



Media Summary:  
February - November

'19



## INTRODUCTION

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The following report is compiled by Sunday Group Management, the public relations agency and RACER Studio, the marketing communications agency for Trans Am to summarize the media exposure garnered by the series from January through November, 2019.

01. Executive Summary
02. RACER & RACER.com Audience Report
03. Press Clipping Summary
04. Sprout Social Media Report



## 01. EXECUTIVE SUMMARY

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Although there is no direct comparable data available from prior years, it is unquestionable that Trans Am has seen significant growth in audience exposure via earned media and social platforms.

**411** Pieces of earned media coverage

**1.33million** Estimated coverage views

**5.9 million** Social Media Impressions

**44%** ▲ Increase in social media impressions

**30%** ▲ Increase in social media engagements



## 02. RACER & RACER.com coverage

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As an official media partner of the Trans Am Series, RACER and RACER.com have devoted more resources to covering the series.

**4** Feature pages  
in RACER  
magazine

**154** Stories posted  
on RACER.com

**119,878** Page views  
on RACER.com

**26,207** Shares  
on RACER.com

**940,728** Reached on RACER's  
Facebook page\*

**44,327** Engaged on RACER's  
Facebook page\*

**830,363** Reached on RACER's  
Twitter page\*

**4,656** Engaged on RACER's  
Twitter page\*

\*Does not include Feb, Jul, Oct, Nov data. All data is in excess of similar data on Trans Am platforms



### 03. PRESS CLIPPING SUMMARY

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Earned media is tracked through Coverage Book, which tracks all online articles that reference Trans Am.

The summary of their report is as follows. A complete review of all press clippings is available at:

<https://share.coveragebook.com/b/07ae83c2>





Sample clips:

**SPORT NEWS – Trans Am returns to Lime Rock for Memorial Day Basic**

**TRANS AM RETURNS TO LIME ROCK FOR MEMORIAL DAY BASIC**

SPORTS WORLD'S MOST POPULAR MOTORSPORT WEBSITE WILL HAVE THE REPRESENTATION OF THE Trans Am Memorial Day Basic And the Trans Am Legends offered by Pirelli-Like in Lime Rock Park Line Rock Park. Could It Be? Trans Am will likely be joined by the Sprinter Club Racing Affiliation.

Kreditvergleich

**TONY AVE WINS TRANS AM SERIES MOTOR CITY DASH**

His 19th career win and his first ever on the streets of Belle Isle

**SHINE AND PROTECT YOUR PAINT WITH THE RIGHT TYPE OF CAR WAX**

**THE 2021 CHEVROLET TRAILBLAZER IS HERE TO TREAD ON TRAILS THE BLAZER IS TOO BIG TO TAKE**

**DON'T KNOW ABOUT SPHERINT?**

**TITANIUM GARAGE**

**2020 LEXUS RX AND RXL MODELS GET MORE ELECTRONICS, SLIGHTLY SPORTIER HANDLING**

Saturday's Trans Am Series presented by Pirelli Motor City Challenge was all about asphalt. On Monday, the TAD presented by AEM drivers jumped up the asphalt streets for the Motor City Dash, making everything for a change to personally add their names to the list of winning drivers in the long Trans Am history of racing in Detroit.

Celebrating his 100th career Trans Am start, Tony Ave (No. 2) of Steve Coen took the lead in the Motor City Dash to claim his 19th.

**Teammates Loshak and Drissi lock up Trans Am front row**

**MOST POPULAR**

**19 photos: Harvick still chasing late-race bonding**

**Four-time winner McNish returns to helming on grand research**

By **TransAm** / March 2, 2019 @ 10:50

Lawrence Loshak captured the TA pole, edging teammate Steve Drissi and giving Burton Racing's gold Chevrolet Camaro a sweep of the front row to qualify for Sunday's Trans Am presented by Pirelli 2019 season-opening event at Sebring International Raceway.

Loshak posted the historic 3.74-mile stretch to 2nd(0-42) to grab the pole in the No. 3 Pirelli Go-Share Camaro, edging Drissi's No. 8 Axalta Camaro by about a full second.

"It was a dream lap," Loshak said. "We drivers are always working with the engineers to get that one perfect, lap-savable lap, and we're always trying to go faster. In a way like this, the guy behind you is going to pass you if you get complacent."

"The guys gave me an incredible car all weekend. We were P-1 in every session, and then they sprinkled a little special sauce on it at qualifying. They have all the confidence in me, and I came through with a dream lap – and an all-gait front row at Sebring."

**Daytona Trans Am race will decide title**

PHOTO COURTESY

The Ford Mustang debuted in the Trans Am race to look like more like the Ford F-150 than the classic (Photo: Christopher Cole)



## 04. SPROUT SOCIAL MEDIA REPORT

The Sprout Social media report tracks activity for the Trans Am Facebook, Twitter and Instagram accounts.

Since the beginning of 2019, Trans Am's cumulative social media impressions across all three platforms grew by 44% and more importantly engagements, or the number of interactions with a post such as a like, follow or share, increased by 30%.

The detailed can be viewed on the following pages.



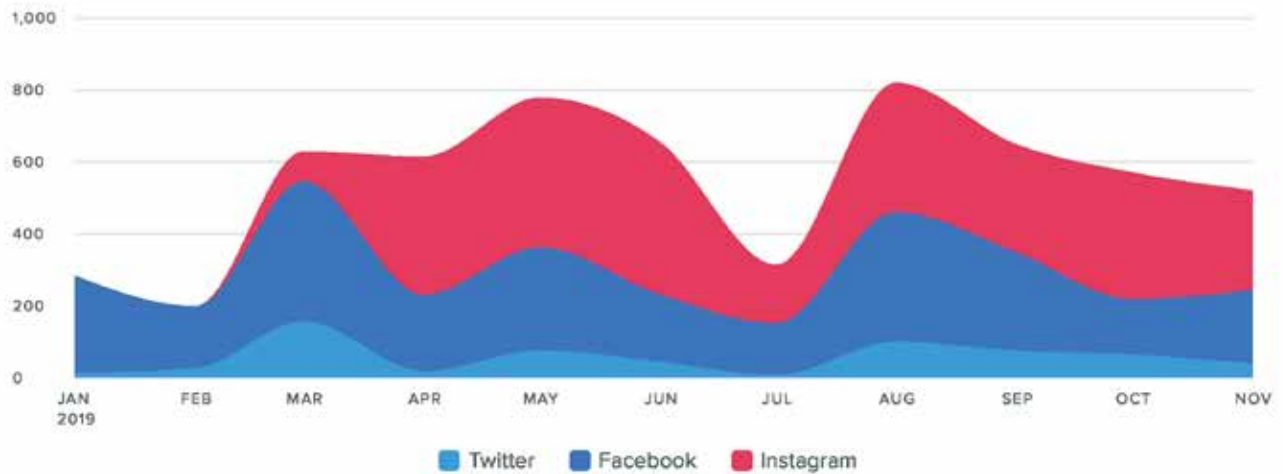
# sproutsocial

## Group Activity Overview

<p>Impressions</p> <p> <b>5.9m</b></p>	<p>Engagements</p> <p> <b>398.7k</b></p>	<p>Link Clicks</p> <p> <b>31.5k</b></p>
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## Group Audience Growth

### Followers Gained, By Month



### Audience Growth Metrics

Totals Total Followers % Change

<b>Total Followers</b>	<b>45,457</b>	<b>↗ 26.9%</b>
<b>Total Net Follower Growth</b>	<b>4,921</b>	
Twitter Net Follower Growth	596	↗ 12.7%
Facebook Net Fan Growth	1,989	↗ 5.8%
Instagram Net Follower Growth	2,336	-

Total followers increased by

# 26.9%

since previous date range





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## Group Message Volumes

### Messages Per Month



Sent Messages Metrics Totals % Change

<b>Total Messages Sent</b>	<b>2,495</b>	<b>↗ 59.8%</b>
Twitter Tweets and DMs Sent	1,430	↗ 8.1%
Facebook Posts Sent	632	↗ 224%
Instagram Messages Sent	433	↗ 907%

Message volume increased by

**▲ 59.8%**

since previous date range

Received Messages Metrics Totals % Change

<b>Total Messages Received</b>	<b>10,706</b>	<b>↗ 43.6%</b>
Twitter Messages Received	2,129	↗ 1.7%
Facebook Messages Received	8,047	↗ 51.2%
Instagram Comments Received	530	↗ 1,162%

Message volume increased by

**▲ 43.6%**

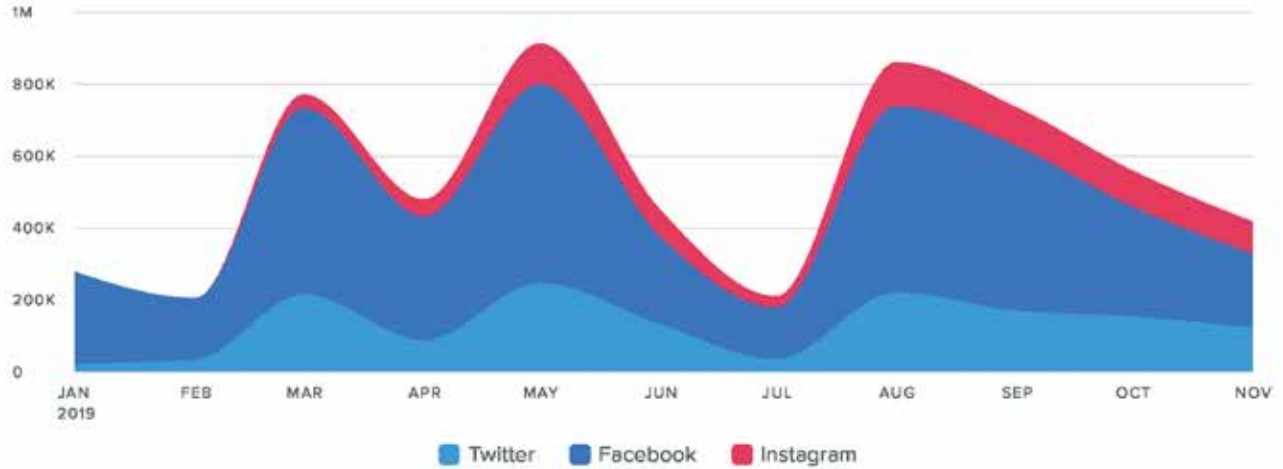
since previous date range



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## Group Impressions

### Impressions Per Month



Impressions Metrics	Totals	% Change
<b>Total Impressions</b>	<b>5,862,282</b>	<b>↗ 44.1%</b>
Twitter Impressions	1,416,278	↗ 48.6%
Facebook Impressions	3,717,614	↗ 19.4%
Instagram Impressions	728,390	↗ -

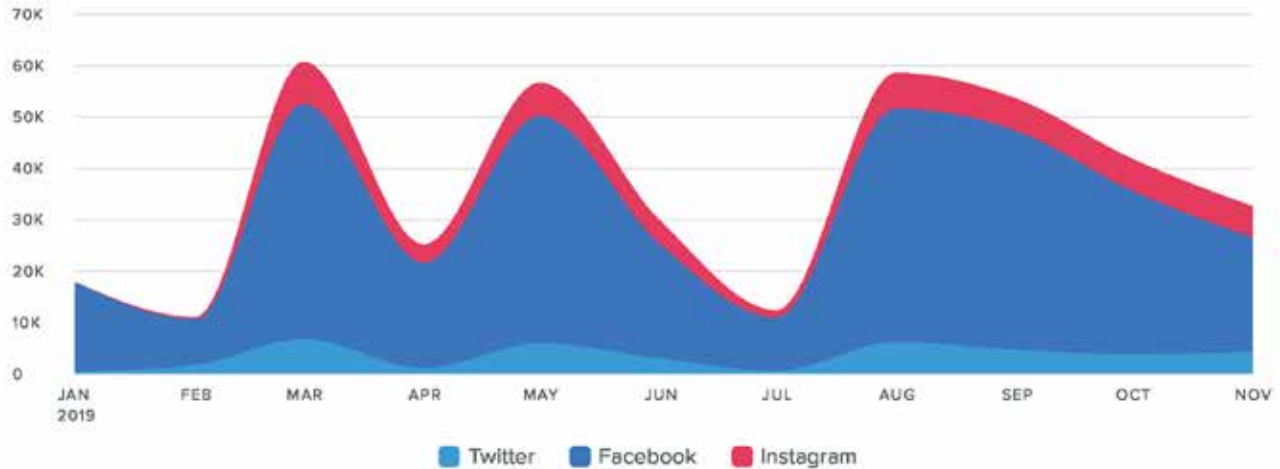
Total Impressions increased by  
**▲ 44.1%**  
 since previous date range



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## Group Engagement

### Engagements Per Month



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>398,676</b>	<b>↗ 30.4%</b>
Twitter Engagements	36,658	↗ 25.7%
Facebook Engagements	311,424	↗ 17%
Instagram Engagements	50,594	↗ 390%

The number of engagements increased by

# ▲ 30.4%

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
The Trans Am ... @GoTransAm	5,271	12.7%	1,427	1.4m	992.5	36.7k	25.7	5,38



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