

# EVENT REPORT

Superbikes at Road America  
May 29-31, 2026



- Event Overview
- Viewership
- Social Media
- Promotion
- Earned Media
- Imagery
- Series Overview
- Partners



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

Road America 2026 was another record-breaker. In addition, the series' fourth consecutive attendance record this year.

Ten races and three days of all-day on-track action entertained fans from all over the country. In addition, outstanding grounds delivered incredible camping for a record camping/RV crowd.

## Races Classes

- 2 Quad Lock Superbike
- 2 Supersport
- 2 King Of The Baggers
- 2 Twins Cup
- 2 Royal Enfield Build. Train. Race.



## IMPACT SNAPSHOT

|         |   |
|---------|---|
| 106     | Rider Entries                           |
| 5       | Competition Classes                     |
| 10      | Races total                             |
| 689,283 | TV Total Viewership (Samsung & VICE TV) |
| 5.2M    | Digital Video Views                     |
| 12.8M   | Social Media Impressions                |
| 297K    | Social Media Engagement                 |
| 53,698  | Attendance                              |

## NOTES:

- Metrics: May 29-June 7, 2026 (10-days)
- TV Ratings: Details on next page.



## DIGITAL SUMMARY

|               | Video Views      | Total Hours   |
|---------------|------------------|---------------|
| MA Live+ SVOD | 33,672           | 18,807        |
| YouTube       | 449,231          | 25,600        |
| Facebook      | 2,339,844        | 13,980        |
| Instagram     | 2,108,259        | N/A           |
| X             | 32,786           | N/A           |
| TikTok        | 276,422          | N/A           |
| <b>TOTAL</b>  | <b>5,240,214</b> | <b>58,387</b> |

Metrics: Metrics: May 29-June 7, 2026 (10-days)



## BROADCAST SUMMARY

### BROADCAST DISTRIBUTION

- Samsung TV Plus- All classes, Live & Reairs
- Vice TV Superbike Sat & Sun, Live
- ESPN Latin America: Superbike & Supersport, Live & Reairs
- MA Live+ Streaming: All classes, Live & VOD
- YouTube: All classes, Delayed

### SAMSUNG TV METRICS

- 6 Total Broadcast Days (2 Live, 4 Reairs)
- 385,626 Total Device Reach
- 482,283 Total Viewership

### VICE TV METRICS

- 2 Total Broadcast Days (2 Live)
- 128,000 Nielsen Households
- 157,000 Nielsen P2+ Total Reach

### Definitions:

- **Samsung Total Device Reach** is total devices that watched any portion of the broadcast, similar to Nielsen Households.
- **Samsung Total Viewership** is the count of people watching any portion of the broadcast, similar to Nielsen P2+. This is estimated using MotoAmerica's historical average of its Nielsen P2+ being 22% to 30% over Households.
- **Nielsen P2+** is total viewers over 2 years old.

Posts  
Impressions  
Engagement  
Video Views  
Comments, Shares

| TOTAL      | Facebook  | Instagram | X       | TikTok  | YouTube   |
|------------|-----------|-----------|---------|---------|-----------|
| 526        | 90        | 90        | 260     | 42      | 44        |
| 12,837,947 | 6,206,270 | 3,144,327 | 186,088 | 276,422 | 3,024,840 |
| 297,303    | 138,949   | 122,358   | 4,064   | 14,551  | 17,381    |
| 5,206,542  | 2,339,844 | 2,108,259 | 32,786  | 276,422 | 449,231   |
| 13,284     | 3,682     | 6,694     | 472     | 583     | 1,853     |

**MOTOAMERICA SETS ANOTHER ATTENDANCE RECORD AT ROAD AMERICA.**

**motoamerica** Road America

Another record-setting weekend at Road America.

This year's event was the most attended Superbike race weekend at the track since its first Superbike event in 1980. Thank you to every fan who came out and made history with us. 🙌  
Check out the full story on MotoAmerica.com

#superbike #motorsports #motorcycle #racing

1w

seandylankelly So cool seeing that many people out there  
1w 17 likes Reply

josh\_herrin So cool seeing that many people!! How many were there??  
1w 12 likes Reply

superhooligans  
1w Reply

alpinestars  
1w 2 likes Reply

mhilofficial  
1w 1 like Reply

carlsoltiz It was more tiring trying to wave to all the fans on the cool down lap than it was actually racing the Superbike  
June 3

Liked by josh\_herrin and 847 others

Add a comment...

**motoamerica** Road America

Following ...

**ROAD AMERICA FASTEST RACE LAP**  
2:09.453  
CAMERON BEAUBIER  
DECEMBER 1980

**THINGS TO LOOK FOR AT ROAD AMERICA**


**ROAD AMERICA FAN GUIDE**

**LAP RECORDS BROKEN THIS YEAR AT ROAD AMERICA**

SWIPE >>>>

An exceptional amount of engagement from fans and industry drove further reach during and after the event.

**Jay Smith**  
Spectacular racing in all classes. Great to see the crowd and energy. Great circuit. Much to do at Road America. Well done MotoAmerica and American Motorcyclist Association.

 **missionfoodsus** If you're not eating while you're making, you're doing it wrong 🌮 Watch @jamesrispoli and @corywest13 show us how it's done on Taco 'Bout It. New episode drops Monday on Mission's YouTube and wherever you listen. #2Fast2Tasty @motoamerica



**Aubrey Gould**  
The BEST time for sure!!! We had a blast 🌞 even got to ride the track

**Ken Justinger**  
What a great weekend at the track and thank you MISSION for the racing style tortilla chips, a free bag at the track keeps me buying Mission products all year long

**Mike Stratton**  
And....a world record for sunburn. Lol. Awesome weekend!! Cant wait for 27

**Jay Smith**  
First time at Road America. Fantastic experience. Great circuit! Great energy from the crowd. Camping was awesome as was the food onsite (and beverages). Ultra clean bathrooms and showers. I will definitely be returning. **MotoAmerica American Motorcyclist Association.** Well done!

**v.e.n.o.1** 2w  
Now that's some racing right there 🍕🍷🍷

**duc.sacha** 2w  
That was incredible. I almost fell off my seat!





## Meltwater AI Metrics Insight:

**Total Potential Audience Reach: 1,502,759,921 (with syndications)**

- Road America repeatedly highlighted record-setting attendance for the MotoAmerica weekend and called it the largest motorcycle race crowd in its history at “America’s National Park of Speed”.
- The venue promoted the 2027 return of MotoAmerica with advance weekend tickets, open paddock access, and family activities.
- Fan response emphasized crowd energy, facilities, and a positive first-time experience at the circuit.
- Multiple classes featured new pace benchmarks, including Superbike and Supersport lap records and a bagger lap record.

## Local Broadcast

**WITI-TV (Milwaukee, WI): FOX 6 Wake-Up News at 9** – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Ptr44gAd0r?\\_gl=1%2Aajax3r0%2A\\_gcl\\_au%2AMZcyNDY2MjQ3LjE3Nzc5MDk3NDMuNzk4OTMyNTI2LjE3ODAwNzQ1NzEuMTc4MDA3NDU5MQ](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Ptr44gAd0r?_gl=1%2Aajax3r0%2A_gcl_au%2AMZcyNDY2MjQ3LjE3Nzc5MDk3NDMuNzk4OTMyNTI2LjE3ODAwNzQ1NzEuMTc4MDA3NDU5MQ)

**106.5 The Buzz: Otto talks with SuperBike rider Max Flinders** – <https://omny.fm/shows/buzz-interviews/otto-talks-with-superbike-rider-max-flinders-about-the-upcoming-weekend-at-road-america>

## Local Online

**WTMJ-TV (Milwaukee, WI): TMJ4’s Kidd O’Shea hops on motorcycle ahead of MotoAmerica superbikes return to Road America** – <https://www.tmj4.com/videos/news/local-news/in-your-community/sheboygan-county/tmj4s-kidd-oshea-hops-on-motorcycle-ahead-of-superbikes-return-to-road-america>

**Milwaukee Journal Sentinel: MotoAmerica motorcycles race at Road America | What to know** – <https://www.jsonline.com/story/sports/motor/2026/05/27/elkhart-lakes-road-america-motoamerica-motorcycle-racing-weekend-preview/90221455007/?gnt-cfr=1&gca-cat=p&gca-uir=true&gca-epti=z115901p116550l004450c116550e1161xv115901d--55--b--55--&gca-ft=207&gca-ds=sophi>

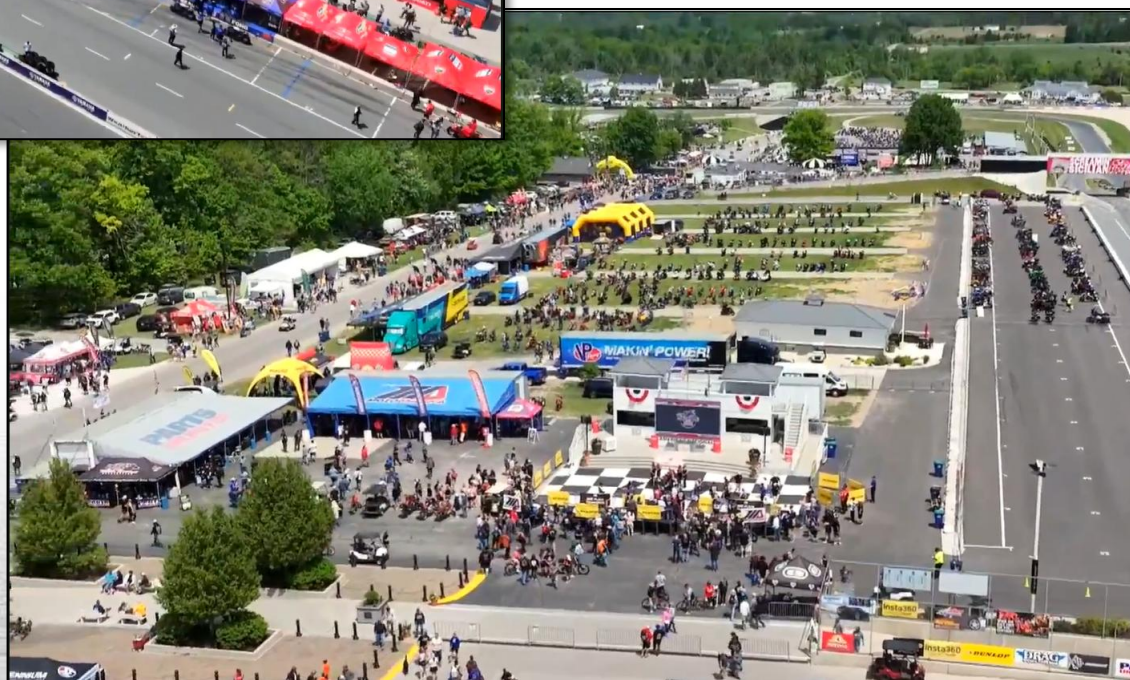




More than **100 entries** from teams across the country competed ten individual races plus practice and qualifying sessions.

The MotoAmerica Race Paddock is **open to all fans**, providing easy access to riders, teams and operations.

In addition to racing, the event provided exciting winners' podium celebrations, fan zone with various vendors, free motorcycle demos, Yamaha Learn To Ride, MotoFest Vintage Motorcycle Show, stunts, Cardo Fan Parade Lap, autograph sessions, great food, merchandise, various jumbotrons, and exceptional campgrounds – all delivering an **overall rewarding family experience**.



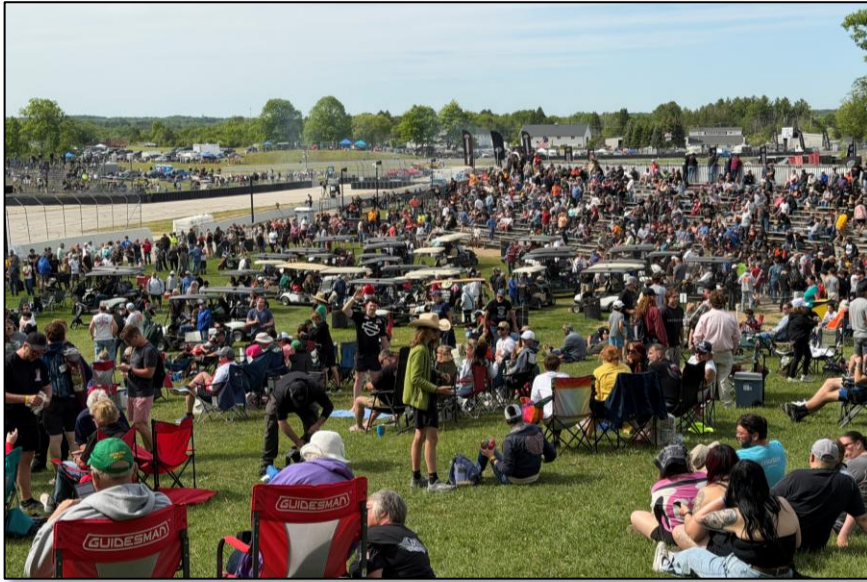
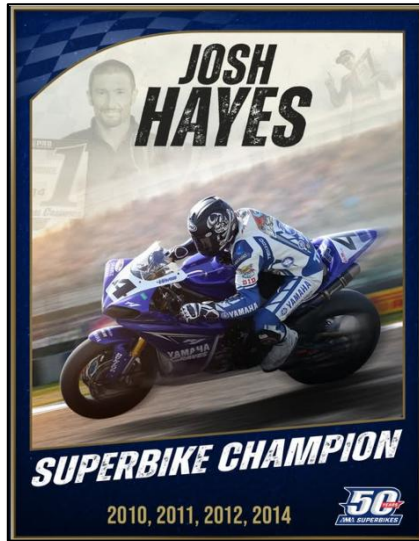


Photo by Rankin Photography

Celebrating 50 Years of Superbikes, MotoAmerica honored **Josh Hayes** as **Grand Marshal**.

With 89 AMA career victories, including a 2003 Superstock Championship Formula Xtreme titles in 2006/2007, Hayes' legacy continues to stand among the sport's elite.



The **Harley-Davidson Factory Race Fan Ticket Package** and **Indian Motorcycles Roam To The Races Ticket Packages** welcomed customers to the event with special parking, lounge areas, meet & greets and more.



The USAF 469th, 90th, and 88th Flying Training Squadron, 80th Flying Training Wing, performed **military flyovers** during Superbike grid ceremonies on Saturday and Sunday.

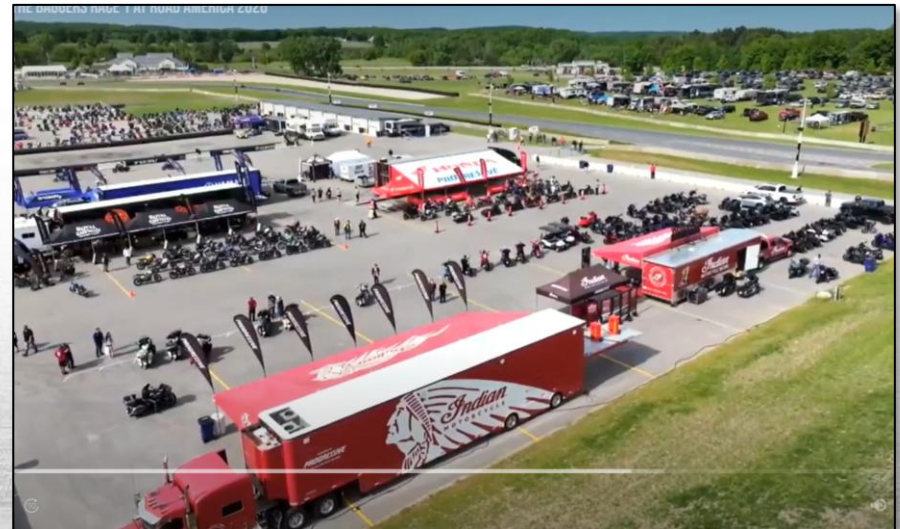
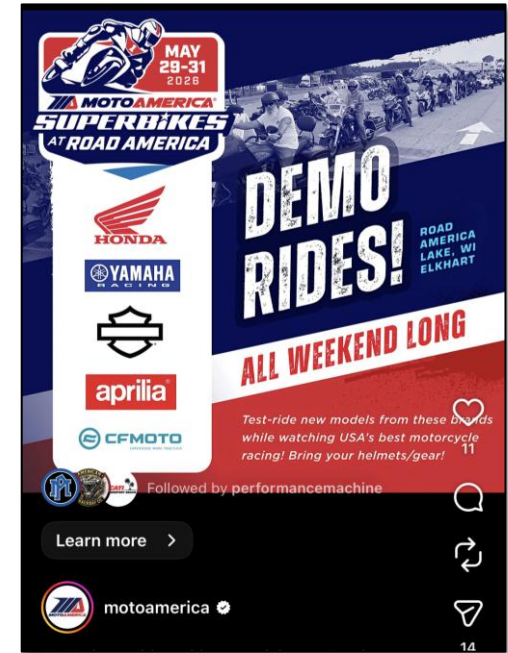


Home-town v-twin fans were treated to a visit from Harley-Davidson royalty, **Willie G. Davidson**.





The event featured motorcycle demos from Honda, Yamaha, Harley-Davidson, Royal Enfield, CFMOTO and Indian. In addition, Yamaha's Learn to Ride activation.



# LEARN TO RIDE

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Yamaha executed their **New Rider Training** program over the weekend. The 1<sup>st</sup> class operation provided first-timers and entire families professional guidance on everything required to operate a motorcycle for the first time.



# ALL TYPES FOR ALL PEOPLE

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# EXCITEMENT, COMMUNITY

Superbikes at Road America  
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Photo by Jacob Lynch



# ENGAGEMENT

Superbikes at Road America  
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# CAMPING

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# OPERATIONS



## GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has delivered incredible growth across entries, classes, attendance, social media, viewership, and content distribution.

## REACH & ENGAGEMENT

Ten spectacular annual 3-day events deliver 103 annual races. Events feature up to 200 riders across 5-7 classes. The entertainment and community draw affluent crowds with camping, family-friendly activities, bike shows, and more.



# SERIES PARTNERS

Superbikes at Road America  
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# CONTACT



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