

EVENT REPORT

Permco MotoAmerica Superbikes at Mid-Ohio
July 31 – Aug 2, 2026



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



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

EVENT OVERVIEW

Permco MotoAmerica Superbikes at Mid-Ohio
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Mid-Ohio Sports Car Course, with its rich history of motorcycle racing, entertained fans with three days of all-day action. Elsewhere, 1.3 million viewers watched 12 exciting race broadcasts and consumed over 12M video views.

Races Classes

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



IMPACT SNAPSHOT

153	Rider Entries
6	Competition Classes
12	Races total
1.3M	TV Total Viewership (Samsung & VICE TV)
12M	Digital Video Views
35.7M	Social Media Impressions
1.3M	Social Media Engagement
29,591	Attendance

NOTES:

- Metrics: July 31-August 9, 2026 (10-days)
- TV Ratings: Details on next page.

RACE 1 LAP 3 OF 19



TRACK
85° F

TEMPERATURE
71° F

HUMIDITY
89%

WIND
11 MPH

PERMCO

DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	47,618	25,319
YouTube	1,016,316	32,258
Facebook	9,378,489	65,784
Instagram	N/A	N/A
X	186,729	N/A
TikTok	1,295,839	N/A
TOTAL	11,924,991	123,361

Metrics: July 31-August 9, 2026 (10-days)



Samsung
TV Plus



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

- 952,224 Total Households
- 1,161,713 Total Viewership

VICE TV METRICS

- 123,000 Total Households
- 158,000 Total P2+

GRAND TOTAL

- 1,075,224 Total Households
- 1,319,713 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
Posts	497	87	77	231	41	61
Impressions	35,733,330	20,359,674	10,309,668	425,899	1,295,839	3,342,250
Engagement	1,262,739	732,921	429,355	6,519	69,944	24,000
Video Views	11,877,373	9,378,489	N/A	186,729	1,295,839	1,016,316
Comments, Shares	91,837	20,469	58,169	731	8,772	3,696



motoamerica

Following ...

Excellent engagement and sharing from fans and industry drove further reach during and after the event.

MXcore · 5w · [Follow](#)

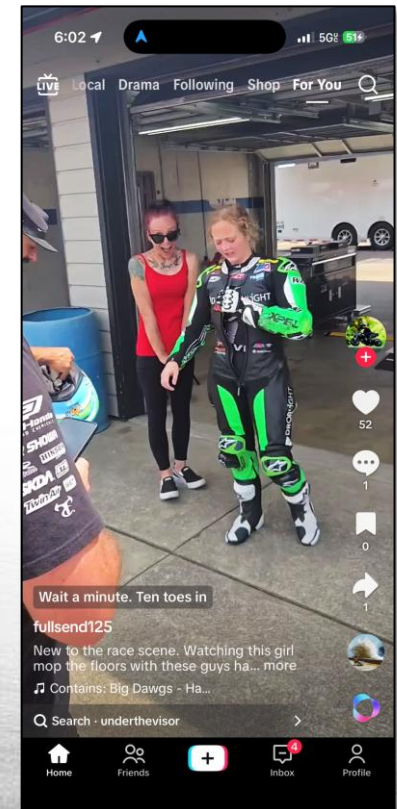
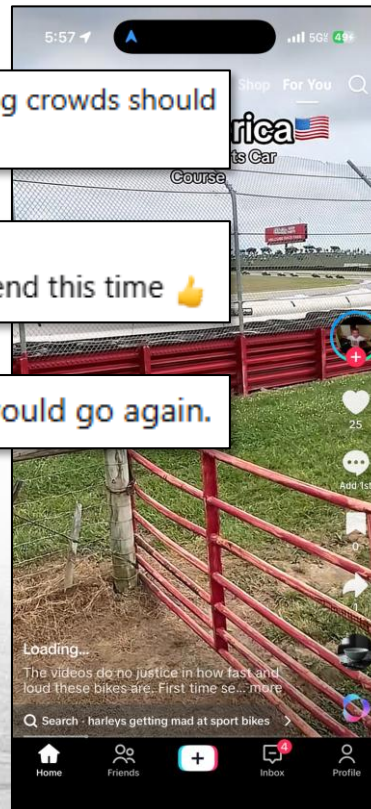
Three days don't crown champions, pressure does. Fast bikes are everywhere, but smart race craft wins weekends. Who leaves Mid-Ohio with the biggest statement?

steve_2.5I That's some really strong great racing crowds should be packing in to see this racing

Jeffery Keil · 4w ·  Top fan

Can't wait to be there, doing the whole weekend this time 

that6rr_ It was such a good time. 100% would go again.

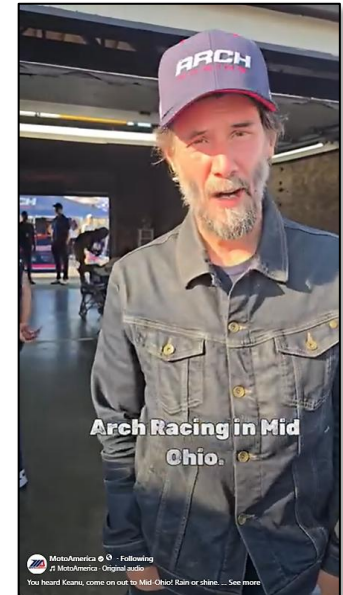
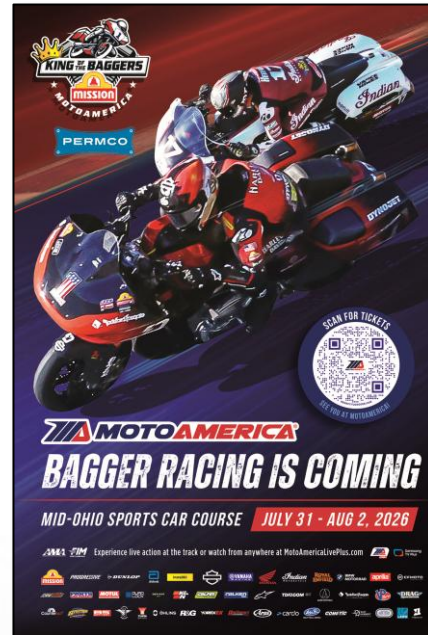
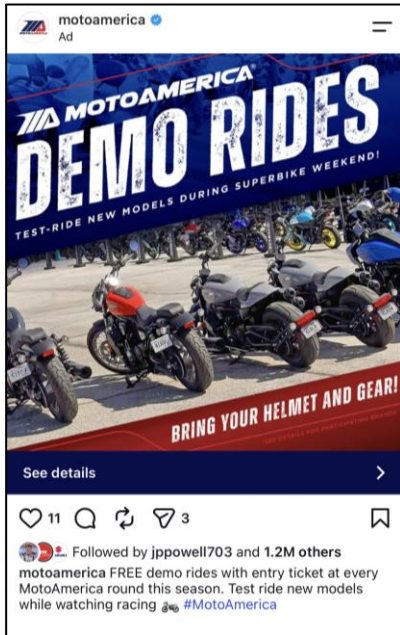


MARKETING

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Comprehensive marketing including multiple creative themes over Social Media, Digital, TV, Radio, OOH, Email, Ground Team, Bike Nights, Ride-Ins, PR and more.



Meltwater AI Metrics Insight:

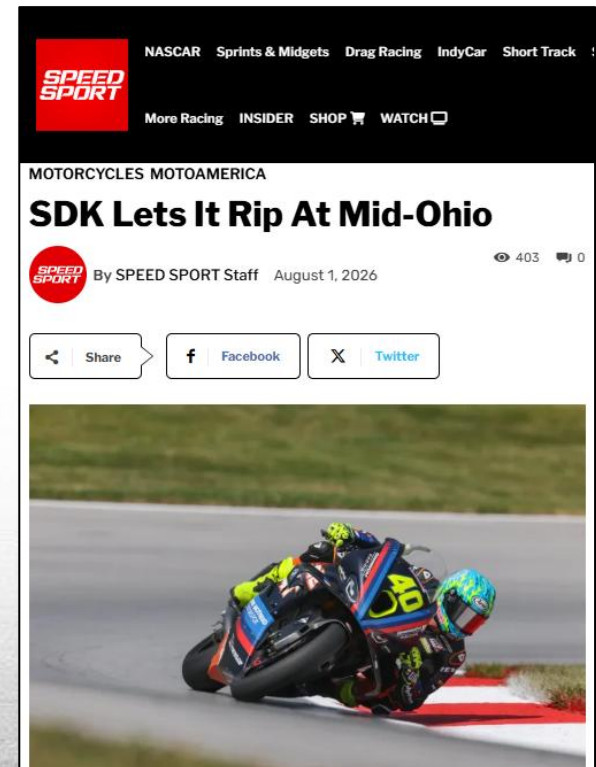
- News coverage amplifies race outcomes across multiple classes.
- Several reports emphasize championship implications and Mid-Ohio as a turning point heading into later rounds.
- Mid-Ohio engagement is fueled by dramatic on-track incidents and red flags.
- The most shared content centers on Hayden Gillim's King of the Baggers wins and sweep, with repeated 1-2 finishes for Indian Motorcycle.

Local Broadcast:

- WBNS-TV (Columbus, OH): 10TV News @ 11PM – <https://muckrack.com/broadcast/savedclips/view/z8XzmmIXSa>
- WBNS-TV (Columbus, OH): 10TV This Morning Saturday – <https://muckrack.com/broadcast/savedclips/view/kOZfgzhzEj>

Syndications

- Yahoo Sports: Weekend Racing Guide: Every Motorsports Event Happening August 1-2, 2026 – <https://sports.yahoo.com/articles/weekend-racing-guide-every-motorsports-132301300.html>
- NewsBreak: SDK Lets It Rip At Mid-Ohio – <https://www.newsbreak.com/news/4804079516082-sdk-lets-it-rip-at-mid-ohio>
- MSN: Sports cars and superbikes headline quiet summer race weekend – <https://www.msn.com/en-us/sports/motorsports/sports-cars-and-superbikes-headline-quiet-august-racing-weekend/ss-AA299kAX>
- NewsBreak: MotoAmerica: Everitt Fastest In Royal Enfield BTR Warmup At Mid-Ohio – <https://www.newsbreak.com/news/4805299798622-motoamerica-everitt-fastest-in-royal-enfield-btr-warmup-at-mid-ohio>



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.

Kevin Olmedo (center) holds the donation check he received thanks to the generosity of the VIP Superfans.

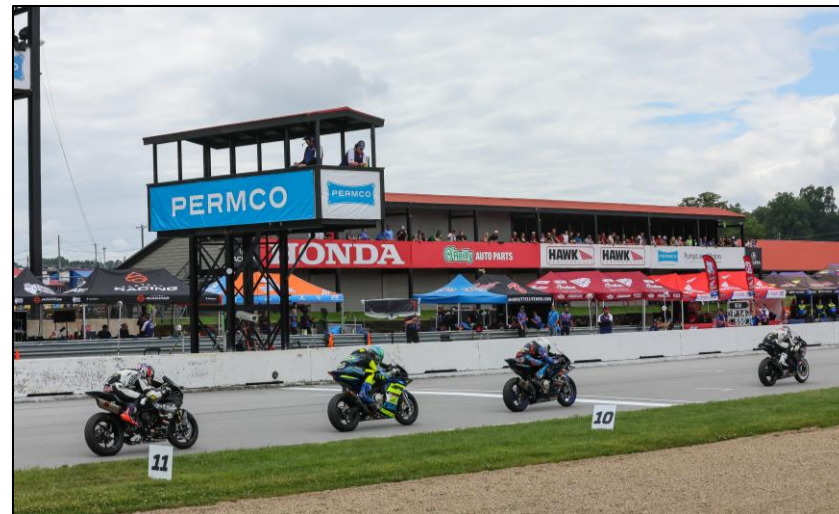


Fans enjoyed free demos from Yamaha, Honda, and Harley-Davidson.

The Fan Zone included free carnival games and the Fan Zone Vendor row.



Thank you, Permco, for your support of MotoAmerica Superbikes at Mid-Ohio. .



4

SUPERBIKE

RACE 1

LAP 6 OF 19

1	78	B. Smith	
2	50	B. Fong	+0.207
3	40	S. Kelly	+0.626
4	15	P. Jacobsen	+0.685
5	11	M. Scholtz	+0.353
6	95	J. Beach	+0.076
7	76	L. Baz	+0.404
8	69	H. Gillim	+0.318
9	54	R. Escalante	+0.857
10	36	J. Uribe	+3.149
11	66	B. Paasch	+4.408
12	46	A. Yates	+0.586
13	14	A. Lee	+0.748
14	194	D. Campbell	+1.071
15	45	C. Petersen	
16	51	K. De Keyrel	
17	88	M. Flinders	
18	625	C. Durbin	
19	84	J. Giannotto	
20	60	C. Soltisz	

4

SUPERBIKE

RACE 1

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TRACK

85° F

TEMPERATURE

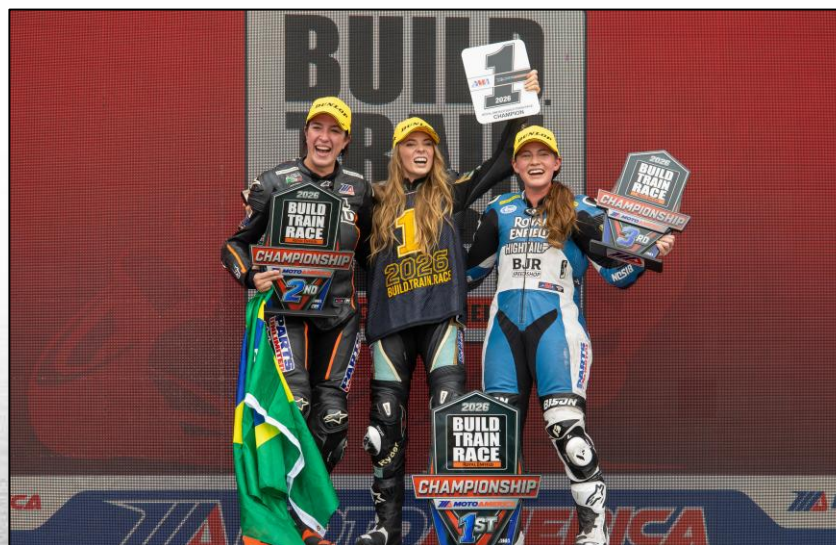
71° F

HUMIDITY

89%

WIND

11 MPH







MotoAmerica hosted the **Village Girls Network**, a nonprofit that provides residential treatment, foster care and services for youth and families. The staff and girls enjoyed meeting Royal Enfield Build. Train. Race. women riders and former US champion, Freddy Spencer. They also toured the paddock and met other key female personalities such as Lola Coltart, Niccole Cox and Kayla Yaakov.



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



PARTS
UNLIMITED



Indian
MOTORCYCLE

aprilia

ROYAL
ENFIELD

CFMOTO



Jockford Fosgate



DEFIANT
WHISKY

Counteract



VORTEXEK



ÖHLINS



TDFJ.COM



cardo



Anthony's
LEATHERWORKS



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