



THE BROADMOOR
PIKES PEAK
INTERNATIONAL HILL CLIMB
GT GRAN TURISMO GT

RACE TO THE CLOUDS

2024

RACE TO THE CLOUDS

ON AMERICA'S MOUNTAIN



ABOUT THE RACE

Over the 100+ year history of this event, auto racing legends have pitted themselves and their machines against the mountain. American racing families from across the country have championed the course – names like Unser, Mears, Pastrana, Zwart, Vahsholtz and hundreds of others. International competitors have also etched their mark on Pikes Peak including Nobuhiro “Monster” Tajima, Ari Vatanen, Walter Röhrl, Michèle Mouton, Rod and Rhys Millen, Sébastien Loeb and most recently Romain Dumas who set a new course record in 2018 of 7:57.148.

The Pikes Peak International Hill Climb is the second oldest motorsports race in America and a long-standing tradition in Colorado Springs and the Pikes Peak Region. The invitation-only race is run on a 12.42 mile (and now fully-paved) course with 156 turns that begins at 9,390 feet and finishes at the 14,115-foot summit of America's Mountain.

1916
FIRST RACE

14,115'
SUMMIT ELEVATION

156
TURNS

12.42
MILES

HISTORIC & ICONIC

INTERNATIONAL PROVING GROUND
FOR OVER A CENTURY

1916 FORD

- » Competed in the first PPIHC
- » Iconic brand on an iconic mountain

1920 LEXINGTON

- » Made in Connersville, Indiana
- » Lexington finished first and second

1947 STUDEBAKER

- » Promoted the 1947 model as the Official Pace Car

1953 FORD

- » Pace Cars continued to represent top brands
- » The era of awarding the Pace Car to a fan

1963-64 MERCURY

- » 1963 Indy 500 champion, Parnelli Jones, notched back-to-back Stock Car wins and records

1968 OLDSMOBILE

- » Toronado's front-wheel-drive was proven on the mountain – finishing 1, 2, 3, in the Stock Car division

1985-87 AUDI

- » Michèle Mouton, Bobby Unser and Walter Röhrl all set course records

1988 PEUGEOT

- » Ari Vatanen – King of the Mountain and new course record
- » Filmed the classic *Climb Dance* on Pikes Peak

1994 TOYOTA

- » Rod Millen, last to set an all-dirt course record – 10:04.060
- » 5X King of the Mountain

1997 CHEVROLET

- » Title Sponsor of the PPIHC for nine years
- » Supplier of Official Vehicles

2007 SUZUKI

- » Japan's Nobuhiro "Monster" Tajima broke 10 minutes and brought the world's attention to Pikes Peak
- » 6X King of the Mountain

2013 PEUGEOT

- » With the course fully paved, France's Sébastien Loeb clocks an outstanding record for Peugeot – 08:13.878

2018 VOLKSWAGEN

- » Romain Dumas crushed the record – sub-8-minute time remains unbroken – 7:57.148
- » Purpose-built, all-electric VW I.D. R won at Pikes Peak, continued to set electric records around the world – Goodwood, Nürburgring and China's Tianmen Mountain



SPECTATOR EXPERIENCE

Fans who flock to Pikes Peak to witness the Race to the Clouds have one thing in common – passion. They are passionate about the century old tradition, the competition, and the mountain. A hearty group who loves outdoor adventure and beautiful scenery, these fans immerse themselves in racing action at a venue like no other, prepared to spend a full day at high elevation. Arriving well before daylight to view the action from one of seven locations, they are eager to cheer on both hometown favorites and international heroes.

PPIHC fans and spectators are also exceptionally loyal with many returning year after year passing on their love of the race to the next generation and making attendance an annual tradition. Even beyond race week, this group finds ways to engage with PPIHC year-round through community events, social media and volunteer opportunities. Many visit Penrose Heritage Museum where the thoughtfully-curated Pikes Peak Hill Climb Experience educates, informs and brings race history to life.



75.1% SPECTATORS FROM OUTSIDE
OF COLORADO SPRINGS

47 OF 50 STATES REPRESENTED
BY SPECTATORS

83% MALE // **17%** FEMALE

33.6% AGES 26-35



FAN FEST

ACTIVATION AND FAN ENGAGEMENT

Fan Fest, presented by Michelob Ultra and Toyo Tires, is one of Colorado Springs' largest and most popular street festivals. In this ancillary event to the Pikes Peak International Hill Climb, more than 35,000 enthusiastic motorsport fans converge in downtown Colorado Springs for a four-hour 10-block pre-race gathering. Drivers and teams allow fans to get an up-close look at their racecars. Fans enjoy high-energy, action-packed entertainment. Best of all, sponsors have multiple activation, lead generation and fan engagement opportunities.

2023 FAN FEST FACTS

35,000+ ANNUAL ATTENDANCE

4 HOURS EVENT LENGTH

130 MINUTES AVERAGE LENGTH OF STAY
UP 43 MINUTES OVER 2022

96 VENDORS/DISPLAYS/EXPERIENCES
HIGHEST IN EVENT HISTORY

37 MEDIAN AGE **\$68,400** MEDIAN INCOME

GLOBAL VIEWERSHIP

LIVE STREAM

EXCLUSIVELY STREAMED ON MOBIL 1 YOUTUBE

146,400 RACE WEEK VIEWERS

248,000 VIEWS TO DATE
vs. 142,000 views of 2020 race

6,600 HOURS WATCHED
IN 24 HOURS
Up 154% vs 2022

**AVERAGE FAN WATCHED FOR
MORE THAN 20 MINUTES**

GROWTH SINCE 2020 DEBUT

34% MORE VIEWS YEAR OVER YEAR

14.8X MORE MINUTES WATCHED

218% INCREASE IN VIEWERS



ENGAGEMENT & GROWTH

SOCIAL AND DIGITAL

SOCIAL MEDIA

YoY AS OF JULY 2023



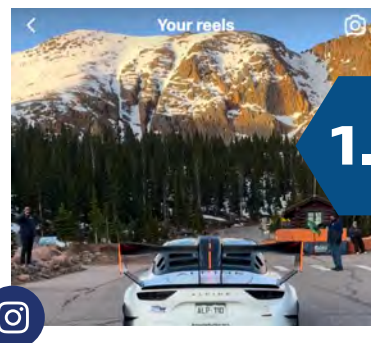
PEAK MONTHS

APRIL THROUGH JUNE

12M REACH // 757K ENGAGEMENTS // 6.3% ENGAGEMENT RATE



TOP POSTS



1.3M VIEWS



1.5M REACH

WEBSITE

Source: Google Analytics

75,754

UNIQUE USER VISITS DURING RACE WEEK

503,000

RACE WEEK VIEWS

148

COUNTRIES VISITED THE SITE

76.3%

NEW USERS

WORLDWIDE REACH

EARNED MEDIA

2023 EDITORIAL MEDIA

6,016 ARTICLES **173%** INCREASE FROM 2022

66 COUNTRIES WITH MEDIA COVERAGE

\$162M AD VALUE EQUIVALENT

17B POTENTIAL IMPRESSIONS

224 CREDENTIALLED MEDIA ON-SITE IN 2023

TOP STORIES

MEN'S JOURNAL ADVENTURE
Pikes Peak 2023: The World's Most Dangerous Mountain Race Welcomes EVs to the Party

GQ SPORTS
Legendary Rally Driver Ken Block's Family Races On

duPont REGISTRY™
Hurley Haywood & Porsche's Taycan Cross Turismo Take On Pikes Peak
Legendary racer Hurley Haywood takes the Porsche Taycan Turbo S Cross Turismo to Pikes Peak, showing its impressive performance.

TopGear BIG ELECTRIC
Ford will absolutely send this 1,400bhp electric SuperVan 4.2 up Pikes Peak

ROAD & TRACK
Robin Shute Outlasts Factory Competition to Win Fourth Pikes Peak

MOTOR TREND
How Alpine Came From Nowhere to Score a Pikes Peak Podium
The little French team that could also set a new class record with their sub-10 minute run.

THE DRIVE
We're at Pikes Peak Following the First-Ever Rivian R1T Race Attempt

RACER
Six champs, seven new records at 101st Pikes Peak Hill Climb



RACE WEEK SCHEDULE

2024 SCHEDULE OF EVENTS

MONDAY	JUNE 17	TECHNICAL INSPECTION REGISTRATION TOM OSBORNE COMMUNITY DAY All Day	DRIVER SOCIAL 5:00pm
TUE.-FRI.	JUNE 18 THROUGH 21	PRACTICE AND QUALIFYING	4:30-8:30am
THURSDAY	JUNE 20	VIP COCKTAIL RECEPTION	5:00-7:00pm
FRIDAY	JUNE 21	FAN FEST	5:00-9:00pm
SUNDAY	JUNE 23	RACE DAY	All Day
MONDAY	JUNE 24	AWARDS CEREMONY	9:00am

Other partner events scheduled throughout June.

GROW WITH US

CUSTOM OPPORTUNITIES

Whether you're a long-time partner or considering new sponsorship, let us help you explore new and effective marketing opportunities. As we enter our second century of auto racing, the Pikes Peak International Hill Climb continues to grow in reach and influence across numerous mediums leveraging our unparalleled property with one-of-a-kind solutions to meet your marketing objectives. From B2B and VIP experiences to worldwide media and livestream exposure to personal touchpoints - PPIHC has a deep toolbox of sponsorship options.

Beyond racing, we collaborate with our sponsors and partners on community outreach; expanding our vision to educate and inspire future generations, while honoring our legendary past.

We believe in bespoke sponsorship programs and embrace creativity to build long-term relationships that are sustainable. Over 100 years of racing demands it.

Information@ppihc.org
(719) 685-4400



NEED SOMETHING TO SHOUT ABOUT?

CERTIFIED COURSE TIME PROGRAM

Over the years, marketing campaigns, product rollouts and news headlines were driven by successes and triumphs on Pikes Peak. While not every manufacturer will compete in the Race to the Clouds, they can take part in the PPIHC-sanctioned Certified Course Time Program. The Pikes Peak Highway can be reserved for private course runs with PPIHC-backed staff, officials, timing, and safety teams onsite.

“Like the Nürburgring and the Indianapolis Motor Speedway, the 12.42-mile course on Pikes Peak – America’s Mountain has become a legendary and iconic racing venue. Unlike those courses, it is used only one day each year for the Race to the Clouds,” explained Fred Veitch, board chairman for the PPIHC. “With increasing interest from vehicle manufacturers to prove their racing technology, we have designed a program to facilitate private testing on the mountain, outside of race day, to obtain a Certified Course Time sanctioned by the PPIHC. We’re witnessing excitement from a range of manufacturers, drivers and race teams interested in putting their vehicle to the test.”



SCAN TO READ THE
FULL PRESS RELEASE



CARS

Watch Lamborghini's New Urus Storm Pikes Peak Before It's Even Announced



5.5B POTENTIAL IMPRESSIONS

\$51M AD VALUE EQUIVALENCY

SOURCE: Meltwater

*Measured July 2022 through July 2023