

EVENT REPORT

Superbike Speedfest at Monterey
presented by Law Tigers / July 10-12, 2026



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INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

EVENT OVERVIEW

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MotoAmerica sets records for broadcast ratings and attendance at the historical track. Year 2026 marks five consecutive years of attendance increases for the series at Laguna Seca.

Ten races and three days of all-day on-track action entertained fans from all over the country. Motorcycle demos from seven OEM's, a Learn To Ride activation, vendor alley and expanded campgrounds delivered an ideal weekend for fans.

Races Classes

- 2 Quad Lock Superbike
- 2 Supersport
- 2 King Of The Baggers
- 2 Talent Cup
- 2 Super Hooligan



IMPACT SNAPSHOT

93	Rider Entries
5	Competition Classes
10	Races total
1.5M	TV Total Viewership (Samsung & VICE TV)
2.5M	Digital Video Views
11.8M	Social Media Impressions
248K	Social Media Engagement
42,167	Attendance

NOTES:

- Metrics: July 10-19, 2026 (10-days)
- TV Ratings: Details on next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	39,239	21,560
YouTube	666,484	27,834
Facebook	1,448,239	7,608
Instagram	N/A	N/A
X	103,438	N/A
TikTok	261,606	N/A
TOTAL	2,519,006	57,002

Metrics: Metrics: July 10-19, 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

- 1,132,633 Total Households
- 1,381,812 Total Viewership

VICE TV METRICS

- 66,000 Total Households
- 127,000 Total P2+

GRAND TOTAL

- 1,198,633 Total Households
- 1,508,812 Total Viewership

Definitions:

- TV ratings above are Total Reach for all class broadcasts.
- **Samsung Total Households** is Total Devices that watched any portion of the broadcast, similar to Nielsen Households.
- **Samsung Total Viewership** is headcount of people that watched any portion of the broadcast, similar to Nielsen P2+. This is estimated using MotoAmerica's historical average of its Nielsen P2+ being 25% larger than Nielsen Households.
- **Nielsen P2+** is total viewers over 2 years old.

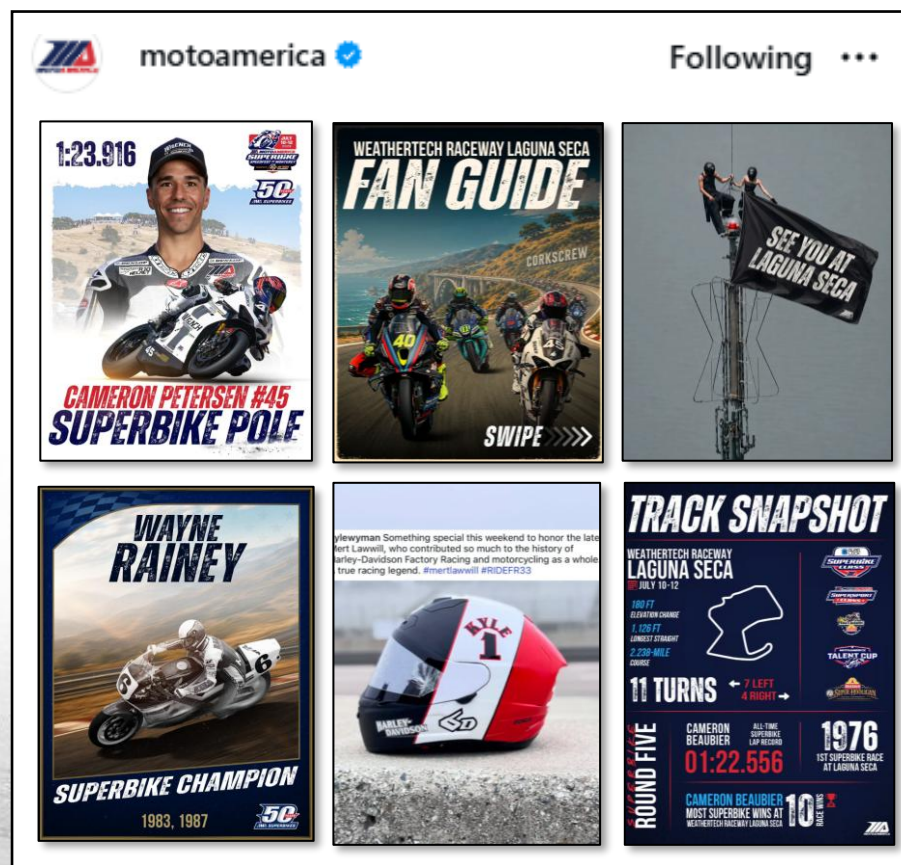
SOCIAL MEDIA

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Posts
Impressions
Engagement
Video Views
Comments, Shares

TOTAL	Facebook	Instagram	X	TikTok	YouTube
11,828,060	3,975,109	3,813,246	379,881	261,606	3,398,218
368,746	159,728	157,363	7,080	17,052	27,523
2,479,767	1,448,239	N/A	103,438	261,606	666,484
21,028	5,252	11,953	839	867	2,117



SOCIAL MEDIA

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



2wheelgarage 3w
It was a great weekend! Thanks,
MotoAmerica and Laguna Seca! 🍕🍕🍕🍕🍕

trent.ritchie.54 3w
I was there and I'm going
tomorrow. 🍕🍕

j_am_02 3w
ah yes the holy dive-bomb wheelie
at the seca

Mike Morse · 2w · Top fan
Congratulations 🍕🍕🍕
It was great to meet Super Carl and get the opportunity to support him as a privateer. He was very nice when I visited him during the autograph session. Signed all my merch and was very friendly and polite. I hope to see him again and with full sponsorship! GO "SUPER CARL"

Rene Hello · 3w
Great racing this weekend, had a blast camping at Weather Tech Race Way, top notch facilities there!!! We'll all be back next year!



PROMOTION

Superbike Speedfest at Monterey
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Comprehensive marketing including multiple creatives & messaging themes over Social Media, Digital, TV, Radio, OOH, Email, Ground Team, Bike Nights, Ride-Ins, PR and more.

MotoAmerica
July 1 at 11:34 AM · 🌐

Next stop: the California coast.

Round 5 of the **QUAD LOCK Superbike Championship** heads to **WeatherTech Raceway Laguna Seca**!

Watch all the action LIVE on **MotoAmerica Live+**, **Samsung TV Plus**, and **VICE TV**.

📺 Saturday, July 11 | 6 PM ET
📺 Sunday, July 12 | 6 PM ET

#superbike #motorcycle #motorsports #racing See less

WEATHERTECH RACEWAY LAGUNA SECA
CORKSCREW

QUAD LOCK SUPERBIKE RACE ONE
SATURDAY, JULY 11
6:00 PM ET

QUAD LOCK SUPERBIKE RACE TWO
SUNDAY, JULY 12
6:00 PM ET

MotoAmerica
July 7 at 12:13 PM · 🌐

Where legends rise. 🏆 The celebration of 50 Years of Superbikes rolls into the Monterey Peninsula as MotoAmerica returns to the legendary **WeatherTech Raceway Laguna Seca**. Join us for a weekend honoring the sport's greatest champions while today's stars battle through the iconic Corkscrew.

Read more about this historic celebration at the link in bio.

#Superbike #LagunaSeca #SBK50 #Motorcycle #Racing See less

MOTOAMERICA.COM

Where Legends Rise: MotoAmerica's 50-Year Superbike Celebration Rolls Into Monterey Peninsula - MotoAmerica

09:39 📶

FUTURE
FORD LINCOLN OF ROSEVILLE

The best Ford is a Future Ford

#1 Ford Dealer in Northern California Since 2000

Hi John,

Exciting news is here!

At Future Ford Lincoln of Roseville, we're gearing up for a fantastic weekend from Friday, June 12 to Sunday, June 14, 2026.

When you come in for a test drive, you'll not only experience the thrill of our amazing vehicles but also score **FREE** 3-day general admission tickets to the MotoAmerica Superbike Speedfest!

FREE Tickets to the
MotoAmerica Superbike Speedfest
at the WeatherTech Raceway Laguna Seca
With all Test Drives!

Take a test drive today to score your **FREE** 3 days general admission tickets with parking!

While supplies last. Test drive dates: Friday June 12 - Sunday June 14, 2026. No purchase necessary. Must be 18 or older and have a valid driver's license. One ticket per person.

View our inventory below and book a test drive for this weekend today! We can't wait to see you here!

[View Our Inventory](#)

10-12 JULY 2026 Monterey, California

LAGUNA SECA

FRIDAY	SATURDAY	SUNDAY
PRACTICE 1:40PM CT	QUALIFYING 2 1:00PM CT	WARM UP 12:10PM CT
QUALIFYING 1 5:50PM CT	CHALLENGE 1:30PM CT	RACE 2 6:05PM CT
	RACE 1 6:05PM CT	

LYNDALL BRAKES

MOTOAMERICA

WEATHERTECH RACEWAY LAGUNA SECA
FAN GUIDE

CORKSCREW

SWIPE >>>>

MOTOAMERICA

KING OF THE BAGGERS
MISSION

LAGUNA SECA
JULY 12, 2026

\$155
PER PERSON

DEPART MATHEWS HD 7AM
ARRIVE MATHEWS HD 8PM-15H

CALL/TEXT MATHEWS HD TO HOLD YOUR SEAT(S). PAYMENT NEEDS TO BE MADE SOONER RATHER THAN LATER.
(559)233-5279

Mathews HD Fan Pass Includes:

- Chartered Bus
- Snack bags for bus ride
- Small ice chests allowed on the bus
- Ability to access to the bus during the day for those who bring food & beverages "in addition to"
- The Harley-Davidson Factory Racing Fan Pass
- Race Admission
- Dedicated Bus Parking
- Race Team Q&A
- Tech Talks
- HD Factory Racing Swag Bag
- Rider Meet & Greet
- Fan Zone at the HD Truck

FOR A FAIR CHANCE
Win a Harley-Davidson Factory Racing Fan Pass

HARLEY-DAVIDSON RACING

Meltwater AI Metrics Insight:

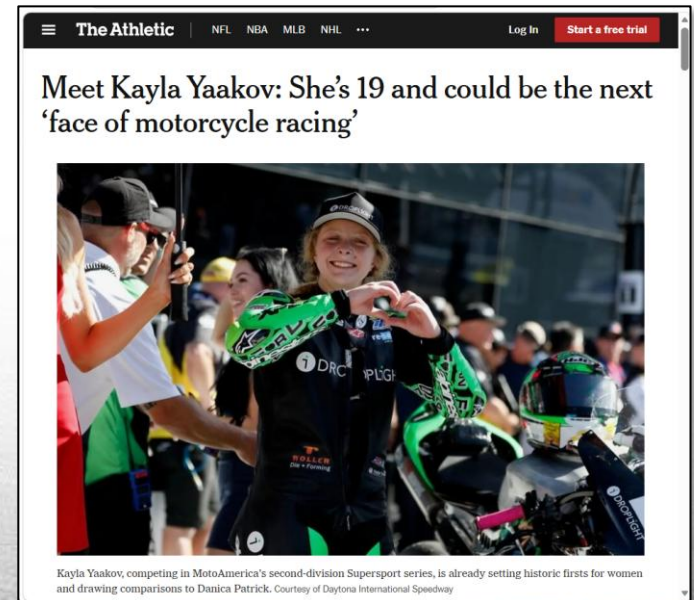
- The Corkscrew generated the weekend's most shared highlight moments.
- Laguna Seca media was dominated by JD Beach and other championship contenders.
- The bagger class drew attention for both performance and spectacle, including heavy-machine handling and repeated praise for the race format.
- Fans highlighted a rare legends gathering featuring Wayne Rainey, Eddie Lawson, Bubba Shobert, Fred Merkel, and Doug Chandler.
- Multiple classes featured new pace benchmarks, including Superbike and Supersport lap records and a bagger lap record.

Local Broadcast

- KNTV-TV (San Jose, CA): Today in the Bay – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ErhBIBN1w2>
- KNTV-TV (San Jose, CA): NBC Bay Area News at 5:30 PM – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/FWf5HTQZUd?_gl=1%2Ai1jhuv%2A_gcl_au%2AMzcYNDY2MjQ3LjE3Nzc5MDk3NDMuMTQyMDg0Nzg3OS4xNzg0MjE2MDU0LjE3ODQyMTYwNzY_
- KNTV-TV (San Jose, CA): NBC Bay Area News at 11AM – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/bTBGUfBR3i?_gl=1%2Am2mem%2A_gcl_au%2AMzcYNDY2MjQ3LjE3Nzc5MDk3NDMuMTQyMDg0Nzg3OS4xNzg0MjE2MDU0LjE3ODQyMTYwNzY_

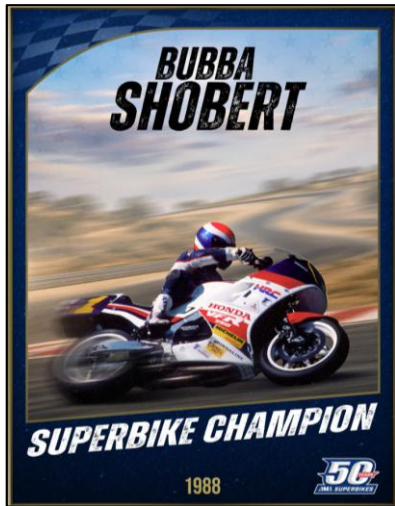
National

- Breaking One: Meet Kayla Yaakov: She's 19 and could be the next 'face of motorcycle racing' – https://breakingone.com/partners/nytns/meet-kayla-yaakov-shes-19-and-could-be-the-next-face-of-motorcycle-racing/article_e7ac4373-9ca3-510c-b0b2-68b5731122ec.html



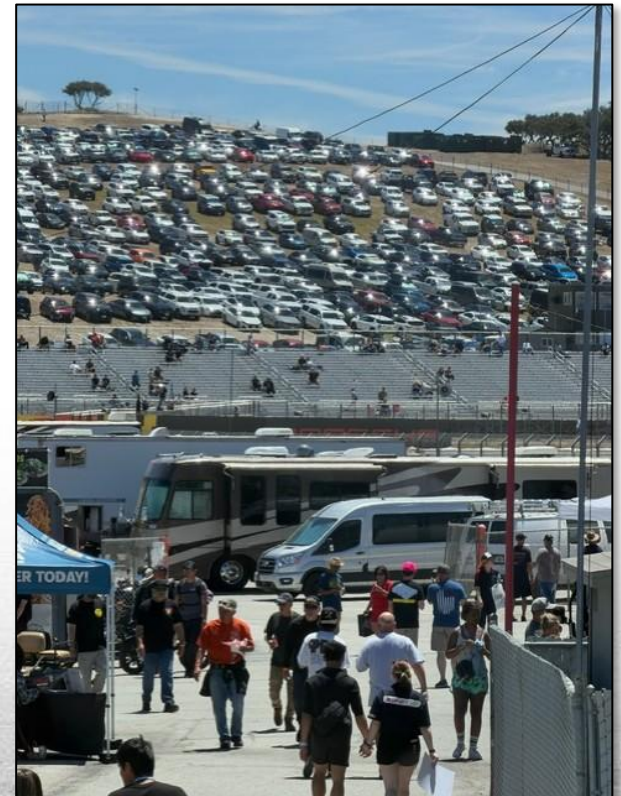
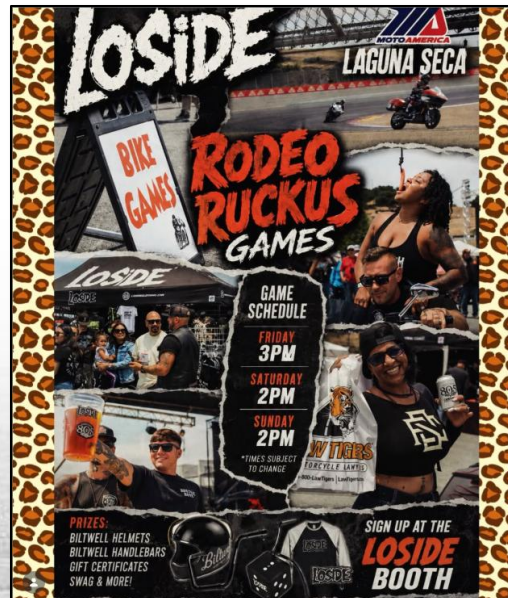
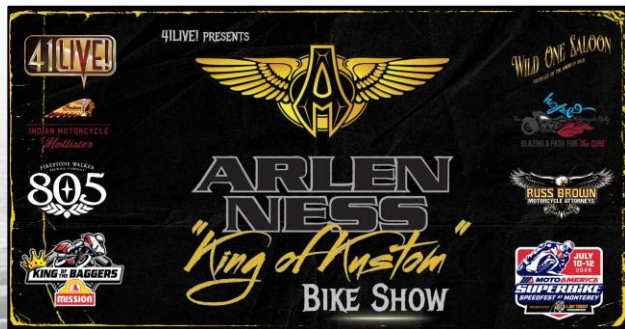
EXPERIENCES

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Eddie Lawson and Bubba Shobert were the he official Co-Grand Marshals for the event. Their joint role is beyond a retrospective. It's a validation of friendship and the unmatched legacy of a generation that defined 50 years of superbike racing.

Other activities such as the Arlen Ness Bike Show and various exhibitors provided draw, entertainment and engagement.



VIP SUPERFAN

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Beyond the catered suite, **MotoAmerica Superfan VIP** operations hosted fans to escorted tours, rider meet & greets, and guest speakers from industry notables.

“Super” Carl Soltisz (center) holds the donation check he received thanks to the generosity of the VIP Superfans.





Monterey Bike Night on Alvarado Street, held the Thursday prior, provided event and race team exposure to the general public with a variety of race bikes, teams and rider autograph opportunities.

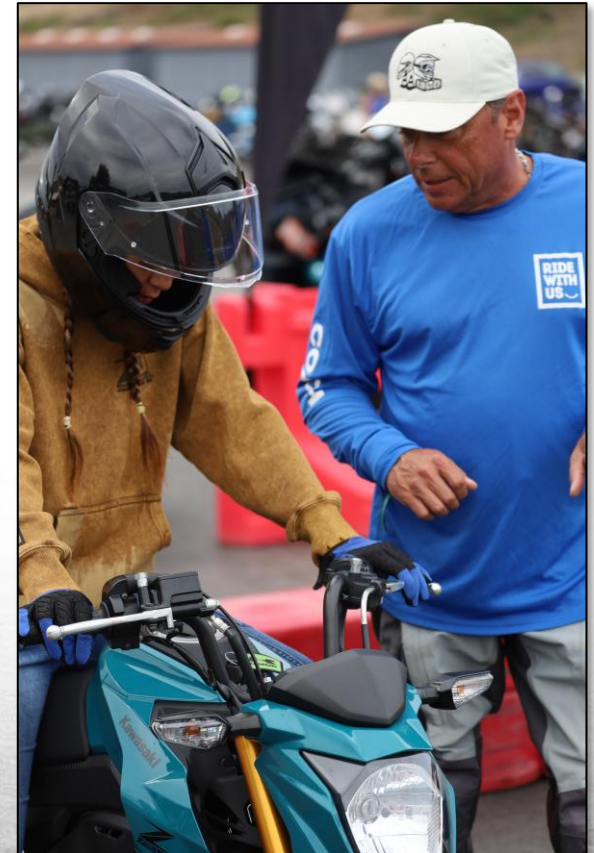


EXPERIENCES

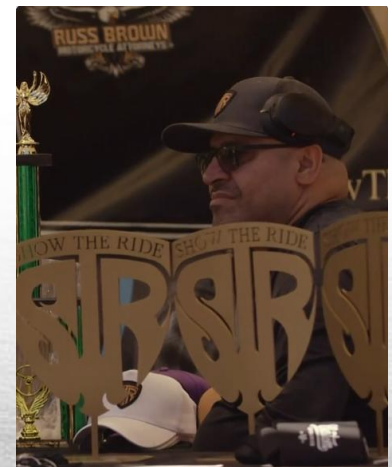
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Thank Yous out to **Ride With Us** and **RevZilla** who partnered to bring a **RIDE Day Experience**. It offered an opportunity to learn how to ride a motorcycle in a safe, controlled environment. Riders received instruction from **Motorcycle Safety Foundation**-certified coaches with all gear and bikes.



Competitors turned up the volume at the **Show The Ride Sound Competition** and Bike Show on Saturday.



Slow Races Presented by Shark Law on July 11-12. Hosted by *Hot Bike Magazine* and LFG, this unique competition challenged riders to showcase balance and clutch control.



An upgraded ticket option offered fans the ability to enjoy the new Turn 3 Lounge.

Located within the paddock and overlooking Turn 3, fans packed (to capacity) the climate-controlled hospitality space with high-top seating, tables, live race coverage, a cash bar, and a shaded outdoor patio with outstanding track views.

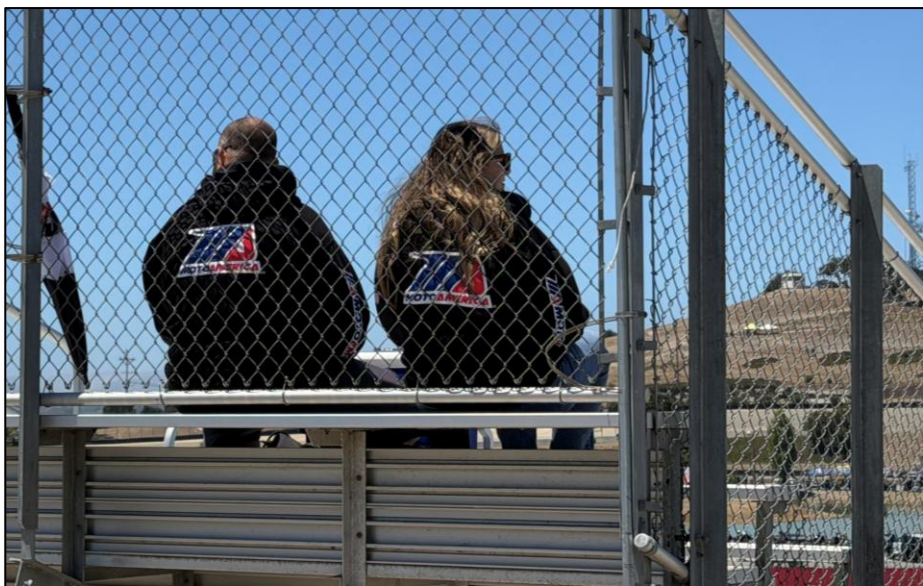


SEVEN motorcycle demos from Honda, Yamaha, Harley-Davidson, Aprilia, CFMOTO, Suzuki, and Indian Motorcycle.

Thank you to **Law Tigers** for sponsoring the event and Gear Check booth.









THE SERIES



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



PROGRESSIVE



Insta360



ÖHLINS



TDFJ.COM



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