



RACE REPORT | NEW JERSEY

A REMARKABLE PERFORMANCE

PERIOD SEPTEMBER 4-18, 2020

MotoAmerica has grown enormously since assuming AMA road racing rights in 2015. The successful series now stands at ten 3-day race events totaling twenty annual races across five classes.

Major investments in programming, larger TV networks and advanced marketing have paid off. Fan event attendance increases are consistent and greater race contingency payouts pack weekend race grids with over 120 riders per race.



Growth in 2019 was exceptional and 2020 is breaking records. MotoAmerica now leads with more programming hours and networks than any North American motorcycle series in addition to class-leading social media engagement.

UPDATE: Recent distribution partnerships expand MotoAmerica content to a total of four international TV networks – Eurosport TV, Fox Sports Asia, Star Sports and Supersport Africa. In addition, MotoAmerica content is now piped to the WAVE.tv social media network and through Atmosphere TV, the latter reaching 1000's of bars & restaurants across the USA.

Welcome to the fastest growing motorcycle series in the world.



This report encompasses the exposure from MotoAmerica Superbikes at The Ridge Motorsports Park

The event, held September 11-13, 2020, was covered on TV, digitally and had fans in attendance. However, coverage of the event was record-breaking across nearly every form of media including four TV networks and substantial digital media. The metrics primarily cover seven days before and after race weekend, September 4, 2020 - September 18,2020. Other measurement periods are noted. Successive MotoAmerica event reports will be added creating a running YTD format



Live Superbike Racing
Sat, Sun, Compilation



Junior Cup Racing
Plus repeats



Inside MotoAmerica
Highlights, tech, lifestyle



Live Supersport Racing
Plus repeats



"Live/Delayed Superbike & Supersport available in 205M HH's and 79 Countries across Europe, Africa, Asia



Live Streaming,
Fri-Sun, all classes



Live full races of select classes,
extensive additional coverage



Timed release of full races
for select classes, extensive
additional coverage

RACE PROGRAM VIEWERSHIP

PERIOD SEPTEMBER 4-18, 2020

Metrics cover two categories, Linear TV and Digital, reflecting broad distribution and a diverse audience. The Social Media and YouTube metrics shown are only full-races and race-highlights.

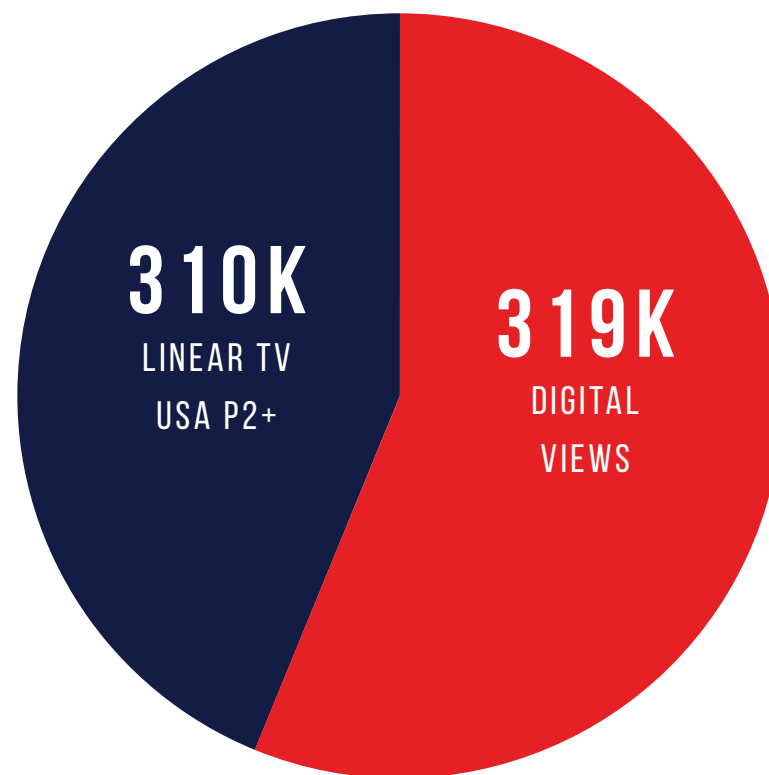
While MotoAmerica Live+ streaming can be viewed on "big screens" via Roku and casting, it is included within Digital due to the nature of its measurement which is similar to YouTube.



| LINEAR TV | | AA HH | AA P2+ |
|------------------------|--------------------|-------------|-------------|
| FOX SPORTS | SUPERBIKES | 122K | 168K |
| MAVTV | SUPERSPORT | 68K | 68K |
| FOX SPORTS | JUNIOR CUP | 10K | 14K |
| NBCSN | INSIDE MOTOAMERICA | 48K | 60K |
| TOTAL LINEAR TV | | 248K | 310K |

| DIGITAL | | |
|--------------------------------------|------------------------------|-------------|
| LIVE+ | STREAMING, SVOD | 36K |
| FACEBOOK | TWINS CUP | 48K |
| FACEBOOK | STOCK 1000 | 40K |
| FACEBOOK | SUPERBIKE SUPERPOLE | 13K |
| YOUTUBE | SUPERSPORT HIGHLIGHTS | 21K |
| YOUTUBE | SUPERBIKE HIGHLIGHTS | 105K |
| YOUTUBE | TWINS CUP RACE & HIGHLIGHTS | 15K |
| YOUTUBE | STOCK 1000 RACE & HIGHLIGHTS | 35K |
| YOUTUBE | JUNIOR CUP HIGHLIGHTS | 6K |
| TOTAL MOTOAMERICA LIVE+ VIEWS | | 36K |
| TOTAL FACEBOOK VIEWS | | 101K |
| TOTAL YOUTUBE VIEWS | | 182K |
| TOTAL DIGITAL VIEWS | | 319K |

RACES & HIGHLIGHTS



*NIELSEN AVERAGE AUDIENCE HOUSEHOLD AND P2+ AVERAGE AUDIENCE

FACEBOOK

IMPRESSIONS: **99,998,468** | REACH: **50,912,052** | ENGAGEMENT: **6,264,416**

INSTAGRAM

IMPRESSIONS: **48,712,093** | REACH: **26,926,309** | ENGAGEMENT: **1,615,071**

YOUTUBE

VIEWS: **8.3M** | WATCH TIME: **952K HOURS** | IMPRESSIONS: **93.7M**
NEW SUBSCRIBERS: **28.8K**

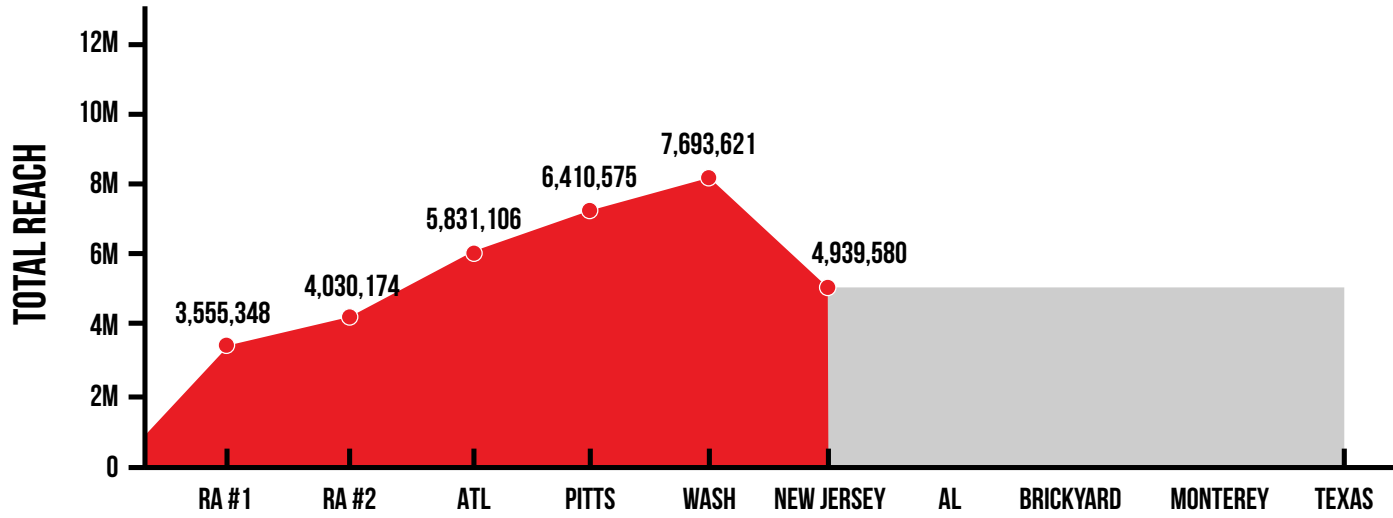
TWITTER

IMPRESSIONS: **6.4M**

DIGITAL ADS

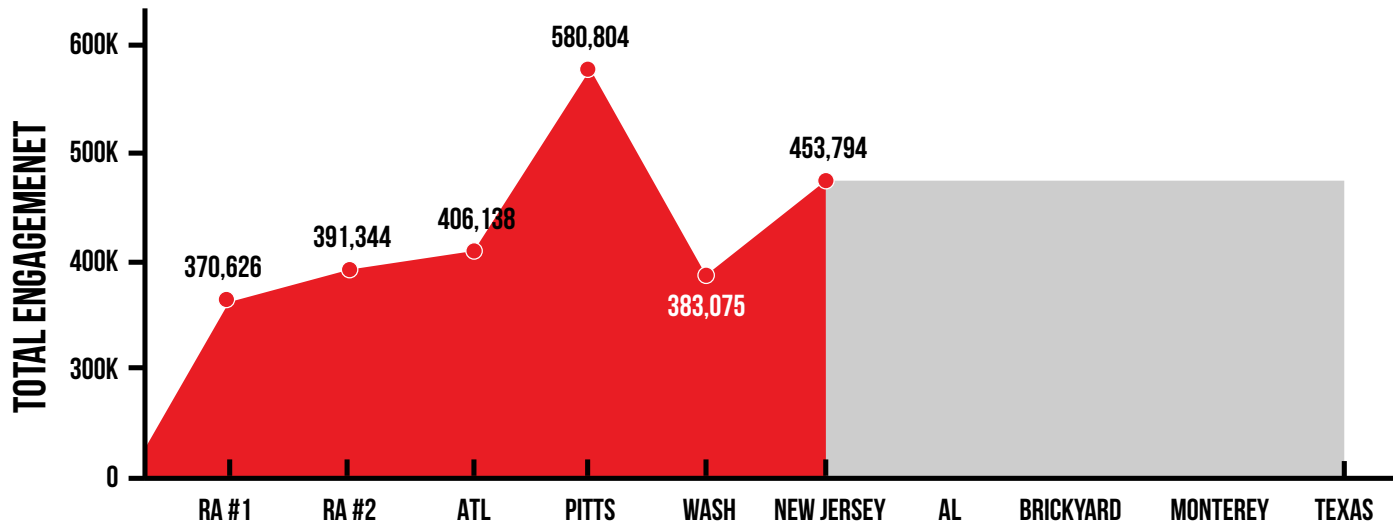
TOTAL: **3.8M**

72%
TOTAL REACH
INCREASE OVER
2019 ROUND 6



4,939,580
TOTAL REACH

453,794
TOTAL ENGAGEMENT



195 TOTAL NUMBER
OF POSTS

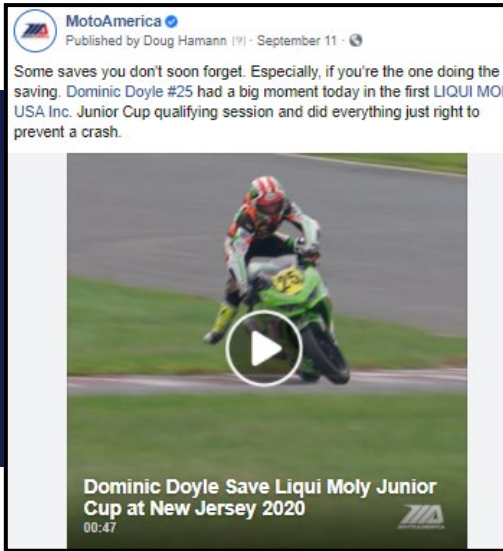
8,311,866
TOTAL IMPRESSIONS

1,882,408
VIDEO VIEWS



SOURCE: FACEBOOK ANALYTICS

TOP VIDEO #1



Some saves you don't soon forget. Especially, if you're the one doing the saving. Dominic Doyle #25 had a big moment today in the first LIQUI MOLY USA Inc. Junior Cup qualifying session and did everything just right to prevent a crash.

27,345
POST ENGAGEMENT

535,977
PEOPLE REACHED

187,124
VIDEO VIEWS

TOP VIDEO #2



Nose wheelie? Stoppie? No matter what you call it, HONOS Superbike rider Sam Verderico had an unintentional and painful encounter with the pavement at New Jersey Motorsports Park - NJMP last year.

24,441
POST ENGAGEMENT

144,844
PEOPLE REACHED

80,023
VIDEO VIEWS

TOP IMAGE #1



Due to on-going COVID-19 restrictions in California, the 2020 MotoAmerica Series finale at WeatherTech Raceway Laguna Seca will be held without fans in attendance. <https://bit.ly/2Rghwkt>

2,818
POST ENGAGEMENT

35,178
PEOPLE REACHED

TOP IMAGE #2

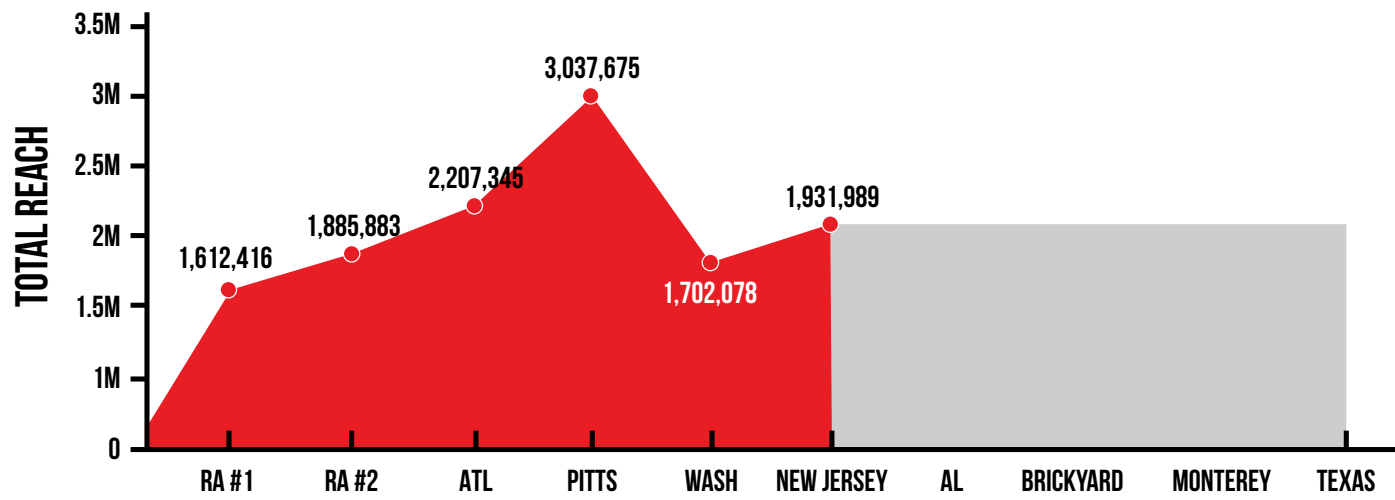


Former Twins Cup Champion Chris Parrish has taken a couple of rounds off to transition back to his trusty Ghetto Customs Suzuki SV650, and we're looking forward to seeing him race. How about you? Come on out to Barber Motorsports Park this weekend to welcome Parrish back.

2,573
POST ENGAGEMENT

31,828
PEOPLE REACHED

62%
TOTAL REACH
INCREASE OVER
2019 ROUND 6



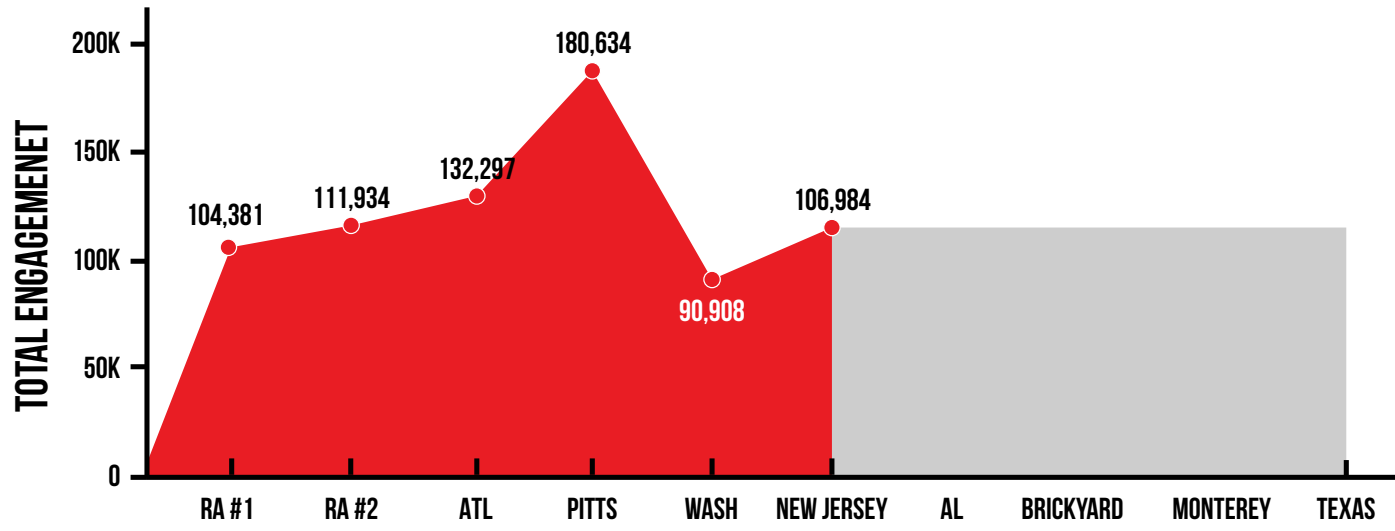
1,931,989
TOTAL REACH

106,984
TOTAL ENGAGEMENT

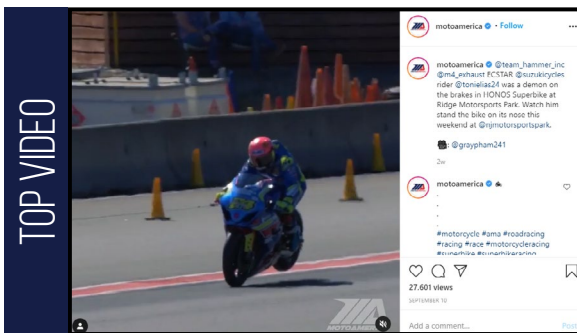
134 TOTAL NUMBER
OF POSTS

5,898,297
TOTAL IMPRESSIONS

389,675
VIDEO VIEWS



SOURCE: INSTAGRAM/GOOGLE ANALYTICS

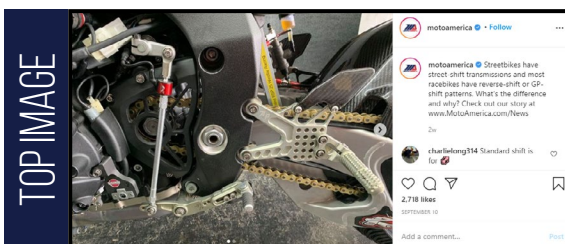


@team_hammer_inc @m4_exhaust ECSTAR @suzukicycles rider @tonielias24 was a demon on the brakes in HONOS Superbike at Ridge Motorsports Park. Watch him stand the bike on its nose this weekend at @njmotorsportspark.

3,643
ENGAGEMENT

49,974
REACH

27,600
VIEWS

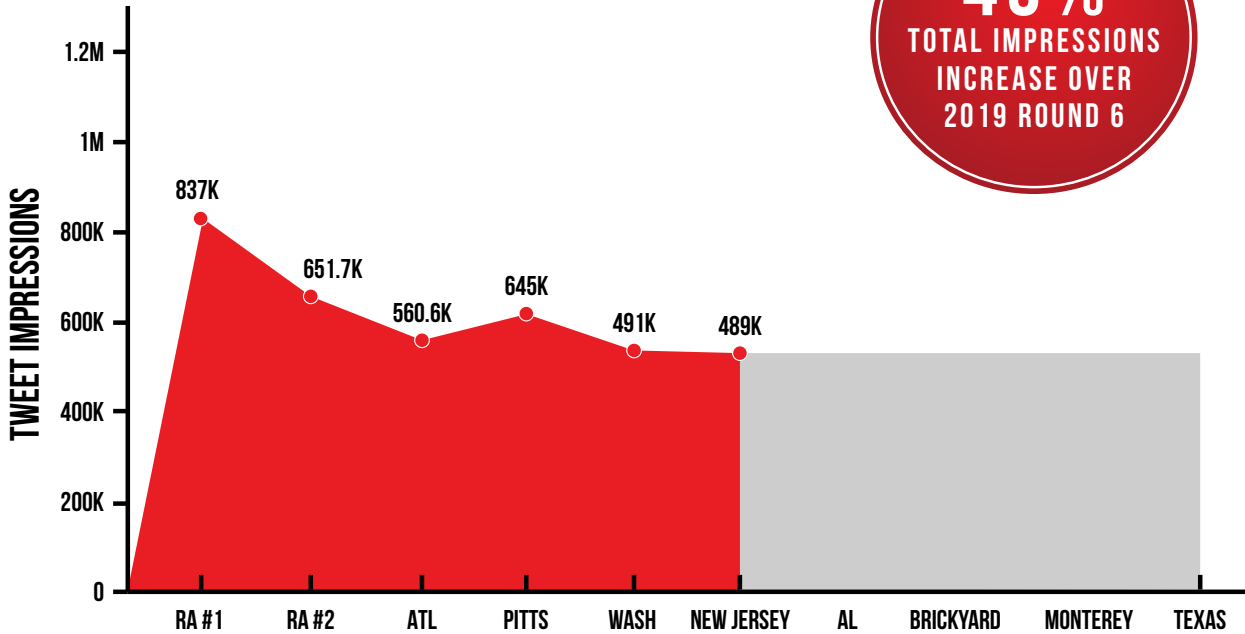


Streetbikes have street-shift transmissions and most racebikes have reverse-shift or GP-shift patterns. What's the difference and why? Check out our story at www.MotoAmerica.com/News

2,799
ENGAGEMENT

28,724
REACH

45%
TOTAL IMPRESSIONS
INCREASE OVER
2019 ROUND 6



232
TWEETS

489K
TWEET IMPRESSIONS

4,878
PROFILE VISITS

396
MENTIONS

101
FOLLOWERS

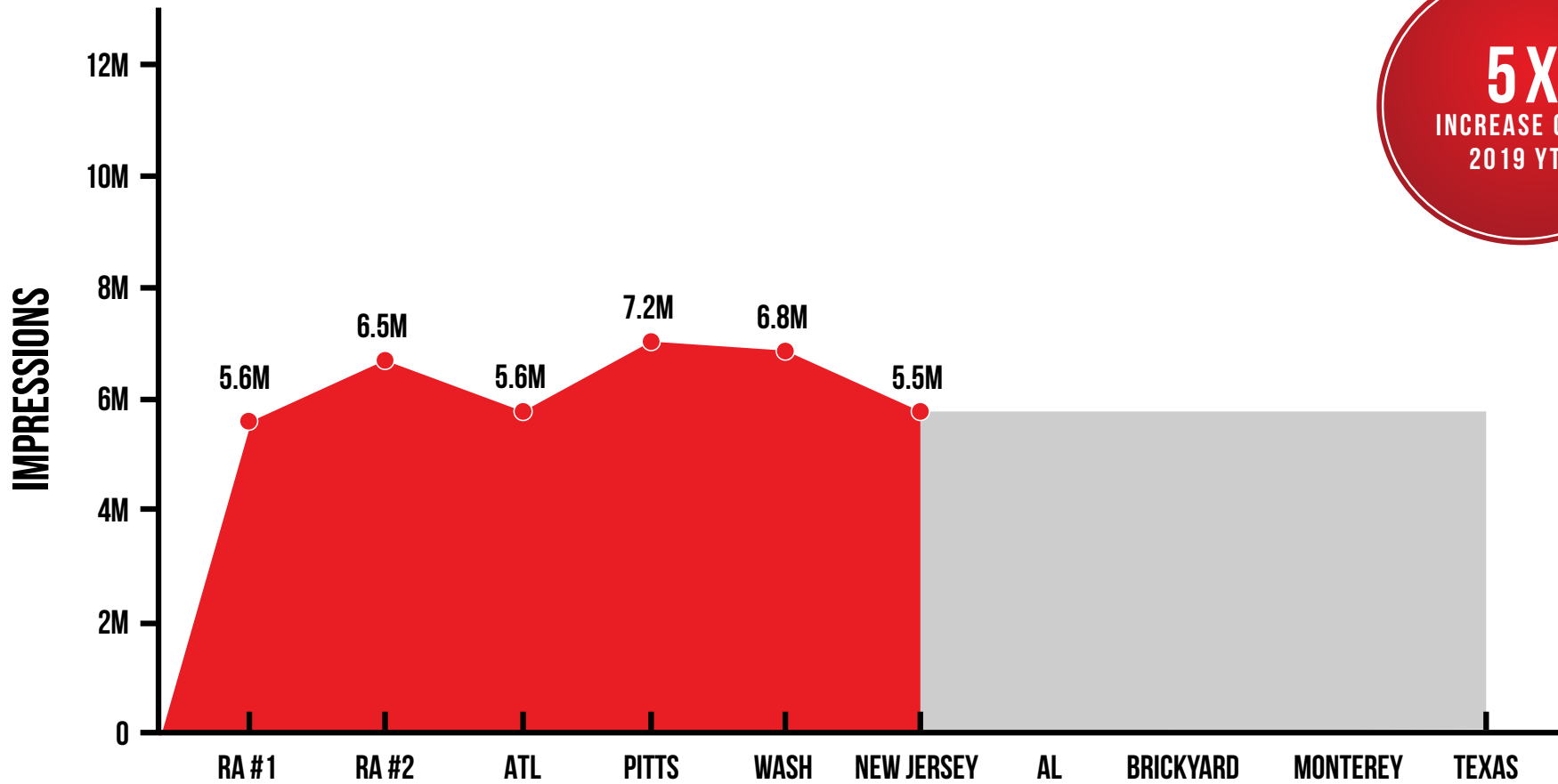
TOP TWEET

Oh, deer! Rocco Landers had a little bit of a hectic start at the start of @LiquiMolyUSA Junior Cup Qualifying 1 at @BarberMotorPark.



- IMPRESSIONS: **22,366**
- ENGAGEMENT: **2,225**

5X
INCREASE OVER
2019 YTD



550K
VIEWS

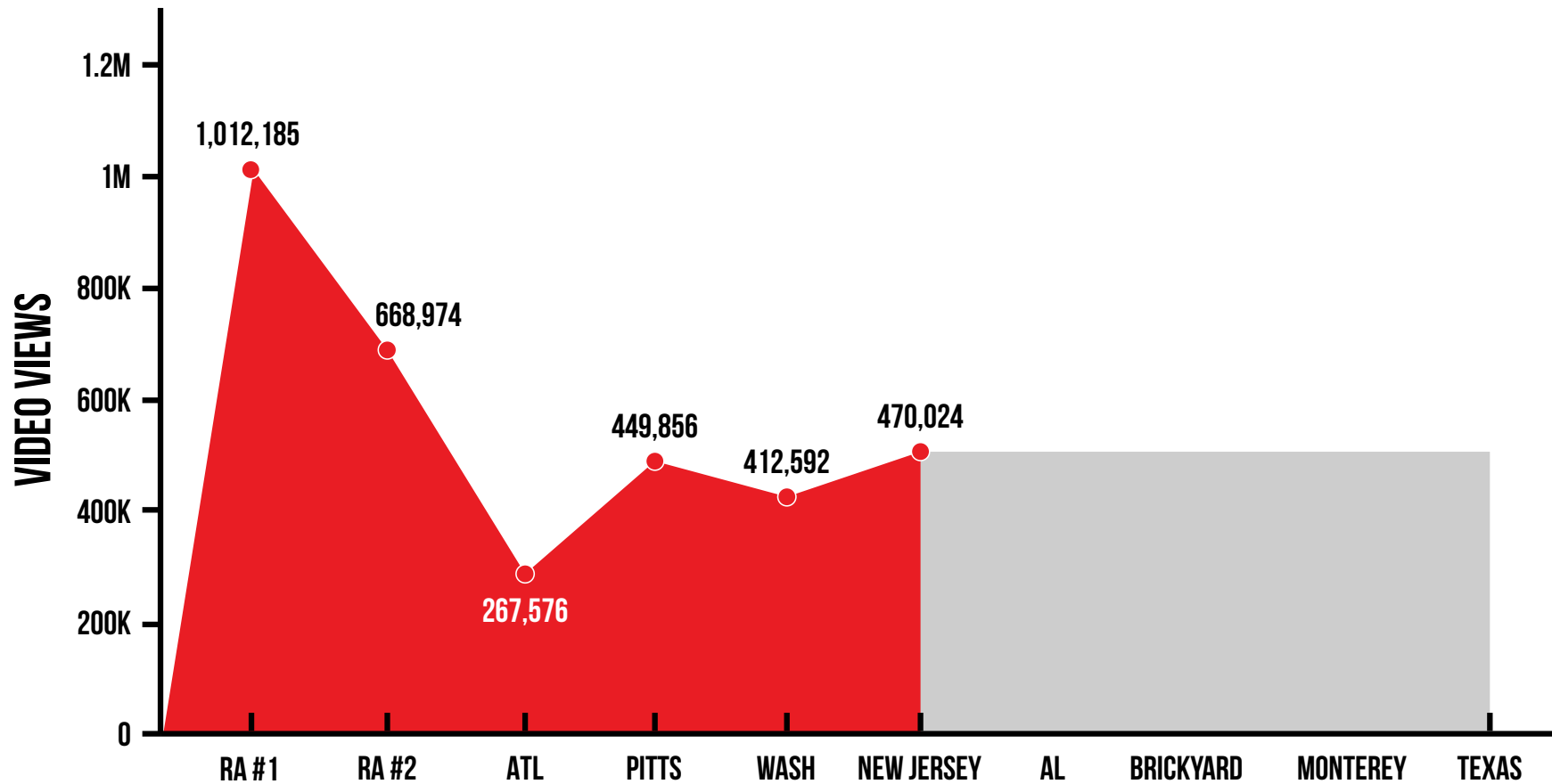
45K
WATCH TIME(HOURS)

5.5M
IMPRESSIONS

4:52
AVERAGE VIEW DURATION

20
NUMBER OF POSTS





470,024
VIDEO VIEWS

3,642
PROFILE VIEWS

18
NUMBER OF POSTS



LIKES: 22,367

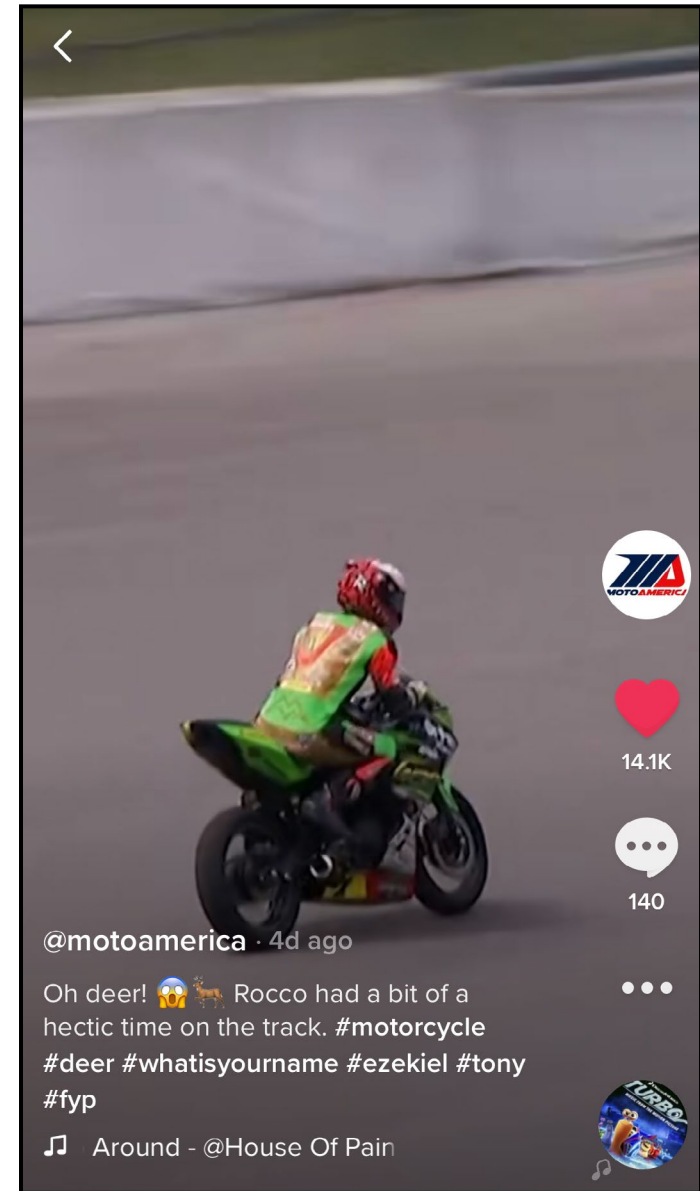
TOTAL PLAY TIME: 1,538H

TOTAL VIEWS: 434,001

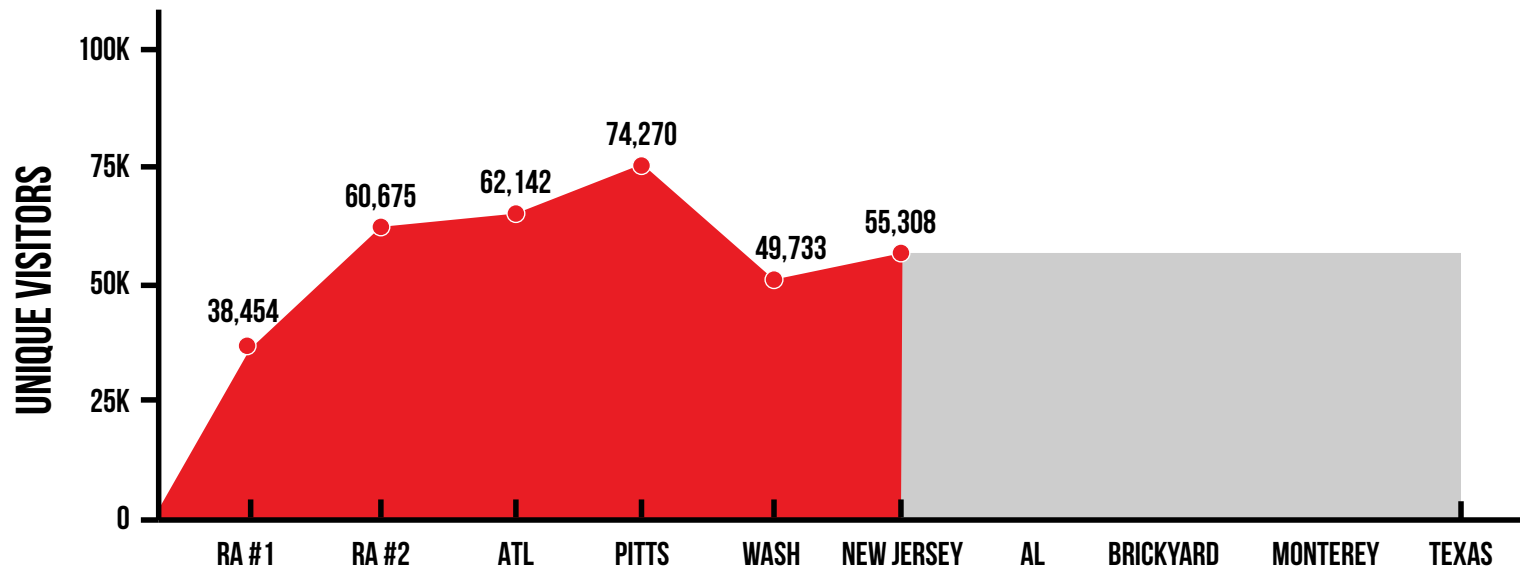
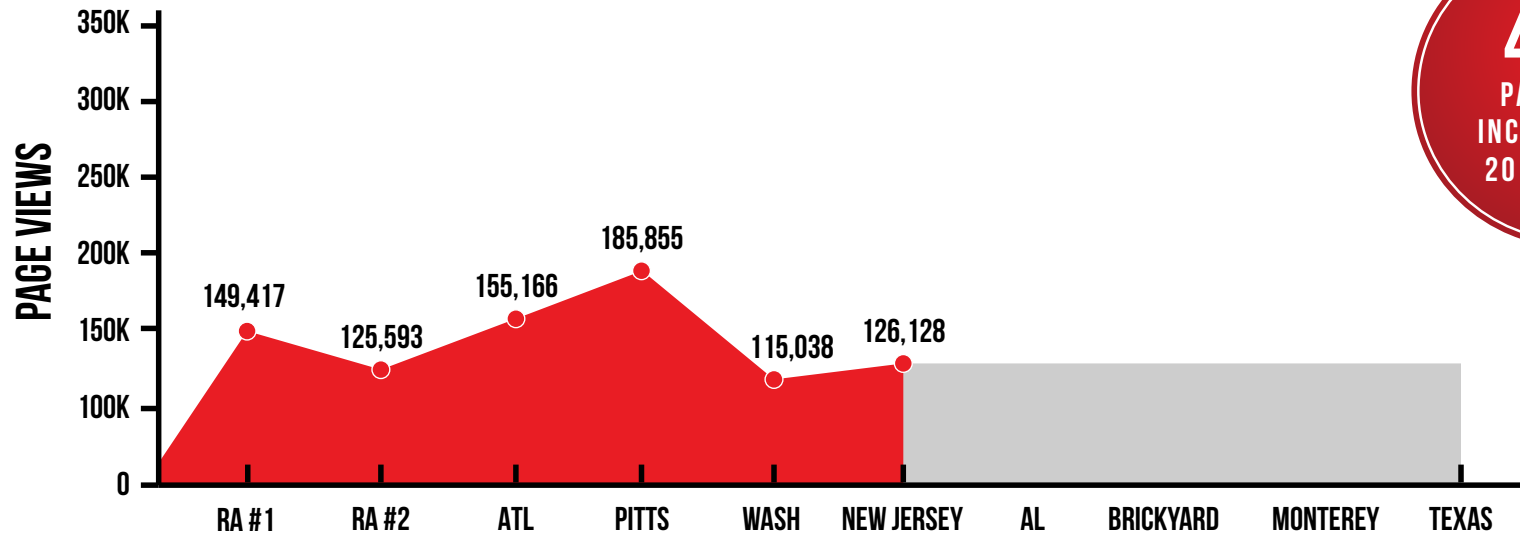
AVERAGE WATCH TIME: 13S

COMMENTS: 226

SHARES: 1,991



40%
PAGE VIEWS
INCREASE OVER
2019 ROUND 6



ATTENDANCE

| | <u>2015</u> | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>YOY</u> | <u>2020</u> | <u>YOY</u> |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|------------|-------------|------------|
| Road America | 18,500 | 23,781 | 23,525 | 24,009 | 25,800 | 7% | 27,401 | 6% |
| Michelin Raceway Road Atlanta | 13,750 | 16,329 | 15,750 | 14,000 | 15,861 | 13% | 16,177 | 2% |
| Pittsburgh Int'l Race Complex | | | 14,544 | 15,203 | 15,974 | 5% | 16,081 | 1% |
| The Ridge Motorsports Park | | | | | | | no fans | |
| New Jersey Motorsports Park | 14,000 | 14,499 | 14,100 | 11,500 | 15,069 | 31% | 15,381 | 2% |
| Barber Motorsports Park | 10,250 | 8,634 | 10,033 | 14,256 | 16,321 | 14% | 16,379 | 0% |
| The Brickyard / Indianapolis | | | | | | | TBD | |
| WeatherTech Laguna Seca* | 52,700 | 61,052 | 64,298 | 64,425 | 67,685 | 5% | no fans | |
| Circuit of the Americas* | 119,650 | 131,881 | 142,000 | 165,000 | 120,545 | -27% | replaced | |
| Virginia Int'l Raceway | 11,000 | 10,257 | 10,200 | 10,200 | 13,524 | 33% | replaced | |
| Utah Motorsports Campus | 9,500 | 9,165 | 9,300 | 9,500 | 9,623 | 1% | replaced | |
| Sonoma Raceway | | | 14,197 | 15,461 | 16,209 | 5% | replaced | |
| Year Totals | 249,350 | 275,598 | 317,947 | 343,554 | 316,611 | | | |

Blue Adverse weather

*Dorna events for 2019 and prior years.

2020 Replacements: Twenty planned Superbike rounds were preserved during the pandemic season. VIR replaced with 2nd round at Road America, COTA replaced with rounds at Indy & Laguna Seca, Utah replaced with Ridge Motorsports Park and Sonoma replaced with Indianapolis.



NEWS CLIP #1

Monmouth

Professional motorcycle racer from N.J. looks for continued success at home track

Updated Sep 10, 2020; Posted Sep 10, 2020

Monmouth County native Brandon Paasch, 19, poses with the third-place trophy after a recent motorcycle race.

17.96M UVM



NEWS CLIP #2

NJ teen motorcycle racer goes pro on his home track

By Matteo Iadonisi
Sunday, September 6, 2020

00:15 - More Info

5.9M UVM



NEWS CLIP #3

Professional motorcycle racing returns to New Jersey with MotoAmerica Championship Series

By News 12 Staff | Sep 11, 2020, 9:25pm EDT | Updated on: Oct 05, 2020, 11:05pm EDT






NEWS SPORTS
12 ROBIN DEEHAN @ROBINDEEHAN

675K UVM



MotoAmerica boasts one of the highest social media engagement ratios of any motorsports due to its authentic, organically-built follower base.

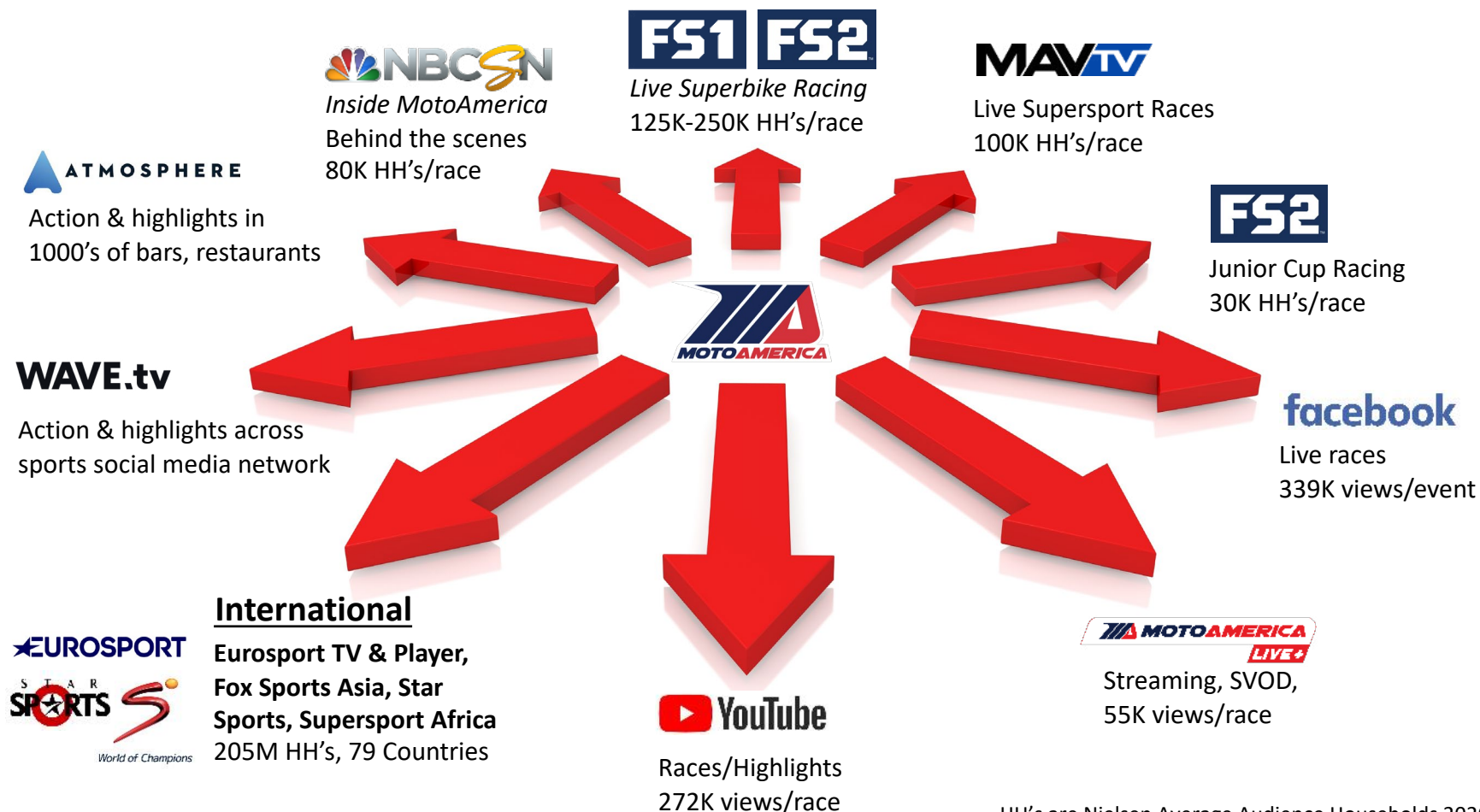
Proper comparative analysis is ideal when each series hosts an event. The Following metrics highlight the period September 4, 2020 - September 18, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at New Jersey, September 11-13, 2020.

| COMPANY | TOTAL LIKES* | ENGAGEMENT TOTAL* | ENGAGEMENT RATE* | CONVERSATIONS** | POSTS** |
|---|--------------|-------------------|------------------|-----------------|---------|
|  | 155,662 | 166,941 | 107% | 4,010 | 568 |
|  | 711,874 | 656,362 | 92% | 6,834 | 213 |
|  | 932,616 | 102,224 | 10% | 3,771 | 162 |
|  | 3,363,810 | 51,974 | 2% | 299 | 27 |
|  | 939,605 | 101,507 | 10% | 3,748 | 176 |



FACEBOOK* | ALL SOCIAL MEDIA**

248,000 USA TV HOUSEHOLDS, 319,000 DIGITAL VIEWS



HH's are Nielsen Average Audience Households 2020.
Not shown: News media, dealership TV networks.

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