

RACE REPORT

SUPERBIKES AT ROAD AMERICA JUNE 11-13, 2021



SERIES OVERVIEW



STRENGTH

MotoAmerica has grown nonstop since assuming AMA road racing rights in 2015.

Each year breaks records across events, classes, competitors, attendance, viewership, content distribution and exceptional social media – a success story six years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 120 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programs and hours than any motorcycle series broadcast in the USA.



[Click for YouTube sizzle video](#)

REPORT OVERVIEW



RACE COVERAGE

MotoAmerica content distribution delivers reach and breadth. From live racing to rider personalities, content is propelled across a true multimedia footprint.

METHODOLOGY

This report encompasses the overall media impact of the 2021 event held at Road America. In general, the metrics cover the event weekend and week thereafter, June 11–18.



SNAPSHOT EVENT SUMMARY

Massive crowd and spectacular TV & Digital race viewership.

212	Entries (including 43 Mini Cup)
7	Competition Classes (including MiniCup)
35,111	Attendance (28% YOY Increase)
456,569	Linear TV AA Households (North America)
4.6M	Digital Views (Racing, Highlights)
8.4M	Social Media Reach
533K	Social Media Engagement



International:

Fox Sports Australia
Fox Sports Asia
SuperSport S.A.
Eurosport TV

LINEAR TV VIEWERSHIP

JUNE 11 - 19



SUMMARY

Total AA: 456,569 Households and 555,118 P2+ (North America)
Total Programs: 8 Unique Premiere shows, over 24 total airings

Notes

- Outstanding Sunday HONOS Superbike ratings, 185K HH.
- HONOS Superbike weekend airings, in total, were 2.5x forecast.
- Notable that STG Junior Cup P2+ ratings are 3x higher than its Households, meaning it's pulling full homes of viewers.
- Multiple Fox Sports Asia broadcasts delivered 74K viewers.

Sources, Definitions

- Fox Sports via Nielsen, MAVTV via 605 Platform.
- MAVTV Does not use P2+, so HH's are used.
- P2+: All viewers in a household over 2 years old.
- AA: Average Audience, the average number of viewers watching at any given moment.
- L: Live, P: Premier, R: Reair, Blue text: Forecasted

DETAILS

Date	Time	Network	Program	Type	Mins	AA HH	AA P2+
06/12/21	4:00 PM	FS2	MOTOAMERICA SUPERBIKE L	L	60	19,454	20,478
06/13/21	4:00 PM	FS1	MOTOAMERICA SUPERBIKE L	L	60	185,017	229,454
06/15/21	8:00 PM	FS2	MOTOAMERICA REWIND	P	60	11,487	18,714
06/17/21	3:30 AM	FS2	MOTOAMERICA REWIND	R	60	2,571	2,607
06/19/21	1:00 PM	FS2	MOTOAMERICA REWIND	R	60	45,988	55,018
HONOS Superbike Total						264,517	326,271
06/12/21		MAVTV	SUPERSPORT SAT	L	60	20,314	20,314
06/12/21		MAVTV	SUPERSPORT SAT	R	60	18,750	18,750
06/13/21		MAVTV	SUPERSPORT SUN	L	60	18,750	18,750
06/13/21		MAVTV	SUPERSPORT SUN	R	60	18,750	18,750
Supersport Total						76,564	76,564
06/13/21	5:33 PM	FS2	MOTOAMERICA KING-BAGGERS	P	30	10,061	12,429
06/13/21	4:30 AM	FS2	MOTOAMERICA KING-BAGGERS	R	30	5,333	6,470
06/15/21	10:00 PM	FS2	MOTOAMERICA KING-BAGGERS	R	30	1,927	2,905
06/20/21	12:30 PM	FS1	MOTOAMERICA KING-BAGGERS	R	30	62,323	73,620
Mission King of the Baggers Total						79,644	95,424
06/15/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	6,579	18,103
06/15/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	3,350	12,845
06/17/21	4:30 AM	FS2	MOTOAMERICA JUNIOR CUP	P	30	1,800	1,735
06/17/21	5:00 AM	FS2	MOTOAMERICA JUNIOR CUP	P	30	1,615	1,676
STG Junior Cup Total						13,344	34,359
06/24/21	11:00 PM	FS2	INSIDE MOTOAMERICA	P	60	7,500	7,500
06/25/21	11:30 AM	FS2	INSIDE MOTOAMERICA	R	60	7,500	7,500
06/27/21	11:00 PM	FS2	INSIDE MOTOAMERICA	R	60	7,500	7,500
Inside MotoAmerica Total						22,500	22,500
Eurosport TV			HONOS Superbike	P	60	TBA	TBA
Fox Sports Australia			HONOS Superbike	P	60	TBA	TBA
Fox Sports Asia			HONOS Superbike	P	60	55,500	74,000
SuperSport S. Africa			HONOS Superbike	P	60	TBA	TBA
International Total						55,500	74,000
ROAD AMERICA TOTAL						512,069	629,118

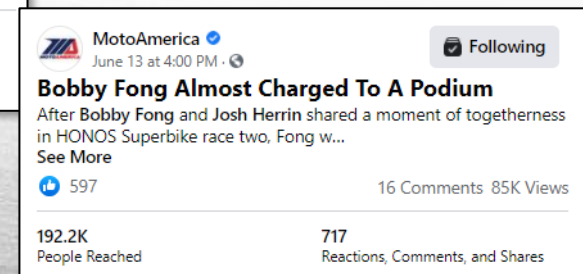
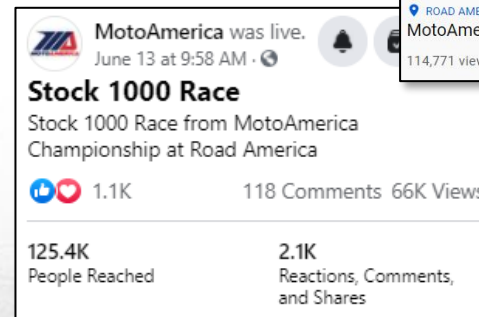
SUMMARY

Superbikes at Road America race & highlight videos

32,311	Live, MotoAmerica Live+
25,907	SVOD, MotoAmerica Live+
362,300	YouTube
2,092,340	Facebook
888,596	Instagram
43,664	Twitter
1,170,189	TikTok
4,615,307	Total Views

Notes

Watching MotoAmerica Live+ on the app, PC or Connected TV is similar to Linear TV. However, since Live+ metrics are delivered Views, not Households, it is categorized with other platforms measured in Views.



SUMMARY

35,111 Three-Day Total
 28% Increase over Superbikes at Road America 2020 event
 Largest motorcycle and camping crowd at this MotoAmerica event to date



DETAILS

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>+/-</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
Virginia International Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Road America	18,500	23,781	23,525	24,009	25,800	27,401	35,111	28%
The Ridge Motorsports Park						no fans		
WeatherTech Laguna Seca	52,700	61,052	64,298	64,425	67,685	no fans		
Brainerd International Raceway						no race		
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081		
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381		
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	16,379		
Circuit of the Americas	119,650	131,881	142,000	165,000	120,545			
The Brickyard / Indianapolis						9,979		
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623			
Sonoma Raceway			14,197	15,461	16,209			
Blue = Adverse weather	249,350	275,598	317,947	343,554	316,611	101,398		

SUMMARY

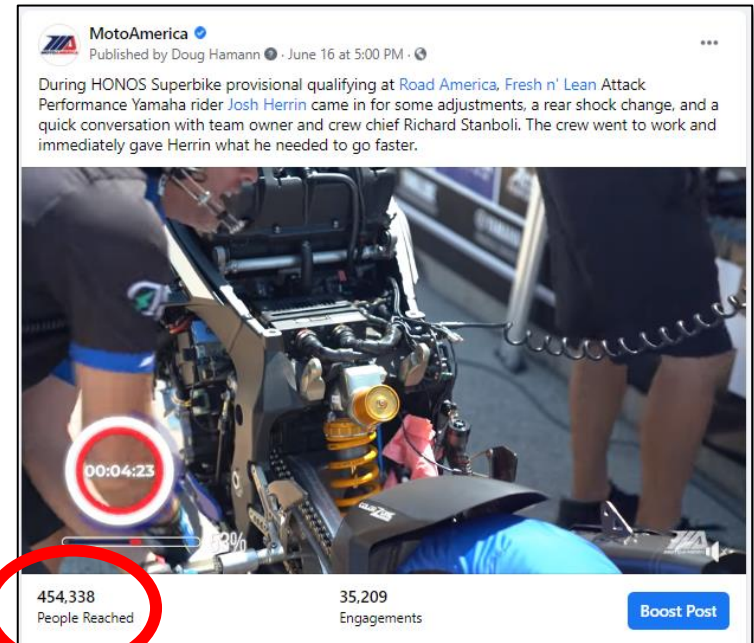
321	Posts
10,533,663	Impressions
10,144,710	Reach (est)
702,046	Engagement
4,194,789	Video Views

DETAILS

TOTALS:	Facebook	Instagram	Twitter	TikTok
Posts	105	77	132	7
Impressions	5,993,109	2,802,300	568,065	1,170,189
Reach (est)	5,902,269	2,678,012	511,259	1,053,170
Engagement	463,194	143,693	18,506	76,653
Video Views	2,092,340	888,596	43,664	1,170,189

NOTES

- All metrics shown are organic, non-paid.
- Breadth: Four different platforms serve content uniquely, providing diversity.
- Engagement: Sharing, commenting and friend-tagging confirms that viewers find such value in MotoAmerica content they broadcast it themselves.



SOCIAL HIGHLIGHTS

FACEBOOK

10,965 Comments & Shares

INSTAGRAM

4,906 Saves

TWITTER

568,065 Tweet Impressions

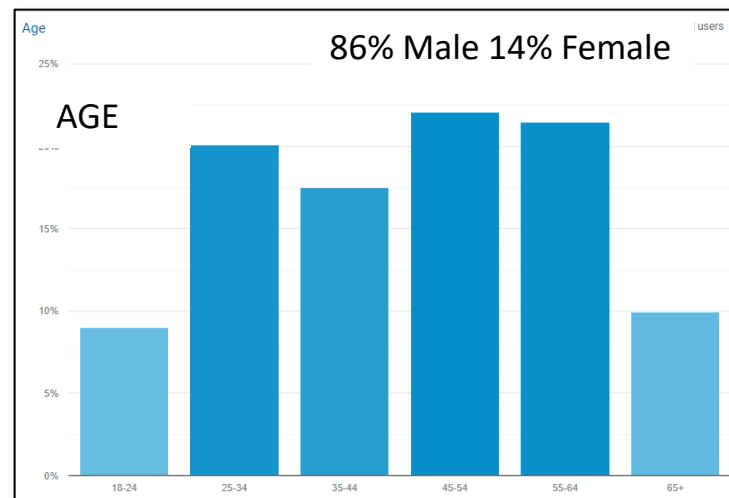
WEBSITES, MEDIA CAMPAIGNS

JUNE 11 - 19



MotoAmerica.com

146,217	Page Views
75,571	Sessions
49,191	Users



REGIONAL - ADVERTISING & MKTG NATIONAL - AWARENESS & TUNE-INS

Regional multimedia campaign including TV, Digital, Social Media, Print and PR
Multiple creatives delivered prior event

Nationwide digital campaign for awareness and Tune-In details
Digital Display Ads, Social Media, YouTube

TBA Impressions Total

MotoAmerica
Sponsored

MotoAmerica Superbikes at Road America event LIVE! Watch HONOS Superbike class on FS2 June 12 & FS1 June 13 at 4PM ET and Supersport Class LIVE on MAVTV June 12 Sat 3pm ET and June 13 Sun 2PM ET.

TUNE IN
GEICO
MOTORCYCLE

SATURDAY 4:00PM ET
SUNDAY 12:30PM ET

FS2

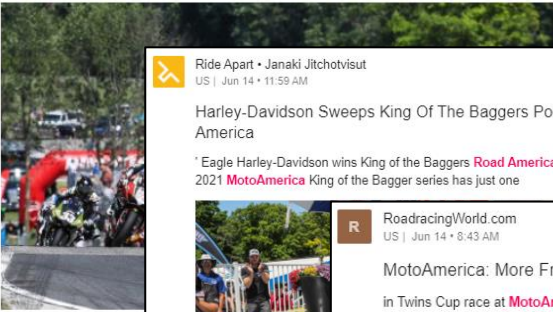
SUMMARY

TBA Regional Articles/Posts
103 National online posts or articles

Racer.com
US | Jun 13 • 4:34 PM

Gagne wins fifth straight MotoAmerica Superbike race

the Spaniard continuing to impress in his first season of racing in the **MotoAmerica** Series. FLY Racing ADR Motorsports' David Anthony had a



Ride Apart • Janaki Jitchovisut
US | Jun 14 • 11:59 AM


Harley-Davidson Sweeps King Of The Baggers Podium At Road America

Eagle Harley-Davidson wins King of the Baggers **Road America** 2021 4 Photos The 2021 **MotoAmerica** King of the Bagger series has just one

RoadracingWorld.com
US | Jun 14 • 8:43 AM

MotoAmerica: More From The Races At Road America

in Twins Cup race at **MotoAmerica** Superbikes at **Road America** Schultz scores third top-five finish of 2021 **MotoAmerica** season at June 11-13



MotoAmerica, Road America, ROAD AMERICA, MOTOAMERICA

121k Reach Social Echo Positive


milwaukee journal sentinel

Sports Packers Business Communities USA TODAY Obituaries E-Edition Legals 75°

Race around Road America on a big ol' Harley touring bike, complete with saddle bags? Sure. Why not?

Dave Kallmann Milwaukee Journal Sentinel
Published 7:05 p.m. CT Jun. 12, 2021 | Updated 9:01 p.m. CT Jun. 12, 2021

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15 Photos [VIEW FULL GALLERY](#)

MotoAmerica Superbikes at Road America race action Saturday

Ducati Corse @ducaticorse

It was an up-and-down weekend for 🇫🇷 Loris Baz at MotoAmerica R3 at Road America with a great second place in the first race on Saturday followed by a DNF with a technical issue on Sunday. Next stop The Ridge on June 25-27 #ForzaDucati #AllezLoris



Revista 400 June 13 at 12:08 PM

KING OF THE BAGGERS: WYMAN GIVES H-D HIS FIRST WIN 🏆

Last weekend, the second date of King of the Baggers was celebrated at Wisconsin Road America, as part of the third date of the MotoAmerica Championship and this time it was Kyle Wyman (Harley-Davidson Screamin' Eagle) He got the win.

📌 All the details:
<https://bit.ly/3gDIX3Z>

#TodosSomos400 #KingOfTheBaggers400

👉 See original · Rate this translation



Harley-Davidson June 13 at 12:03 PM

Congrats to Harley-Davidson Screamin' Eagle Factory riders Kyle Wyman & Travis Wyman Racing on a 1st & 2nd place finish in MotoAmerica's King of the Baggers race at Road America!

Vance & Hines Harley-Davidson rider Hayden Gillim #69 finished 3rd to complete a Harley podium sweep.

Lance Bryson and 782 others 65 Comments 261 Shares

SAMPLING FROM 100'S OF POSTS

Hit Sentence	Source	Page	Page Likes
The Harley-Davidson Screamin' Eagle Factory Racing T	Facebook	Harley-Davidson	13,013,300
QT @yamaharacingcom: 🏆🏆🏆 #Alpinestars #AI	Twitter	@alpinestars	178,070
register for the on-track (low speed) riding experienc	Facebook	Road America	74,660
.com Ducati Panigale V4R at VIRginia International Ra	Facebook	VIRginia International Ra	41,847
2021 Road America MotoAmerica Results https://t.co	Twitter	@CycleNews	33,116
Twins Cup Race from MotoAmerica Championship at I	Facebook	Cycle World Magazine	536,527
.@FreshNLean Attack Performance @YamahaMotorU	Twitter	@yamaharacingcom	201,659
.@FreshNLean Attack Performance @YamahaMotorU	Twitter	@yamaharacingcom	201,648
QT @yamaharacingcom: 🏆🏆🏆 #Alpinestars #AI	Twitter	@alpinestars	178,079
a mostrare i suoi frutti con un P10 di Roberto Mercan	Facebook	FIM Endurance World Ch	82,885
Twins Cup Race from MotoAmerica Championship at I	Facebook	New Jersey Motorsports	69,434
RT @Flyin18T: #MotoAmerica #Feature MotoAmerica	Twitter	@agendautomotriz	67,179
Jake Gagne won the Superbike feature Saturday on th	Twitter	@js_newswatch	31,842
MotoAmerica PR: Gagne Does It Again At Road Ameri	Twitter	@MotoLines	27,841
MotoAmerica Superbikes at Road America race action	Twitter	@MotoLines	27,841
to Harley-Davidson Screamin' Eagle Factory riders Kyl	Facebook	Harley-Davidson	13,017,491
Stock 1000 Race from MotoAmerica Championship at	Facebook	Cycle World Magazine	536,517
RT @MotoAmerica1: With the pressure turned up, @I	Twitter	@harleydavidson	451,397
.@FreshNLean Attack Performance @YamahaMotorU	Twitter	@yamaharacingcom	201,665
With the pressure turned up, Kyle Wyman gives Harle	Facebook	Harley-Davidson	201,341
Stock 1000 Race from MotoAmerica Championship at	Facebook	New Jersey Motorsports	69,432
Jake Gagne, who has established himself as the new :	Twitter	@js_newswatch	31,844
MotoAmerica: Superbike Race Two Results From Roa	Twitter	@MotoLines	27,839
RT @yamaharacingcom: .@FreshNLean Attack Perfor	Twitter	@roadamerica	25,091
MotoAmerica: Kyle Wyman Broke Arm In Crash At Ro	Twitter	@roadracingworld	16,730
ELKHART LAKE, Wis. -- It was a busy weekend for Trav	Facebook	BMW Motorrad	3,061,840
Read Cycle News Issue 24: MotoAmerica @ Road Ame	Twitter	@CycleNews	33,116
It was an up-and-down weekend for FR Loris Baz at M	Twitter	@ducaticorse	26,630
MotoAmerica: More From The Races At Road America	Twitter	@roadracingworld	16,734
VICTORIA 🏆🏆🏆 n\neI fin de semana pasado, se cele	Facebook	Revista 400	1,817,987
QT @CollardSpence: Yeah at a place like Road Americ	Twitter	@rogerhayden95	24,632
MotoAmerica: Even More From The Races At Road Ar	Twitter	@roadracingworld	16,736
Superbikes at Road America round, but – despite a br	Facebook	BMW Motorrad	3,061,679
MotoAmerica: @Ford President & CEO @jimfarley98	Twitter	@roadracingworld	16,740
Read Cycle News Issue 24 REMINDER: MotoAmerica @	Twitter	@CycleNews	33,117

**THE FOLLOWING PAGES COVER
“SEASON TO DATE” METRICS FOR
SELECT COMPETITION CLASSES**

1/1/21 – 6/22/21

Superbikes at Road Atlanta

Superbikes at Virginia

Superbikes at Road America

CLASS SUMMARY



HONOS SUPERBIKE CLASS
METRICS: 1/1-6/23, 2021 ONLY



LINEAR TV VIEWERSHIP

	AA HH	AA P2+
Road Atlanta	66,739	97,128
VIR	218,460	272,317
Road America	264,517	326,271
	549,716	695,716

DIGITAL VIDEO VIEWERSHIP

	Views	Hours
YouTube	547,155	88,995
Facebook	9,378,584	68,445
Instagram	1,716,578	n/a
Twitter	117,619	n/a
TikTok	TBA	TBA
MotoAmerica Live+ LIVE	n/a by class	
MotoAmerica Live+ SVOD	31,598	1,643
	11,759,936	157,440

SOCIAL MEDIA

	Facebook	Instagram	Twitter	TikTok	TOTAL
Posts	306	202	283	TBA	791
Impressions	19,504,366	6,601,171	1,249,281	TBA	27,354,818
Reach (est)	19,025,868	6,211,256	1,124,353	TBA	26,361,477
Engagement	5,329,532	303,542	11,257	TBA	5,644,331
Video Views	9,378,584	1,716,578	117,619	TBA	11,212,781
Video Hours	68,445	n/a	n/a	TBA	68,445
Shares & Comments	20,365	1,938	1,575	TBA	23,878



SOCIAL HIGHLIGHTS

Facebook:

64K Impressions/post

27% Engagement by impression

Instagram:

33K Impressions/post

4.8% Engagement by impression

CLASS SUMMARY



SUPERSPORT CLASS
METRICS: 1/1-6/23, 2021 ONLY



LINEAR TV VIEWERSHIP

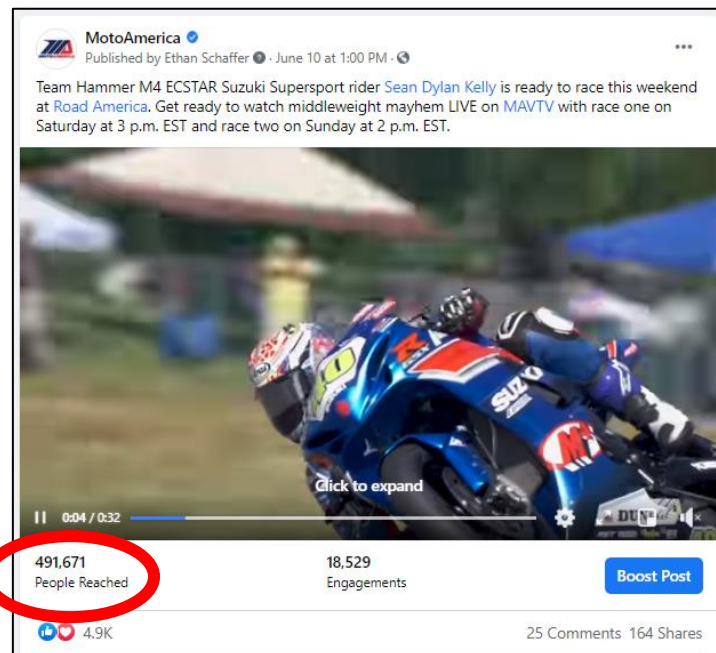
	AA HH
Road Atlanta	99,439
VIR	75,179
Road America	76,564
	251,182

DIGITAL VIDEO VIEWERSHIP

	Views	Hours
YouTube	501,485	105,602
Facebook	1,992,968	17,466
Instagram	1,369,210	n/a
Twitter	60,515	n/a
TikTok	TBD	TBD
MotoAmerica Live+ LIVE	n/a by class	
MotoAmerica Live+ SVOD	22,828	1,165
	3,924,178	123,068

SOCIAL MEDIA

	Facebook	Instagram	Twitter	TikTok	TOTAL
Posts	190	132	189	TBD	511
Impressions	6,759,751	5,025,636	666,296	TBD	12,451,683
Reach (est)	6,580,680	4,751,539	599,666	TBD	11,931,885
Engagement	386,589	236,717	22,560	TBD	645,866
Video Views	1,992,968	1,369,210	60,515	TBD	3,422,693
Video Hours	17,466	n/a	n/a	TBD	17,466
Shares & Comments	11,036	1,652	919	TBD	13,607



SOCIAL HIGHLIGHTS

Facebook:
36K Impressions/post
5.7% Engagement by impression

Instagram:
38K Impressions/post
4.7% Engagement by impression

CLASS SUMMARY



MISSION KING OF THE BAGGERS
METRICS: 1/1-6/23, 2021 ONLY



LINEAR TV VIEWERSHIP

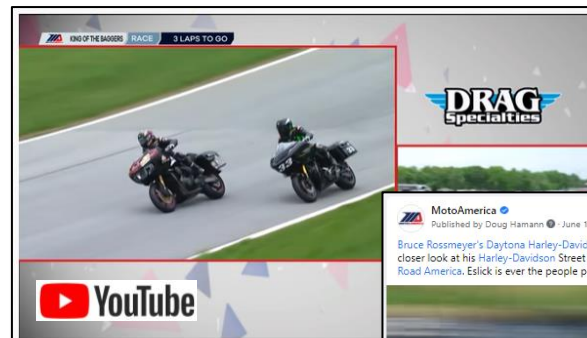
	AA HH	AA P2+
Road Atlanta	178,471	241,700
Road America	79,644	95,424
Laguna Seca	TBA	TBA
	258,115	337,124

DIGITAL VIDEO VIEWERSHIP

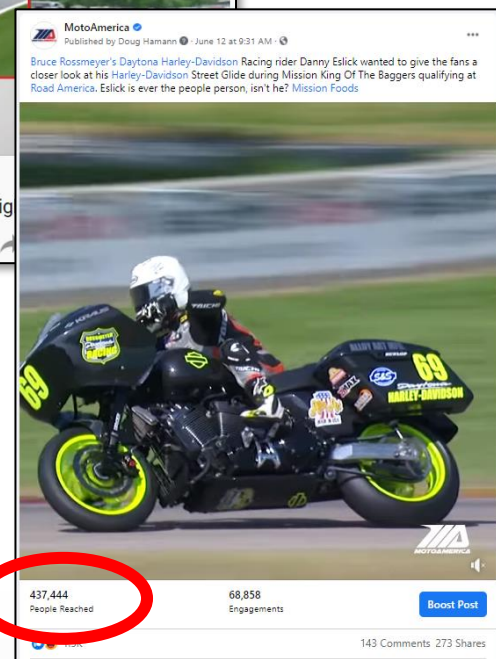
	Views	Hours
YouTube	1,758,761	82,521
Facebook	1,285,846	10,144
Instagram	777,284	n/a
Twitter	45,574	n/a
TikTok	TBD	TBD
MotoAmerica Live+ LIVE	n/a by class	
MotoAmerica Live+ SVOD	TBD	TBD
	3,867,465	92,665

SOCIAL MEDIA

	Facebook	Instagram	Twitter	TikTok	TOTAL
Posts	98	70	106	TBA	274
Impressions	4,365,279	3,269,899	608,956	TBA	8,244,134
Reach (est)	4,260,076	3,085,082	548,060	TBA	7,893,218
Engagement	456,469	136,023	22,854	TBA	615,346
Video Views	1,285,846	777,284	45,574	TBA	2,108,704
Video Hours	89,445	n/a	n/a	TBA	89,445
Shares & Comments	18,730	1,761	767	TBA	21,258



#MotoAmerica
Mission King Of The Baggers Race Highlight
903,883 views



SOCIAL HIGHLIGHTS

Facebook:
45K Impressions/post
11% Engagement by impression

MINI CUP BY MOTUL



WHAT, WHY, WHERE

MotoAmerica Mini Cup by Motul is a youth program comprised of four events in 2021. Its goal is to attract, groom and produce the future road racers of tomorrow.

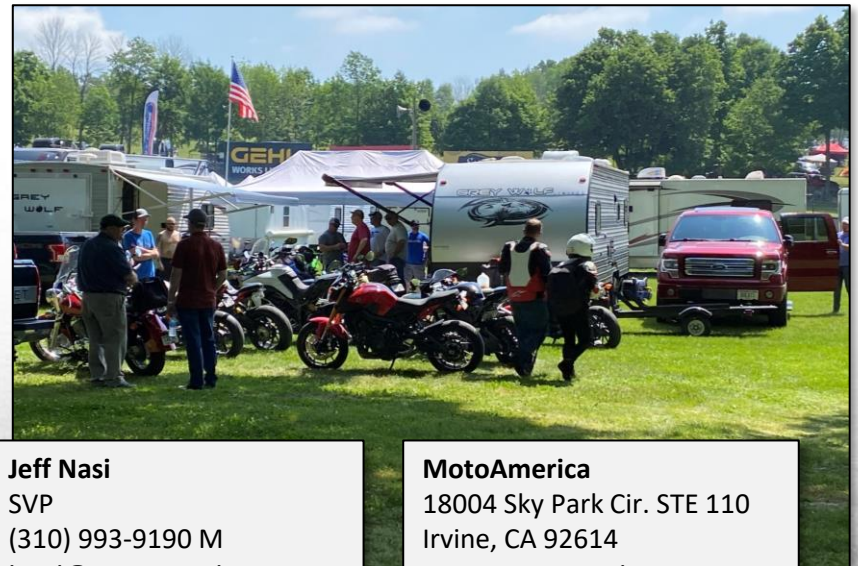
The series will be held on karting tracks in conjunction with four MotoAmerica events: Road America (June 11-13), The Ridge Motorsports Park (June 25-27), Pittsburgh International Race Complex (August 13-15), and Barber Motorsports Park (September 17-19).

The series features three classes: 110cc, 160cc, 190cc. The motorcycles are based on spec rules centered on the Ohvale GP-0, a mini road racer now ready for the U.S. market after proving to be extremely popular in Europe.

The first event at Road America was a great success. More than 43 entries along with their teams and families attended. Mini Cup by MOTUL has already delivered over 1.5M Social Media impressions during the 2021 season with an impressive 27K impressions per post.



IMAGERY, CONTACT



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