

Contact: [**Clyne Media, Inc.**](http://www.clynemedia.com/audiotechnica/)

Tel: (615) 662-1616

**Audio-Technica announces Broadcast Partnership with MotoAmerica**

*Stow, OH, July 12, 2023* — [Audio-Technica](https://www.audio-technica.com/en-us/), a leading innovator in transducer technology for over 60 years, announces a new exclusive relationship with the MotoAmerica race series, whereby Audio-Technica will serve as the official Broadcast Partner for microphones and headphones for the organization.

MotoAmerica is the USA’s premier race series sanctioned by the American Motorcycle Association. The country’s top riders in multiple classes compete for the title each season across several race events. The series is broadcast in stereo audio to Fox Sports FS1, MAVTV, ESPN Latin America, SuperSport, Star+ MotoAmerica Live+ streaming, and YouTube, as well as other online outlets. Additional programming includes the *Pressure To Rise* documentary series and the *Off Track With Carruthers and Bice* official podcast, and social media shorts. The audio is a crucial part of the series’ broadcast coverage, including real-time commentary from knowledgeable announcers, rider interviews and the roar of the vehicles around every turn.

Under the terms of this new partnership, Audio-Technica broadcast and production microphones will be used to capture the sounds on the track and for interviews of the riders post-competition and on the champion podium. Additionally, A-T headsets will be worn by the series’ announcers, and A-T mics and headphones will be used in the production of the official podcast and behind-the-scenes programming.

Use of A-T products for the series has already begun, and the results have been stellar. Jeff Nasi, MotoAmerica Senior Vice President of Sales and Marketing, remarks, “There is a big difference in the audio using A-T mics around the track. For instance, the audio detail from the [BP28L](https://www.audio-technica.com/en-us/bp28l) [Line + Gradient Large Diaphragm Condenser Microphone] provides a bit of real-time forensics, allowing our announcers to identify and discuss developments in a race with on-the-ground info gleaned from the sound of the bikes on the track. That is a level of specificity that we didn’t expect before, and it has allowed us to tailor our coverage to the fans even further.”

Gary Dixon, Audio-Technica U.S. Director, Broadcast Business Development, notes, “These events push the limits of the rider and the machine. It is the same for the production equipment: loud sounds, variable environmental conditions, and the rigors of setup and tear-down with hundreds of miles between tracks. Audio-Technica is proud to be the go-to provider of audio solutions for this exciting series.”

A wide selection of Audio-Technica products will be employed for the MotoAmerica series and related programming, including the following:

On-track/on-camera microphones: [BP28L](https://www.audio-technica.com/en-us/bp28l) Line + Gradient Large Diaphragm Condenser Microphone; [BP4027](https://www.audio-technica.com/en-us/bp4027) Stereo Shotgun Microphone; and [BP4025](https://www.audio-technica.com/en-us/bp4025) X/Y Stereo Field Recording Microphone. Broadcast announcers, press conference and ENG crew: [BPHS2C](https://www.audio-technica.com/en-us/bphs2c) Broadcast Stereo Headset; and [3000 Series](https://www.audio-technica.com/en-us/microphones/wireless-systems/line-series/3000-series) Frequency-agile True Diversity UHF Wireless Systems. *Pressure To Rise* production: [AT897](https://www.audio-technica.com/en-us/at897) Line + Gradient Condenser Microphone. *Off Track With Carruthers and Bice* podcast: [BP40](https://www.audio-technica.com/en-us/bp40) Large-Diaphragm Dynamic Broadcast Microphone and [ATH-M40x](https://www.audio-technica.com/en-us/ath-m40x) Professional Monitor Headphones. Video editing: [ATH-M50x](https://www.audio-technica.com/en-us/ath-m50x) Professional Monitor Headphones.

For more information, please visit [www.audio-technica.com](https://www.audio-technica.com/en-us/).

*…ends 478 words*

Photo file 1: AT\_MotoAmerica\_Photo1.JPG

Photo caption 1: Audio-Technica products in use for MotoAmerica commentary: BP40 Large-Diaphragm Dynamic Broadcast Microphone and ATH-M40x Professional Monitor Headphones

Photo file 2: AT\_MotoAmerica\_Photo2.JPG

Photo caption 2: Pictured L-R: Xavi Forés, Supersport racer for MotoAmerica; and hosts Paul Carruthers and Sean Bice, recording an episode of the podcast *Off Track With Carruthers and Bice* using Audio-Technica microphones and headphones

Photo file 3: AT\_MotoAmerica\_Photo3.JPG

Photo caption 3: Start of MotoAmerica Superbike Speedfest at Monterey, July 2023 at WeatherTech Raceway, Laguna Seca, California.

Audio-Technica was founded in 1962 with the mission of producing high-quality audio for everyone. A leading innovator in transducer technology, Audio-Technica is renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry. We work to expand the limits of audio technology, pursuing an ever-changing purity of sound that creates connections and enriches lives. Visit [https://www.audio-technica.com/](https://www.audio-technica.com/en-us/).

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.**com*](https://www.audio-technica.com/en-us/)