

RACE REPORT

Circuit of The Americas
September 13-15, 2024



- Series Overview
- Event Overview
- Viewership
- Social Media
- Earned Media
- Marketing
- Imagery



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



REWARDING EVENTS, AFFLUENT AUDIENCE

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.



TEXAS RACING

MotoAmerica at Circuit of The Americas continued what has become the series' 10th, most competitive, and most compelling season yet.

Of its eight race classes, only two class championships were decided at COTA. Rodio Racing's Alessandro Di Mario clinched the BellissiMoto Twins Cup and Team Saddlemen/Harley-Davidson's Cory West won the Mission Foods Super Hooligan National Championship.

Fans also enjoyed the VIP Suites, shade, open race paddock, jumbotrons, four OEM motorcycle demos and the fan zone.

Race results [located here](#).



SNAPSHOT

144	Rider Entries
5	Competition Classes
11	Races total
220,181	Linear TV AA P2+ USA
2.1M	Digital Video Views
6.6M	Social Media Impressions
162K	Social Media Engagement
n/a	Attendance (track does not release)

NOTES: See next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	53,248	26,099
YouTube	363,619	37,460
Facebook	330,630	1,856
Instagram	1,215,660	N/A
X	12,092	N/A
TikTok	105,914	N/A
TOTAL	2,081,163	65,414

10 Day metrics (Event weekend and seven days after.)



LINEAR TV SUMMARY

RATINGS

174,159	Total AA Households USA
220,181	Total AA P2+ USA

BROADCAST SUMMARY:

LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)

INTERNATIONAL BROADCAST PARTNERS:

- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- Fox Sports FSR: Canada, Caribbean
- MotoAmericaTV (FAST channel)
- MTRSPT1 (FAST channel) Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa

NOTES:

- Forecasted Ratings: Multiple Premieres for other classes and Reairs will air after report date. Forecast is based on trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment. For MAVTV, P2+ is estimated.

SOCIAL MEDIA

Circuit of The Americas
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	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	173	50	32	51	6	34
Impressions	6,624,675	885,706	1,689,840	75,264	105,914	3,867,951
Engagement	161,669	36,810	98,456	1,713	9,975	14,715
Video Views	2,027,915	330,630	1,215,660	12,092	105,914	363,619
Comments, Shares	6,422	1,268	2,663	192	306	1,993

Ronald Johnson

The Superbike racing today and this weekend were fantastic.
Thanks to the riders and teams for putting on a great show for us.

Wil Jernigan

Superbike race 3 was an instant classic. We'll see replays of that one for years.

Blake Harper

First time at COTA, but not the last, great weekend of racing

Hoonies Garage · Follow

And this is what racing is about, family! Kudos to Kody Melton for donating the bike 🙏

Gil Gonzalez

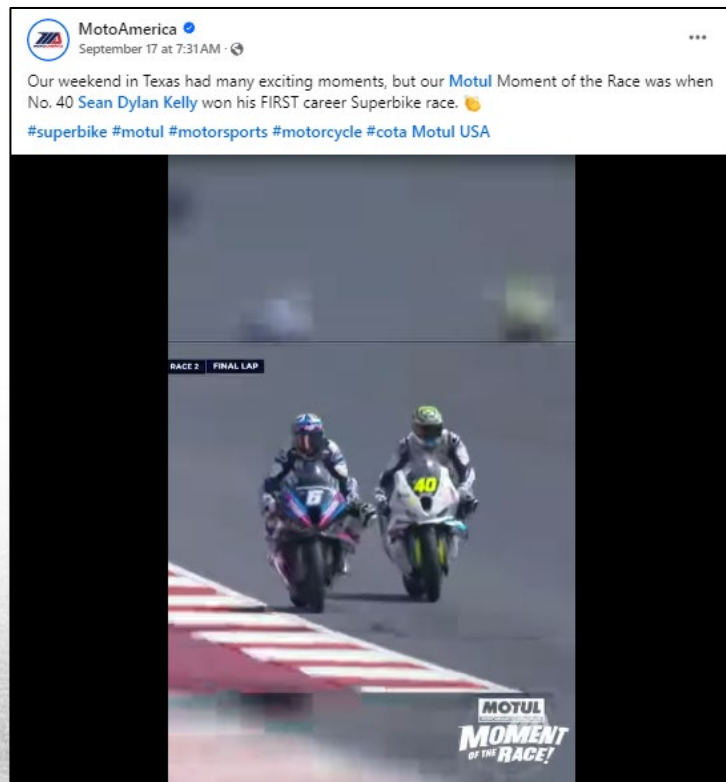
What a nail biter!

Blake Harper 🍀

Had a great weekend of MotoAmerica

Mike Lynch

Nice to see 5 different manufacturers in the top 10





REGIONAL AFFILIATE NEWS

Total Potential
Audience: 11,330,647

MELTWATER TOTAL SUMMARY

98 News & Blog Mentions
618 Total All Sources



KXAN-TV (Austin, TX): MotoAmerica makes pit stop at Austin's Circuit of The Americas – <https://www.kxan.com/news/local/austin/motoamerica-makes-pit-stop-at-austins-circuit-of-the-americas/>

KXAN-TV (Austin, TX): MotoAmerica celebrates its 10th anniversary with 9 stops around the country, it's next stop is this weekend in Austin. – <https://www.facebook.com/profile/100064738028721/search/?q=motoamerica>

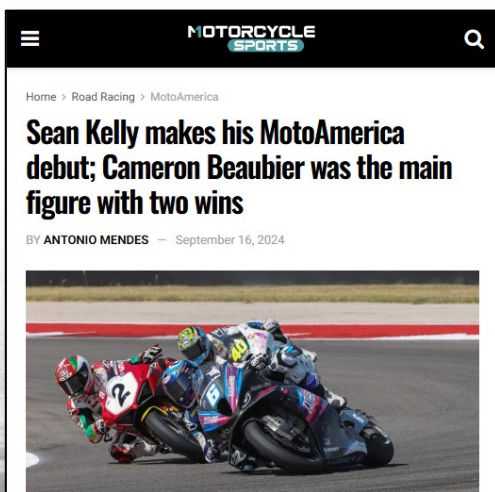
KXAN-TV (Austin, TX): MotoAmerica: Road racers will reach speeds of up to 190 mph at Austin's COTA this weekend. – <https://www.youtube.com/watch?v=-2GZ3V3E9IM>

KVUE-TV (Austin, TX): News Daybreak at 6:15 AM – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/kPX4DKfSem?_gl=1%2A4kmz39%2A_gcl_au%2ANjk3NjkzMzI2LjE3Mjl5NzQ2MjguNzU0Mjk5ODAyLjE3MjY0NDY4OTMuMTcyNjQ0NzE1Ng..

KVUE-TV (Austin, TX): Midday News – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/dAGxxZrNEE?_gl=1%2A1y1t3yo%2A_gcl_au%2ANjk3NjkzMzI2LjE3Mjl5NzQ2MjguNzU0Mjk5ODAyLjE3MjY0NDY4OTMuMTcyNjQ0NzE1Ng..

KVUE-TV (Austin, TX): Central Texas father and son join Circuit of the Americas – <https://www.youtube.com/watch?v=vf0C-lhGq40>

Sources: The Brand Amp Agency, Meltwater.



Comprehensive multi-media campaigns

- | | |
|-------------------|---|
| Digital | Display and YouTube ads. |
| Social Media | Static and video ads. |
| TV-Network | Spots on motorcycle/motorsports shows. |
| TV-Local | Spots on local news affiliates. |
| Retail/Businesses | Posters/postcards in businesses, dealers. |
| Organizations | Outreach to clubs & organizations. |
| Email | Blasts to MotoAmerica, AMA, Track's. |
| OOH/Billboards | Static and electronic billboards. |



MotoAmerica Sponsored

Get your tickets for MotoAmerica Superbikes at Texas! ...See more

Fun for Family & Friends • Enjoy Our FREE Kid Zone!

3-DAY CAMPING!

SEPT 13-15 2024
MOTOAMERICA 10th ANNIVERSARY
Circuit of the Americas

motoamerica.com/cota
Camp at the Track!
September 13-15

Learn more

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Don't miss the free motorcycle demo rides with paid admission at the MotoAmerica Superbikes at Circuit of the Americas in ...See more

DEMO RIDES!

ALL WEEKEND LONG

AT CIRCUIT OF THE AMERICAS

YAMAHA
Kawasaki
Indian

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

motoamerica.com/cota
Free Demo Rides
September 13-15

Learn more

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Ven a verme correr con mi Superbike Circuito de las Americas, Austin, TX 13-15 de Septiembre. ...See more

¡VEN A VERME CORRER CON MI SUPERBIKE!

SEPT 13-15 2024
MOTOAMERICA 10th ANNIVERSARY
13-15 DE SEPTIEMBRE

¡BICHITA ESCALANTE!

Consigue tus entradas en motoamerica.com/cota

<https://www.motoamerica.com/cota>
Superbikes Texas
13-15 Septiembre

Learn more

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SEPT 13-15 2024
SUPERBIKES AT TEXAS
MOTOAMERICA 10th ANNIVERSARY

KING OF BAGGERS
MISSION SUPERHOOIGAN

CIRCUIT OF THE AMERICAS • AUSTIN, TEXAS

6 DIFFERENT RACE CLASSES! STEEL COMMANDER SUPERBIKE • SUPERSPORT
BELLISSIMO TWINS CUP • MISSION KING OF THE BAGGERS • MISSION SUPER HOOIGAN
FAMILY FUN ZONE • OPEN PADDOCK • VIP PACKAGES • 3-DAY CAMPING • AND MORE!

Scan for TICKETS or visit [MotoAmerica.com/calendar](https://motoamerica.com/calendar)

12 & younger are FREE with paying adult

AMA FIM

BIKE NIGHT

Circuit of The Americas
September 13-15, 2024



DUCATI AUSTIN

- Held Thursday prior event
- Autograph, Meet & Greet Sessions
- Ben Spies, PJ Jacobsen, Josh Herrin, Kayla Yaakov, Loris Baz
- Hosted by Hannah Lopa



BIKE NIGHT

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AUSTIN COWBOY HARLEY-DAVIDSON

- Held Thursday prior event
- Autograph, Meet & Greet Sessions
- Kyle Wyman and James Rispoli
- Hayden Gillim and Rocco Landers



BIKE NIGHT
and
AUTOGRAPH SIGNING
at Cowboy Harley-Davidson of Austin
SEPTEMBER 12TH | 5PM - 8PM

MEET AND GREET WITH THE RACE TEAMS OF

V-TWIN B.Y.O.B BIKE SHOW
VISIONARY BRING YOUR OWN BIKE

MOTUL
PERFORMANCE LUBRICANTS

10917 S I-35 FRONTAGE RD



**More than just great food,
excellent seats and A/C.**

MotoAmerica treated its Superfan VIP Suite attendees and corporate guests to variety of experiences - team/rider/industry interviews, garage/pit tours, pre-race grid ceremonies and winners' podium photo shoots.



[Link to VIP experience album here.](#)





SUPER HOOLIGANS RACE 2 FINAL LAP

1	7	T. O'Hara
2	13	C. West
3	999	J. McWilliams
4	79	A. Di Mario
5	85	J. Lewis
6	49	H. Schultz
7	10	T. Wyman
8	34	C. Wyman
9	25	D. Doyle
10	170	H. Dunham
11	137	S. Mesa
12	121	H. Mazzotta
13	16	A. Peaslee
14	249	J. Eubanks
15	101	R. Foster
16	24	T. Duffy
17	871	A. Berkley
18	53	A. Nord
19	55	K. King
20	72	J. Lane


KRÄMER MOTORCYCLES' ENGINEER AND TEST RIDER FINN CHAPMAN DEBUTS THE APX-350 MA TALENT CUP BIKE

ROGER HAYDEN
@ROGERHAYDEN95

PHIL READ JR.
DUCATI - NORTH AMERICA


JOINING US

MotoAmerica promoted two product debuts at its MotoAmerica Superbikes at Texas event.

 **MotoAmerica** • September 15 at 9:30 AM · 🌐

The 2025 Panigale V4S made its U.S. debut with former AMA and WSBK champion and current **Rahal Ducati Moto** team principal, **Ben Spies**, aboard the 7th generation Ducati Superbike at COTA.


#Superbike #Ducati



ROGER HAYDEN
@ROGERHAYDEN5


PHIL READ JR.
DUCATI - NORTH AMERICA

JOINING US

 **MotoAmerica** • Follow • September 9 at 9:28 AM · 🌐

The **Krämer APX-350 MA** that will be raced in next year's MotoAmerica Talent Cup will make its public racetrack debut during the MotoAmerica Superbikes At Texas round at Circuit of The Americas, September 13-15.

#motoamerica #motorcycle #racing #motorsports



Warhorse HSBK Racing Ducati honors Fast By Ferracci Ducati's 1994 AMA Superbike Championship Bike







SERIES SPONSORS

Circuit of The Americas
September 13-15, 2024



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