Audio-Technica MotoAmerica Partnership



Audio-Technica, a company with expertise in transducer technology, has strengthened its reputation as a trusted provider of broadcast solutions through its partnership with the MotoAmerica, North America's premier motorcycle road racing series. As the Official Broadcast Partner of MotoAmerica, Audio-Technica supplies industry-leading microphones and headphones used to capture the excitement of on-track action, rider interviews, and behind-the-scenes moments - even in the most challenging weather conditions.

The MotoAmerica Championship spans multiple locations across the U.S., subjecting Audio-Technica's equipment to extreme environmental factors, including rain, heat and dust. Despite these challenges, the brand's broadcast products have demonstrated exceptional durability and reliability.

Gary Dixon, Audio-Technica U.S. Director of Broadcast Business Development, highlights the resilience of their equipment: "These events push the limits of both riders and machines. The same applies to our production equipment, which faces intense sound levels, variable conditions, and frequent setups and teardowns across long distances. Our products are built to withstand these rigorous demands." MotoAmerica's Senior Audio Engineer, Jeromy "Twig" Hogue, praises the performance of Audio-Technica's microphones: "Not only are we hearing sounds in

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ways we never have before, but in live TV, we can’t afford equipment failures. Audio-Technica’s broadcast products consistently deliver outstanding audio quality, regardless of extreme weather conditions.”

Through this collaboration, Audio-Technica has not only enhanced but also revolutionized the audio experience for MotoAmerica fans. From the deafening roar of Superbikes to real-time commentary, every sound is captured with precision and clarity, immersing audiences in the high-stakes world of motorcycle racing, while demonstrating how Audio-Technica’s commitment to excellence extends beyond studio environments.

A-T takes its MotoAmerica relationship to the next level as the microphone and headphone choice of the Off Track With Carruthers And Bice podcast. In the fast-paced world of motorsports, storytelling is just as important as the races themselves. Off Track With Carruthers And Bice, hosted by Paul Carruthers and Sean Bice, has become a go-to destination for fans and riders seeking in-depth interviews, behind-the-scenes insights, and an immersive look into the thrilling world of motorcycle racing in America. To ensure top-tier audio quality for their listeners, the podcast team relies on Audio-Technica’s BP40 large-diaphragm microphones and ATH-M20x headphones.

Obviously, audio quality plays a crucial role in podcasting, particularly in a niche as dynamic as motorcycle racing. The BP40 microphones deliver a rich, full sound that captures the depth and nuance of every conversation. Designed with a large-diaphragm structure, these microphones are ideal for preserving the unique vocal tones of the guests, whether they’re seasoned racers or industry experts. Additionally, the BP40's superior, off-axis rejection minimizes background noise, ensuring crystal-clear dialogue whether recorded in a bustling paddock or a quiet press room.

Complementing the BP40 microphones, the ATH-M20x headphones provide outstanding comfort and sound isolation. With a closed-back design, they allow the hosts and guests to focus entirely on the conversation without distractions from their environment. Their durable build quality and lightweight construction make them ideal for extended recording/podcast sessions, even in the rigorous conditions of a traveling race series.

This powerful combination of BP40 microphones and ATH-M20x headphones equips the MotoAmerica Off Track podcast team with a reliable and professional-level audio setup, adaptable to various recording environments. Whether capturing the excitement of a crowded pit area or conducting in-depth interviews from a mobile studio, Audio-Technica’s equipment ensures consistent, high-quality sound.

As the podcast continues to grow its audience, investing in professional-grade gear is essential. The BP40’s ability to handle high sound pressure levels makes it particularly well-suited for motorsports, preserving the intensity and passion of every discussion without distortion. For fans eager to delve deeper into the world of

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motorcycle racing, the Off Track podcast - powered by Audio-Technica - delivers an unparalleled auditory experience. Listeners can tune in to engaging conversations with racers, team members, and insiders, all presented with exceptional sound clarity.

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