

TWENTY TWENTY THREE PPIHC RACE HIGHLIGHTS



OUR SECOND CENTURY

CLIMB CONTINUES

LIVESTREAM VIEWERSHIP



MOST-WATCHED PIKES PEAK LIVE
34% more views year over year

146,400 race week viewers **218%** vs 2020

14.8X more minutes watched

6,600 hours watched in one day



154% vs 2022



243,000 VIEWS TO DATE
vs. 141,000 views from 2022

SOCIAL & DIGITAL

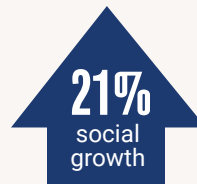


633K engagement



7.88M total reach

8% average engagement rate



21% social growth



305,000 total followers



503,000 PPIHC.org race week page views

KING OF THE MOUNTAIN

ROBIN SHUTE

8:40:080

4X PPIHC Winner
2018 Wolf TSC-FS



7 NEW RECORDS

OPEN WHEEL DIVISION 9:19.192
Codie Vahsholtz // 2013 Ford Open Vahsholtz Custom

PIKES PEAK OPEN DIVISION 8:47.682
Romain Dumas // 2023 Ford Performance SuperVan 4

TIME ATTACK 1 DIVISION 9:18.053
David Donohue // 2019 Porsche GT2 RS Clubsport

PRODUCTION CAR 10:12.024
Rhys Millen // 2023 BMW M8

ELECTRIC PRODUCTION TRUCK 11:23.983
Gardner Nichols // 2022 Rivian R1T ROOKIE

ELECTRIC MODIFIED CAR 9:54.901
Randy Pobst // 2021 Tesla Model S Plaid

DIESEL POWERED 10:25.071
Gregoire Blachon // 2023 Radical SR Diesel

FAN FEST



10-BLOCK STREET PARTY
packed with fans for four hours

96 ACTIVATIONS



35,000+ ATTENDANCE



130 MINUTES

average length of stay by attendees at the event

MEDIA*



6,016 articles

173% vs 2022

17B potential impressions 3 billion more than 2022



\$162M ad value equivalent

25% vs 2022

*data from Meltwater 7/31/2023



100 APPLICATIONS



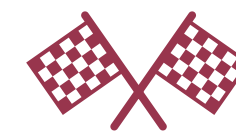
70 ENTRIES



18 ROOKIES



12 COUNTRIES



57 FINISHERS

2024



GT4 division debut