The Race** appearances in 2024 delivering 25M impressions, 22M video views, 750,000 engagement and over 12,000 shares & comments.*



*Mission Foods leveraging their class title sponsorship in stores with MotoAmerica increasing exposure. Mission received over **45M** impressions and **1M** post engagement in 2024 MotoAmerica social media alone, not including USA and global TV.*



2025 OFFICIAL SERIES PARTNERS



PROGRESSIVE



Insta360



audio-technica

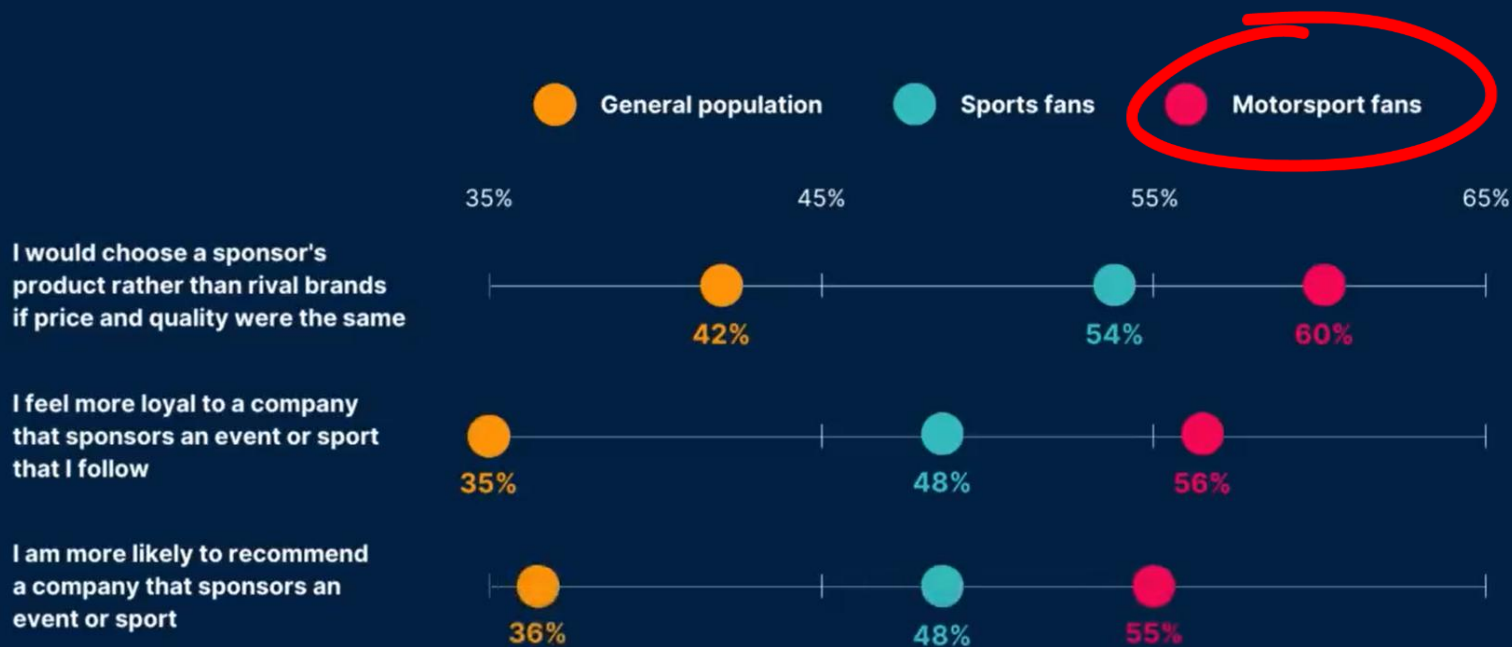


THOM DUMA
FINE
JEWELERS



MOTORSPORTS FAN LOYALTY

Driving brand loyalty through motorsports



Source: Nielsen Fan Insights, US Market Only



APPENDIX

2026 MASTER CALENDAR

Events

Location

Race quantity by class & event

		<u>SBK</u>	<u>SS</u>	<u>TAL</u>	<u>KOB</u>	<u>HOO</u>	<u>TWC</u>	<u>BTR</u>	
Mar 5-7	Daytona Int'l, FL		1		2	2	2		7
Apr 17-19	Road Atlanta, GA	2	2	2	2		2	2	12
May 15-17	Barber, AL	2	2	2		2	2		10
May 29-31	Road America, WI	2	2		2		2	2	10
Jun 26-28	Ridge, WA	2	2	2		2		2	10
Jul 10-12	Laguna Seca, CA	2	2	2	2	2			10
Jul 31 - Aug 2	Mid-Ohio, OH	2	2		2	2	2	2	12
Aug 14-16	VIR, VA	3	2	2			2		9
Sep 11-13	COTA, TX	2	2	2	2	2			10
Sep 25-27	NJMP, NJ	3	2	2	2		2		11
Talent Cup as exhibition class:									
Mar 27-29	COTA, TX (During MotoGP)			2					2
		20	19	16	14	12	14	8	103

SBK: Superbike, **SS:** Supersport, **TAL:** Talent Cup, **TWC:** Twins Cup

KOB: King Of The Baggers, **BTR:** Build-Train-Race, **HOO:** Super Hooligan

The Daytona 200: Co-produced with DIS and now contributes to MotoAmerica Supersport class championship points.
Royal Enfield Build.Train.Race. Race events TBA.

2025 YTD SEASON METRICS

SOCIAL MEDIA	TOTAL	Facebook	Instagram	X	Threads	TikTok	YouTube
Posts	11,527	2,091	1,853	2,648	3,234	870	831
Impressions	930,360,692	250,589,731	390,071,545	6,458,146	6,793,133	126,631,293	149,816,844
Engagement	26,050,820	7,119,253	13,443,789	161,832	99,771	3,950,510	1,275,665
Video Views	749,282,496	175,038,611	353,991,936	4,630,054	n/a	126,631,293	88,990,602
Comments, Shares	1,713,353	251,150	1,033,980	18,761	69,459	270,544	69,459
Earned Media Articles/Posts	30,697						

VIEWERSHIP - DIGITAL VIDEO	Video Views	Total Hours
MotoAmerica Live+, SVOD	540,810	267,296
YouTube	88,990,602	2,105,755
Facebook	175,038,611	808,087
Instagram (estimated)	353,991,936	n/a
X	4,630,054	n/a
TikTok	126,631,293	n/a
TOTAL	749,823,306	3,181,138

VIEWERSHIP - LINEAR TV (USA)	AA HH's	AA P2+
MA/Daytona	46,000	57,000
Barber	76,000	104,000
Road Atlanta	112,000	153,000
Road America	95,620	137,824
The Ridge	43,180	178,072
Laguna Seca	112,771	158,109
Virginia	68,735	93,351
Mid-Ohio	83,115	108,206
COTA	35,951	43,981
New Jersey	75,140	105,667
AVG	74,851	113,921
TOTAL	748,512	1,139,209

SERIES SOCIAL MEDIA FOLLOWERS 10.23.25	
Facebook	1,508,428
Instagram	1,264,281
YouTube	881,184
TikTok	960,113
Threads	224,000
X Twitter	36,405
LinkedIn	6,130
TOTAL	4,880,541

ATTENDANCE	
MA/Daytona	track does not release
Barber	19,139
Road Atlanta	26,309
Road America	47,944
The Ridge	17,331
Laguna Seca	40,939
Virginia	22,008
Mid-Ohio	29,011
COTA	track does not release
New Jersey	28,930

Notes:

Digital metrics are organic and primarily YTD 10/25.
Paid campaigns add approx 180M impressions and 400K engagement.

Instagram Video Views estimated. Threads metrics estimated.

Sources, Definitions:
Digital/Social: Platform direct or RIVAL IQ.

Nielsen for Fox Sports, NBC for NBC Peacock.

AA Household: Average number of households viewing at any moment.

AA P2+: Average number of people over 2 years old viewing at any moment.
NBC Peacock P2+ is estimated.

Total event TV ratings are compilation of Fox and NBC Peacock.

International: Ratings n/a. ESPN LATAM aired 29 live, 123 Premieres and 218 reairs of Superbike, Supersport, Daytona 200.

2024 SEASON METRICS

SOCIAL MEDIA	TOTAL	Facebook	Instagram	X	Threads	TikTok	YouTube
Posts	7,241	2,038	1,813	2,074	n/a	424	892
Impressions	568,161,414	110,960,629	193,072,980	4,628,823	3,125,000	56,169,345	200,204,637
Engagement	18,272,667	3,665,395	11,235,727	118,479	89,000	1,716,824	1,447,242
Video Views	353,202,217	66,481,369	166,081,102	1,142,967	1,500,000	56,169,345	61,827,434
Comments, Shares	850,957	117,928	540,315	13,035		84,286	95,393
Earned Media Articles/Posts	32,756						

VIEWERSHIP - DIGITAL VIDEO	Video Views	Total Hours
Live+ SVOD	749,915	283,401
YouTube	61,827,434	2,166,255
Facebook	66,481,369	406,289
Instagram	166,081,102	n/a
X	1,142,967	n/a
TikTok	56,169,345	n/a
MotoAmerica TV	33,825,255	523,837
TOTAL	386,277,387	3,379,782

VIEWERSHIP - LINEAR TV (USA)	AA HH's	AA P2+
MA/Daytona Weekend	177,518	229,093
COTA (KOTB ONLY)	54,382	68,142
Road Atlanta	243,834	336,831
Barber	174,152	222,872
Road America	334,088	436,611
Brainerd	258,244	334,947
The Ridge	163,626	223,529
Laguna Seca	219,109	280,777
Mid-Ohio	206,821	267,394
COTA	159,938	200,861
New Jersey	164,195	212,246
TOTAL	2,155,906	2,813,301

SERIES SOCIAL MEDIA FOLLOWERS 1.8.25	
Facebook	1,179,467
Instagram	1,044,465
YouTube	816,416
TikTok	707,700
Threads	197,037
X Twitter	32,551
LinkedIn	5,486
TOTAL	3,983,122

ATTENDANCE	
MA/Daytona	track does not release
COTA (KOTB)	track does not release
Road Atlanta	24,588
Barber	18,913
Road America	41,233
Brainerd	12,011
The Ridge	16,167
Laguna Seca	39,599
Mid-Ohio	27,182
COTA	track does not release
New Jersey	21,177

Notes:

Metrics are organic and primarily 2024 posts only. Paid campaigns add approx 130M impressions and 400K engagement. Threads metrics estimated.

Sources, Definitions:
Digital/Social: Platform direct or RIVAL IQ.

Nielsen for Fox Sports.
iSpot for MAVTV.

AA Household: Average number of households viewing at any moment.

AA P2+: Average number of people over 2 years old viewing at any moment. (MAVTV P2+ is estimated.)

International Linear TV ratings include ESPN Latin America, Star+ China and SuperSport South Africa.

CONTACT



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