

OFTEN CHALLENGED.
RARELY CONQUERED.



PPIHC 2024 RACE
HIGHLIGHTS

SEE YOU NEXT YEAR
JUNE 22 2025

LIVESTREAM
VIEWERSHIP

132,000
race week views

133%

increase
in average
view
duration

TOP COUNTRIES
VIEWERSHIP

US	53%
Spain	8%
France	6%
South Korea	5%
Italy	4%



5,500
hours watched
in 24 hours

TOP
AGE DEMOS

35-44	26%
25-34	23%

17

Pikes Peak region
community
partners featured

SOLD OUT SPECTATORSHIP
THIRD YEAR IN A ROW

FAN
FEST



10-BLOCK STREET PARTY
PACKED WITH FANS FOR FOUR HOURS

97

ACTIVATIONS



35,000+
ATTENDANCE



130
MINUTES
average length of stay by
attendees at the event

2023 attendee data

Q2 2024 SOCIAL &
DIGITAL

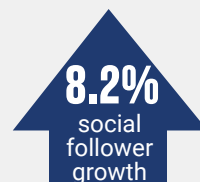


533K
engagements



13.9M
total reach

3.8% average engagement rate by reach



8.2%
social
follower
growth



330K
total followers



250K
PPIHC.org page views



95%
new
users

MEDIA*



9,564
articles

160%
vs 2023

17.5B



POTENTIAL IMPRESSIONS

\$162.2M

*data from Meltwater 7/22/2024

ad value equivalent



PPIHC in
Review Debut

**4 ONE-HOUR
EPISODES**

35M

HH reach on
linear channel

300M

devices on MAVTV Select

135,000+

people tuned in for the initial
airings of the four episodes

KING OF THE
MOUNTAIN



**ROMAIN
DUMAS**

2024 Ford F-150 Lightning SuperTruck EV



8:53.553

5X PPIHC Winner

5 NEW



RECORDS

PIKES PEAK GT4 TROPHY BY
YOKOHAMA // TURBO CLASS **10:20.487**

New fastest time for a woman on four wheels

Laura Hayes // 2022 Toyota Supra GT4

PIKES PEAK GT4 TROPHY BY
YOKOHAMA // NA CLASS **10:23.034**

Nuno Caetano // 2023 Porsche 718 GT4 RS Clubsport

ELECTRIC PRODUCTION TRUCK/VAN
10:53.883

Gardner Nichols // 2024 Rivian R1T

ELECTRIC PRODUCTION
SUV/CROSSOVER **10:49.267**

Ron Zaras // 2025 Hyundai IONIQ 5 N

ELECTRIC MODIFIED
SUV/CROSSOVER **9:30.852**

Dani Sordo // 2025 Hyundai IONIQ 5 N TA Spec

90
APPLICATIONS

72
ENTRIES

21
ROOKIES

13
COUNTRIES

1
FINISH
LINE
WEDDING

47
FINISHERS

20+
WORLDWIDE
RACE SERIES
REPRESENTED
BY PPIHC COMPETITORS