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 Rohrl, Michele Mouton, Rod and Rhys Millen, Sebastien 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 AND ICONIC

RACING ROOTS 1916-1947
» Established in 1916
» Endured through WWI and WWII
» Finish times fell from 20:55 to 15:28

UNESER DOMINATION 1948-1972
» Bobby sets five consecutive course records
» Al notches back-to-back wins
» Bobby wins at Indy and on Pikes Peak in 1968

INNOVATION 1973-1996
» Wells Coyote redesigns Open Wheel competition
» Audi and Peugeot bring Rally racing to the mountain
» Millen's Toyota is the mark to beat

RECORDS TUMBLE 1997-2022
» Paved course brings dramatically faster times
» International competition heats up – 16 champions from outside US
» Overall record captured by an electric vehicle
A CENTURY OF STORIES

The Pikes Peak International Hill Climb is more than a race. It's a proving ground for emerging technology, for product development and for racers' dreams. It epitomizes the word “challenge” – from all-night rebuilds and tuning that spill over into early morning practice and qualifying sessions to unpredictable weather conditions. Competition is fierce, yet drivers are known for sharing advice as well as tools or spare parts.

Navigating the 12.42 mile, 156 turn course goes beyond driver skill alone, melding it with so many venue-specific variables. Nowhere else will you find such unexpected weather and wildlife, along with the variety of vehicles and entrants – from purpose-built grassroots racers to manufacturer-funded one-of-a-kind professionally piloted prototypes. All these factors set against the colorful tapestry and extreme nature of Pikes Peak attract drivers, teams, and iconic brands to craft epic narratives.

Print and social media, as well as documentary and short films have captured a myriad of stories from Climb Dance, featuring Ari Vatanen driving with one hand shielding his eyes from a blinding sunrise, to Climbkhana where Ken Block showcased jaw-dropping drifting skills.

For more than a century, Pikes Peak has been a career builder for such legends as Glen Shultz, Bobby and Al Unser and Monster Tajima; an iconic backdrop for automakers such as Lexington, Audi, Peugeot, and Porsche; and a true force of nature.

The mountain beckons, competition endures, the climb continues.
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. They wave flags, banners and even cowbells, anticipating the chance to high-five and congratulate each driver as the racecars descend from the summit in the Parade of Champions.

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.

87.6% SPECTATORS FROM OUTSIDE OF COLORADO SPRINGS

49 OF 50 STATES REPRESENTED BY SPECTATORS

84% MALE SPECTATORSHIP / 16% FEMALE SPECTATORSHIP

54.5% AGES 19 THROUGH 35

Source: 2022 Ticket Sales
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 30,000 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.

30,000+ **ANNUAL ATTENDANCE**

4 HOURS **EVENT LENGTH**

87 MINUTES **AVERAGE LENGTH OF STAY**

91 **VENDORS/DISPLAYS/EXPERIENCES**

10 **BLOCKS IN DOWNTOWN COLORADO SPRINGS**

*Source: Downtown Partnership Geofence Data*
VIEWERSHIP
LIVE STREAM

2,000+ COMMENTS

$208,000 AVERAGE AD VALUE EQUIVALENT FOR PIKES PEAK LIVE SPONSORS

134,000+ FANS WATCHED OVER 35 MINUTES

GROWTH SINCE DEBUT

3.5X MORE MINUTES WATCHED

142% INCREASE IN VIEWERS
ENGAGEMENT & GROWTH
SOCIAL AND DIGITAL

SOCIAL MEDIA

As of July 2022

- Facebook: 137,545 likes
- Instagram: 95,778 followers
- Twitter: 7,887 followers

10% Avg. engagement by reach (May and June)

253,093 total

22% increase 2020-2022

YOUTUBE

2022 race day onboard videos

- 168k views
- 8,500 watch hours
- 1.2m impressions
- 4.5% click-through rate

WEBSITE

Source: Google Analytics

- 74,263 unique user visits during race week
- 495,669 web pages viewed during race week
- 146 countries visited the site
- 75.6% new users

709 countries visited the site
Pikes Peak - This month, the slopes host an adrenaline-boosting extreme event, the International Hill Climb on June 26, which is a road race up to the top; fittingly, it’s nicknamed the Race to the Clouds. For one night only, the night before the race, the ban on camping on Pikes Peak is lifted, so you can wake up in situ and spend the day there, even if you’re not firing up a Ford Bronco to power up the road to the top through a 12-mile course with more than 150 turns."

Source: Meltwater
<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
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<tbody>
<tr>
<td>June 19</td>
<td>Technical Inspection • 8:30am-4:30pm</td>
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<td></td>
<td>Tom Osborne Community Day</td>
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<tr>
<td>June 20-23</td>
<td>Practice and Qualifying • Early Morning</td>
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<tr>
<td>June 23</td>
<td>Fan Fest • 5:00pm-9:00pm</td>
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<tr>
<td>June 25</td>
<td>Race Day • All Day</td>
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<tr>
<td>June 26</td>
<td>Awards Ceremony • 9:00am</td>
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Information@ppihc.org
(719) 685-4400

Our 2nd Century - The Climb Continues