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Pro Motocross Championship Enjoys Sustained Growth in 2025 as it Gears Up for Critical Summer Stretch Run

*Increases in Broadcast Viewership, Live Attendance, and Social Engagement
Accompany Superstar Rise of Jett Lawrence & Haiden Deegan*

MORGANTOWN, W.Va. (July 31, 2025) – Another thrilling summer of the prestigious Pro Motocross Championship, sanctioned by AMA Pro Racing, has provided incredible exposure for the outdoor component of the SMX World Championship, as the stretch run of the regular season awaits with a three-race swing to not only crown a pair of champions, but also finalize the elite field of competitors that will contest the highly anticipated SMX Playoffs. The first eight races of the 11 events that comprise the Pro Motocross Championship have collectively provided another year of growth for the series as it nears the end of its 54th season, with increases across broadcast viewership, live attendance, and social media engagement. These figures coincide with the ascension of the championship's respective points leaders, Honda HRC Progressive's Jett Lawrence in the 450 Class and Monster Energy Yamaha Star Racing's Haiden Deegan in the 250 Class, into superstar talents on converging paths to a rivalry poised to carry SMX into its next generation.

"You simply cannot deny the incredible speed, skill, and personalities possessed by both Jett Lawrence and Haiden Deegan. While their approaches are dramatically different, the end result has been similar, a historic level of dominance over their respective divisions," said Davey Coombs, President, MX Sports Pro Racing. "The passionate audiences behind these two stars, an entire nation of Australians propping up a fellow countryman in Lawrence and the social driven Gen Z-ers who have followed Deegan's documented life and career on YouTube, have provided an incredible surge in interest in SMX as a whole. The excitement of those fans, paired with the expanded global interest these two athletes have generated by their on-track prowess, has allowed the Pro Motocross Championship to enjoy one of its most successful seasons ever across virtually every measurable data set."

For the award-winning broadcasts, the SMX League's partnership with NBC Sports has made the Pro Motocross Championship more accessible than ever before. The Peacock streaming platform has provided a go-to home for the SMX World Championship, with dedicated comprehensive live event coverage for all 11 Pro Motocross races, where each Saturday kicks off with *Race Day Live* followed by wall-to-wall, uninterrupted coverage of the motos. To date, the average unique viewership of the Pro Motocross Championship on Peacock **is up 17%** over last season. That increase has significantly contributed to the **more than 1.5 billion total minutes streamed** on Peacock over the course of the 2025 SMX World Championship thus far, including Supercross.

Complementing the coverage on Peacock have been multiple live network telecasts on NBC Broadcast Network, which has brought both the 450 Class and 250 Class battles into millions of homes. The two-hour



live network showcase from Washougal MX Park on July 19, which hosted the annual Military Appreciation Race, showcased the sport's ability to captivate viewers, with a **total audience delivery of 926,000** across NBC and NBC Sports' digital platforms. An additional complement to the overall domestic viewership of the Pro Motocross Championship has been an extension of the league's partnership with NBC Sports through **Telemundo Deportes**, which has hosted a Spanish language simulcast across its various digital channels for every race this summer, providing U.S.-based Spanish speakers with a dedicated resource to watch the races.

While millions of viewers have watched the season unfold from home or on their mobile devices, hundreds of thousands of spectators have attended the first eight races of the season in person. The dynamic venues that make up the championship are individually unique and offer some of the most scenic and compelling settings for fans, from the mountainside landscape of Thunder Valley and the amphitheater setting of High Point, to the intimacy of Southwick and the tree-lined surroundings of Washougal. Collectively, **more than 100,000 spectators** have attended a Pro Motocross National thus far in 2025, as most events have enjoyed a **10% increase** in live attendance.

One of the driving forces of the interest surrounding the championship has been a continually expanding global audience, largely attributed to a growing lineup of international athletes taking their talents to the sport's premier world championship. While the likes of the Hunter and Jett Lawrence (Australia), Jo Shimoda (Japan), and Tom Vialle (France) have carried the torch in the American scene, Pro Motocross' reach has also benefitted from the addition of back-to-back MXGP World Champion Jorge Prado (Spain) along with fellow MXGP veterans Valentin Guillod (Switzerland), Mikkel Haarup (Denmark), and Benoit Patruel (France), with an added boost from the debut of the Ducati Desmo450 MX with MXGP legend Antonio Cairoli (Italy). In total, **35 riders from 17 different countries** have contested at least one of the first eight races of the season. With that, international viewership through the SMX Video Pass subscription service also continues to grow, with fans around the world watching alongside their U.S. counterparts in three different languages - English, French, and Spanish. Now in its third year of availability, SMX Video Pass subscriptions have grown **79% over last season** with transactions across 74 countries, which collectively brings the **global reach of the service to 157 different countries**. That means a notable increase in **views (+19%)**, **unique viewers (+11%)**, and **minutes watched (+17%)**. Now in its second year, the Spanish-language broadcast alone is up **85% in total views**, **30% in unique viewers**, and **nearly 90% in minutes watched**.

That global reach is also heavily represented in the Pro Motocross Championship's ever-growing social media presence. Since the start of the season over Memorial Day weekend, the series' collective social media audience across all platforms has **grown by more than 100,000**, with both the Pro Motocross [Instagram](#) and [Facebook](#) pages each **surpassing 900,000 followers**. Those two channels combined for more than **8 million engagements** and produced **69.5 million video views**. The series' [YouTube](#) channel has also become a popular complement to its social pages, with **more than 200,000 subscribers** and **nearly 4 million views**.

On the track, the record books continue to evolve as the statistical numbers grow for both Jett Lawrence and Eli Tomac, who continue to set standards in opposing stages of their respective careers. Lawrence's rapid ascension to the top of the 450 Class has seen him accelerate through the all-time lists, sitting inside the top 10 of both moto wins and overall wins just 24 races into his career. Above him on those lists sits Tomac, adding even more to his legendary totals that place him among the best to ever do it. The Coloradoan now owns the No. 1 spot of the most combined SMX podiums and is set to surpass "The



G.O.A.T.” Ricky Carmichael for the second-most premier class points scored all-time, behind another ironman of the sport, Mike LaRocco.

In the 250 Class, the impressive title defense by Deegan has seen the Californian take the smaller displacement by storm. His ability to rack up wins, podiums, and potentially a second straight championship have him on a pace matched only by the three most decorated racers in the history of the division - Carmichael, James Stewart, and Ryan Villopoto - with a move into the top 10 across several categories just three years into his career and still just 19 years old. If Deegan completes his title defense, what lies ahead in the postseason is a historic opportunity to become the first-ever SMX World Championship racer, in either class, to sweep the season’s three titles.

The Pro Motocross Championship returns to action for the ninth race of the season on Saturday, August 9, from Crawfordsville, Indiana’s Ironman Raceway for the Tucker Freight Lines Ironman National. Coverage can be seen exclusively on Peacock, beginning with *Race Day Live* at 7 a.m. PT / 10 a.m. ET, followed by uninterrupted coverage of the motos at 10 a.m. PT / 1 p.m. ET, and will also be broadcast internationally via SMX Video Pass.

Once the Pro Motocross season concludes, the combined points between Supercross and Pro Motocross will be tallied and the top 20 athletes in the world will be automatically seeded into the SMX World Championship Playoffs and Final.

SMX World Championship **Playoff 1** will take place on Saturday, September 6, at zMAX Dragway in Concord, N.C., and **Playoff 2** is set for Saturday, September 13, at the Dome At America’s Center in St. Louis, Mo., followed by the SMX World Championship Final on Saturday, September 20, at The Strip at Las Vegas Motor Speedway in Las Vegas.

For information about the Pro Motocross Championship sanctioned by AMA Pro Racing please visit [ProMotocross.com](https://www.promotocross.com) and be sure to follow all of the Pro Motocross social media channels for exclusive content and additional information on the latest news:

- Facebook: [@americanmotocross](https://www.facebook.com/americanmotocross)
- Instagram: [@promotocross](https://www.instagram.com/promotocross)
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- YouTube: [AmericanMotocross](https://www.youtube.com/AmericanMotocross)

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MX Sports Pro Racing

MX Sports Pro Racing, Inc., manages and produces the world's premier motocross racing series – the Pro Motocross Championship sanctioned by AMA Pro Racing. MX Sports Pro Racing is an industry leader in off-road powersport event production and management, whose mission is to showcase the sport of professional motocross competition at events throughout the United States. Through its various racing properties, partnerships and affiliates, MX Sports Pro Racing, Inc., organizes events for thousands of racing athletes each year and attracts millions of motorsports spectators.

Visit www.mxsportsproracing.com for more information.

Pro Motocross Championship



The Pro Motocross Championship sanctioned by AMA Pro Racing features the world's fastest outdoor motocross racers, competing aboard homologated bikes from one of eight competing manufacturers on a collection of the roughest, toughest tracks on the planet. Racing takes place each Saturday afternoon, with competition divided into two classes: one for 250cc machines, and one for 450cc machines. MX Sports Pro Racing, the industry leader in off-road powersports event production, organizes the Pro Motocross Championship series.

More information can be found at www.ProMotocross.com.

SMX World Championship

The SMX World Championship™ is the premier off-road motorcycle racing series in the world that combines the technical precision of stadium racing with the all-out speed and endurance of outdoor racing. Created in 2022, the SMX World Championship Series combines the Monster Energy AMA Supercross Championship and the Pro Motocross Championship sanctioned by AMA Pro Racing into a 28-round regular season that culminates with the season-ending SMX World Championship Playoffs.

Visit SuperMotocross.com for more information.

AMA Pro Racing

AMA Pro Racing is the premier professional motorcycle racing organization for North America, operating a full schedule of events and championships for a variety of motorcycle disciplines. It serves as the sanctioning body of the Pro Motocross Championship.

Learn more about AMA Pro Racing at www.amaproring.com.

About Peacock

Peacock's expansive sports programming features live coverage including Olympic and Paralympic Games, *Sunday Night Football*, Big Ten Football and Basketball, Notre Dame Football, Premier League, NASCAR, golf, the NBA beginning in 2025-26, the WNBA beginning in 2026, SuperMotocross World Championship, La Copa Mundial de la FIFA 2026, BIG EAST basketball, and much more. Peacock also offers daily sports programming on the NBC Sports channel.