



THE WORLD'S RACE
AMERICA'S MOUNTAIN
A Colorado Legacy

SEE
YOU
NEXT
YEAR



2027

KING OF THE MOUNTAIN 8:18.202
2025 Ford Super Mustang Mach-E (EV)

ROMAIN DUMAS



SOCIAL & DIGITAL
Q2 2026
1M engagements
21M total reach

5.3% average engagement rate by reach

400K total followers
7% social follower growth

21% YouTube subscriber growth

210K PPIHC.org page views
93% new users

MEDIA*
3.77B POTENTIAL REACH
\$34.4M ad value equivalent
8,875 mentions

*data from Meltwater 7/22/2026



RACER COLLAB

RACE WEEK VIEWERSHIP

RACER NETWORK
AVG AUDIENCE

233K

Premiere

163K

Encore

RACER+
APP

349K

Minutes viewed

8,258

Views

RACER.HQ
YOUTUBE

222K

Views

RACER.COM
JUNE 9-23

17

Stories

23,766

Page views

RACER WEEKLY
PODCAST

Robin Shute JUNE 10
21,518 YouTube views
1,454 Hours Watched

JR Hildebrand JUNE 17
18,088 YouTube views
1,277 Hours Watched

TOP COUNTRIES

RACER.HQ VIEWERSHIP

US 48.1%

Italy 11.6%

France 6.3%

UK 4.4%

Germany 3.6%

RACER DAILY
BULLETIN

8

UNIQUE EDITORIAL
EMAILS

50,239 recipients per email

84% open rate

1 TUNE-IN
EMAIL

93,574

recipients

2.2%

open rate

SOCIAL MEDIA

4.36M impressions

263K engagements

16 Pikes Peak region community partners featured on Live Stream

SOLD OUT

ON-MOUNTAIN
SPECTATORSHIP

FIFTH YEAR IN A ROW

FAN FEST

PRESENTED BY TOYO TIRES

42% increase from 2025

ATTENDANCE*

43,300+



14-BLOCK STREET PARTY
PACKED WITH FANS FOR FOUR HOURS



110+ ACTIVATIONS

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

*Courtesy Downtown Partnership: Visitation data for people approx age 14 and older in a defined area for at least 10 minutes



95 APPLICATIONS



72 ENTRIES



15 ROOKIES



12 COUNTRIES



65 FINISHERS



20+ RACE SERIES REPRESENTED BY PPIHC COMPETITORS



9 NEW RECORDS