

EVENT REPORT

MotoAmerica Superbikes at VIR
August 14-16, 2026



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INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

EVENT OVERVIEW

MotoAmerica Superbikes at VIR
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VIR's famous curves are an ideal stage for racing, and its rolling hills deliver some of the best camping (and views) of any U.S. track. In addition, fans with ADV motorcycles took advantage of the second annual **Motul ADV Experience** which included an obstacle course, trails and ADV culture. Outside of the track, 1.2M fans watched on TV plus social, digital and streaming.

Races Classes

- 3 Quad Lock Superbike
- 2 Supersport
- 2 Talent Cup
- 2 Twins Cup



IMPACT SNAPSHOT

104	Rider Entries
4	Competition Classes
9	Races total
1.2M	TV Total Viewership (Samsung & VICE TV)
4.2M	Digital Video Views
15.7M	Social Media Impressions
609K	Social Media Engagement
23,111	Attendance

NOTES:

- Metrics: August 14-23, 2026 (10-days)
- TV Ratings: Details on next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	40,408	23,807
YouTube	504,668	20,994
Facebook	3,023,151	21,756
Instagram	N/A	N/A
X	63,240	N/A
TikTok	581,339	N/A
TOTAL	4,212,806	66,558

Metrics: Metrics: August 14-23,2026 (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

- 829,273 Total Households
- 1,010,884 Total Viewership

VICE TV METRICS

- 149,000 Total Households
- 181,000 Total P2+

GRAND TOTAL

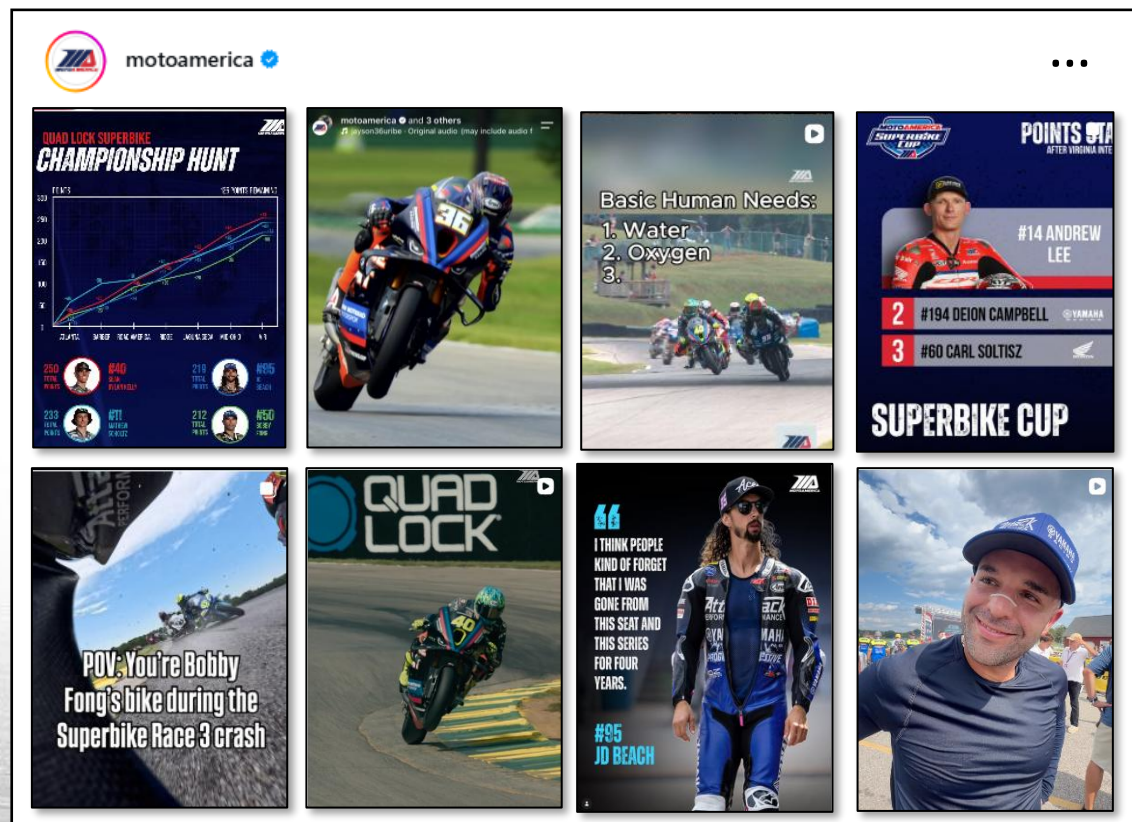
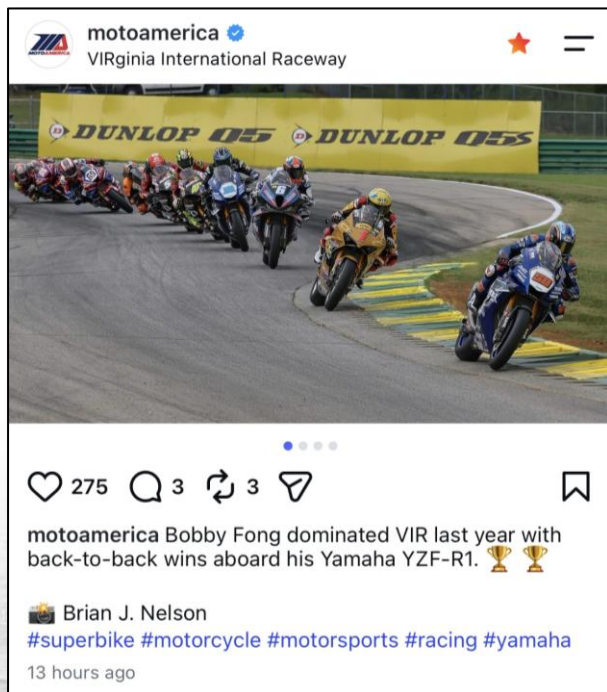
- 978,273 Total Households
- 1,191,884 Total Viewership

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.

Posts
Impressions
Engagement
Video Views
Comments, Shares

TOTAL	Facebook	Instagram	X	TikTok	YouTube
478	91	76	218	40	53
15,657,042	7,333,209	5,084,744	278,085	581,339	2,379,665
609,252	272,257	265,302	4,359	51,165	16,169
4,172,398	3,023,151	N/A	63,240	581,339	504,668
56,992	7,462	41,975	440	5,168	1,947

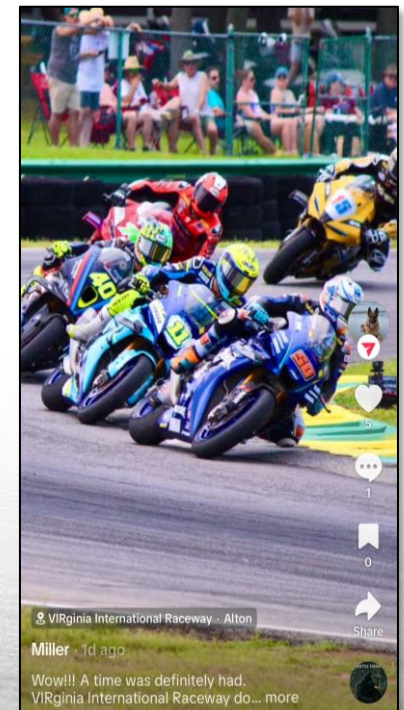
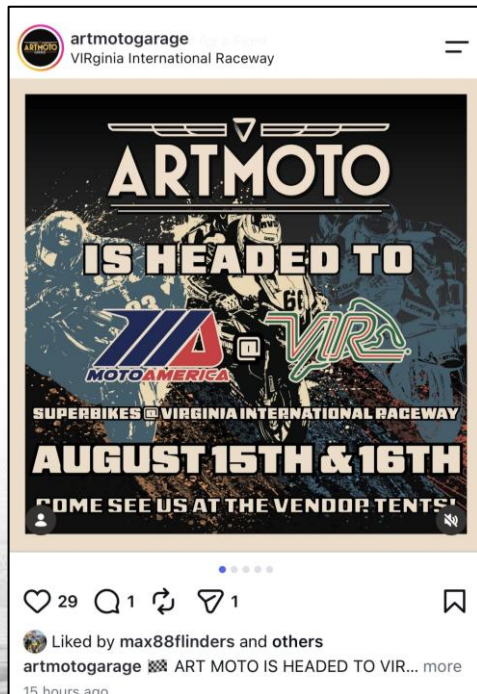
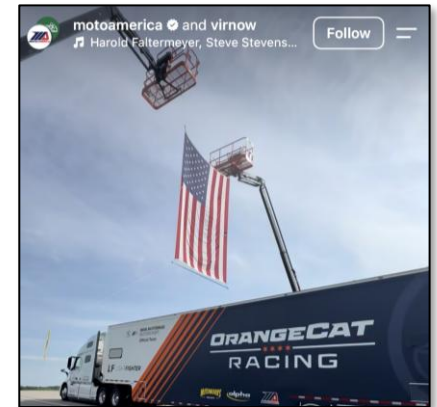


SOCIAL MEDIA

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

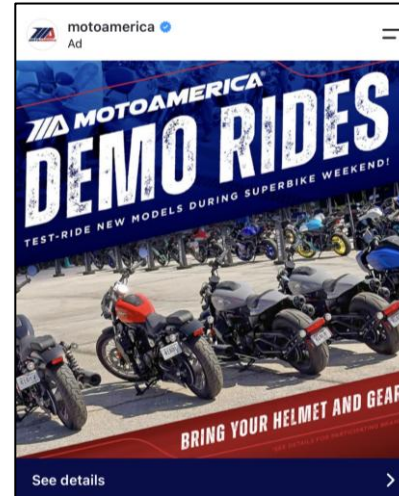
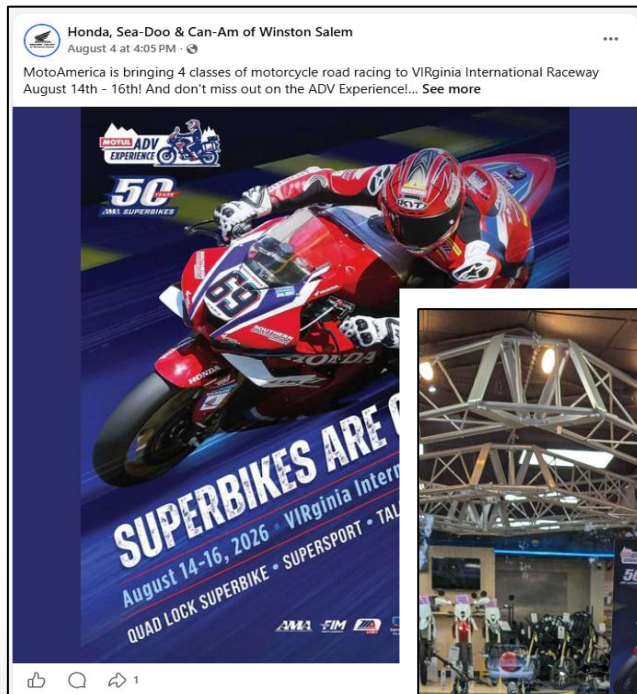


MARKETING

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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:

- Race coverage repeatedly described VIR as an iconic, demanding road course and a major attraction for motorcycle racing fans.
- Multiple posts framed VIR as the center of a full MotoAmerica weekend, with fans, qualifying, and packed race activity on site.
- Reports emphasized close racing and changing race control, including red-flag interruptions and late passes.

Local Broadcast:

WFXR-TV (Roanoke, VA): WFXR News Good Day Virginia @ 5 – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/i6Y1nJ2Yup?_gl=1%2Af1ys3p%2A_gcl_au%2AMzk5NzA0MDQwLjE3ODM5NTg0ODluMTkyMTM5MjQ5OS4xNzg2NjM5NTk1LjE3ODY2NDExNTkuMTZmZQ0MzQ4Mi4xNzg2NTY3NDQ1LjE3ODY2NDExNTk.

Syndications:

AOL: MotoAmerica Superbike Speedfest brings high-speed racing to Virginia International Raceway – <https://www.aol.com/articles/motoamerica-superbike-speedfest-brings-high-182845000.html>

MSN: Lynchburg native among 120 riders competing in MotoAmerica Superbikes weekend at VIR – <https://www.msn.com/en-us/sports/other/lynchburg-native-among-120-riders-competing-in-motoamerica-superbikes-weekend-at-vir/ar-AA2a9Pkf>





MOTUL ADV EXPERIENCE

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Adventure meets race weekend. MotoAmerica's second **Motul ADV Experience** activation at VIR was a hit. Fans enjoyed excellent trails, an GIVI obstacle course, ADV vendors and most of all - camaraderie.

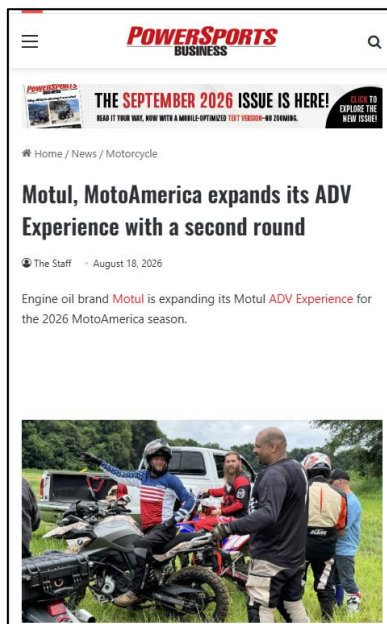
In addition, Ben Dragoo (Dragoo Adventure Rider Training) served up hands-on professional classes. Yamaha Corp also showcased with ADV-specific demos and their new Tenere World Raid motorcycle.





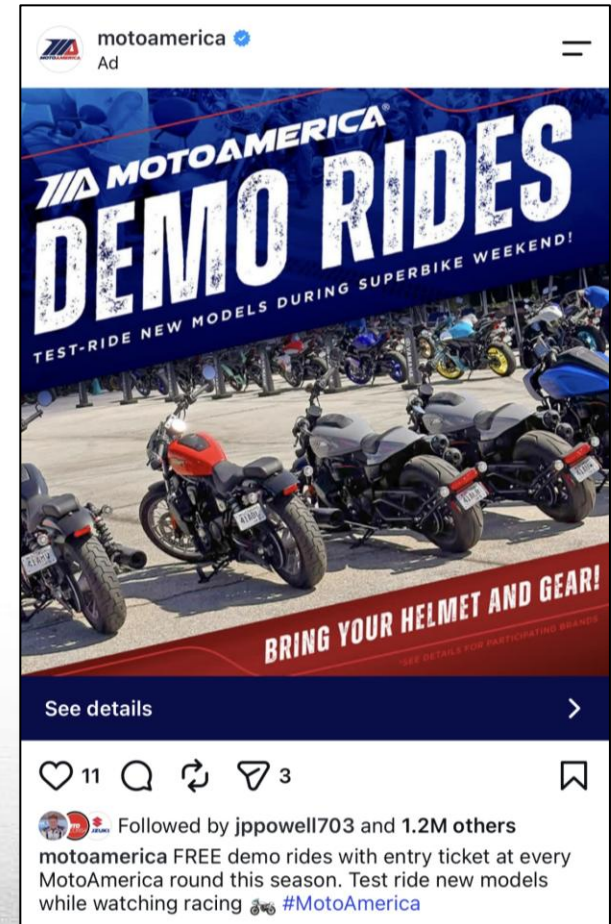
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Motorcycle demos from Honda Yamaha provided new model exposure Friday through Saturday.

Yamaha established a separate ADV Demo operation in the Motul ADV Experience area.



VIP SUPERFAN

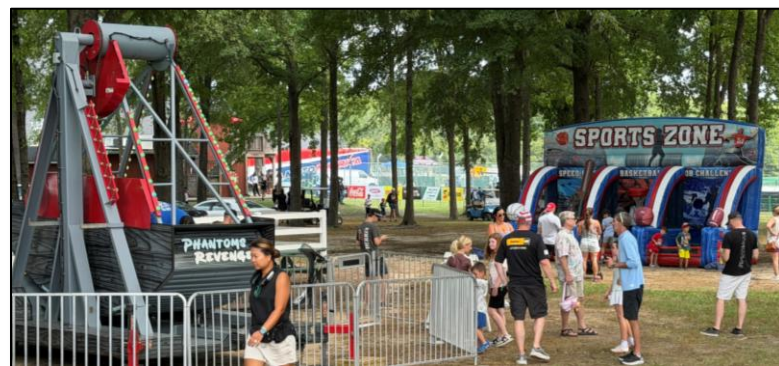
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Beyond the catered suite, **MotoAmerica Superfan VIP** operations hosted fans to escorted tours, rider meet & greets, and guest speakers from industry notables









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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