



156

TURNS TO GLORY

SEE YOU NEXT YEAR



2026

KING OF THE MOUNTAIN

SIMONE FAGGIOLI

2018 Nova Proto NP01 Bardahl

3:37.196



THE MOUNTAIN DECIDED

For only the 3rd time in history, weather on the peak commanded a historic finish at Glen Cove, shortening the race for all competitors.

Q2 2025

SOCIAL & DIGITAL



1.02M engagements



13.7M total reach



352K total followers

7.2% average engagement rate by reach



240K PPIHC.org page views

91% new users

12% social follower growth

20% subscriber growth on YouTube

MEDIA* 15.9B

POTENTIAL IMPRESSIONS



\$147M ad value equivalent



4,999 articles

*data from Meltwater 7/23/2025

RACER COLLAB

ELEVATING COVERAGE & EXPANDING REACH

28K LIVE BROADCAST AUDIENCE ON RACER NETWORK



TV PROMOS 6/14-7/10

RACER+ APP

116.2K minutes viewed

3,284 total views

4 EMAILS
99,426 delivered
25% open rate

406K impressions

178 airings

RACER.COM

19 articles

20K pageviews

SOCIAL MEDIA

65K engagements

1.65M views

PODCAST

87.5K YouTube views

RACER DEBRIEF with Michele Mouton, Romain Dumas, and Loni Unser

163 Podbean/Apple Audio downloads

80 Spotify Video downloads

FOUR 1-HOUR RECAP EPISODES ON RACER NETWORK

61K average audience per episode

243K views

Premieres and Reairs JULY 10-AUGUST 17, 2025

Pikes Peak Region
ATTRACTIONS
YOUTUBE CHANNEL
LIVE STREAM VIEWERSHIP
(non endemic channel)

294,500 race week views

123% increase in views YOY



6,900 hours watched in 24 hours

TOP AGE DEMOS 25-54.....63%

TOP COUNTRIES VIEWERSHIP

US50%
Italy.....7%
UK.....5.4%
France.....5.1%
Germany.....4.5%

18 Pikes Peak region community partners featured

SOLD OUT SPECTATORSHIP
FOURTH YEAR IN A ROW

FAN FEST



35,000+ ATTENDANCE

88

ACTIVATIONS



9-BLOCK STREET PARTY
PACKED WITH FANS FOR FOUR HOURS



130 MINUTES average length of stay by attendees at the event

1,500+ beers sold in the Hill Climb Hero Beer Garden

2025 FIRSTS:

was a year of

- LIVE ON TV
- ASTON MARTIN
- HYDROGEN FUEL CELL



96

APPLICATIONS



74

ENTRIES



21

ROOKIES



13

COUNTRIES



70

FINISHERS



20+

RACE SERIES REPRESENTED BY PPIHC COMPETITORS

HIGHLIGHTS

PPIHC 2025