

BUILT ON PARTNERSHIP

DRIVEN BY
POSS
IBIL
ITY



14,115 FEET. 156 TURNS. **ONE RUN.**

Since 1916, competitors have come to
Pikes Peak to take on one of motorsport's
most singular challenges.

12.42 MILES.

NEARLY 5,000 FEET
OF ELEVATION GAIN.

No second chances.

The mountain, the weather, the road
and the clock determine the rest.

THE MOUNTAIN

THE CHALLENGE



**THERE IS NOTHING
CONVENTIONAL ABOUT
PIKES PEAK.**

One competitor at a time.

One run.

One mountain.

No purpose-built circuit.

No controlled environment.

No predictable conditions.

For more than a century,
competitors, manufacturers
and teams have had to find
new ways to meet the same
fundamental challenge:

WHAT'S POSSIBLE?



THE MOUNTAIN HAS ALWAYS BEEN A PROVING GROUND.

From early automotive pioneers to today's most advanced combustion, electric and alternative technologies, Pikes Peak has long attracted manufacturers willing to test what comes next.

Audi. Ford. Honda. Hyundai. Peugeot. Porsche. Toyota. Volkswagen—and many others—have used the mountain to compete, innovate and make history.

*The challenge stays
remarkably constant.
The way we meet it does not.*



MORE THAN A CENTURY OF INNOV ATION



**THE MOUNTAIN DEMANDS
RESPECT.**

Not because of rules. Because every
decision begins with the mountain.

**THE MOUNTAIN DEMANDS
CREATIVITY.**

Conventional solutions don't always work here.
You have to think differently.

**THE MOUNTAIN DEMANDS
PARTNERSHIP.**

It takes more than one perspective to meet the
challenge. The best ideas come from people working
together toward something larger than themselves.

**THE MOUNTAIN DEMANDS
THOUGHTFUL EVOLUTION.**

Every improvement must earn its place.
Not because change is difficult.
Because authenticity is irreplaceable.

**THE MOUNTAIN DEMANDS
CURATED ACCESS.**

Access isn't curated to create exclusivity.
It's curated to protect the mountain, its
environment and the experience itself.

**THE
MOUNTAIN
DEMANDS**

A LOCAL MOUNTAIN A GLOBAL AUDIENCE

THE PIKES PEAK HILL CLIMB REACHES
WELL BEYOND COLORADO

3.77B potential media reach

21M social reach

1M social engagements

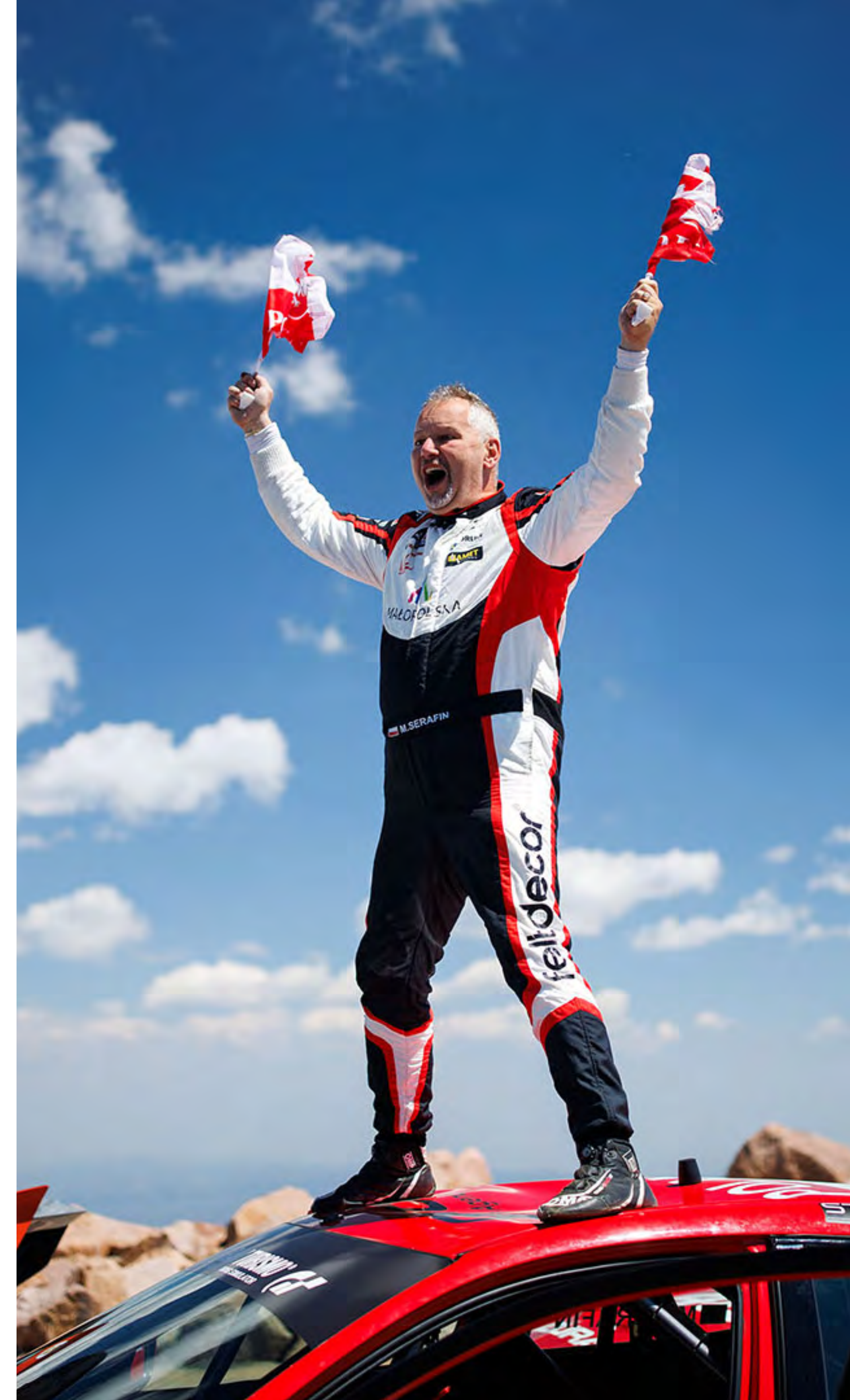
400K social followers

222K RACER HQ YouTube views

51.9% of RACER HQ viewership
from outside the United States

And at home, more than **43,300**
people attended Fan Fest in 2026.

The complete [2026 Race Highlights](#)
report provides the full
performance story.



THE RACE IS ONE DAY. THE STORY IS MUCH BIGGER

DIFFERENT AUDIENCES.
DIFFERENT OBJECTIVES.
**ONE REMARKABLE
SETTING.**

Race Day may be the culmination, but the Pikes Peak Hill Climb creates opportunities to connect throughout the year.

- » **Competition**
- » **Fan Fest**
- » **Digital and social**
- » **Livestream and broadcast**
- » **Original storytelling**
- » **Community**
- » **Experiences**



WE DON'T START
WITH INVENTORY.

*We start with what you're trying
to accomplish.*

- » Build brand relevance
- » Create compelling stories
- » Connect with customers
- » Engage employees
- » Host important relationships
- » Demonstrate technology
- » Reach new audiences

CURATED ACCESS

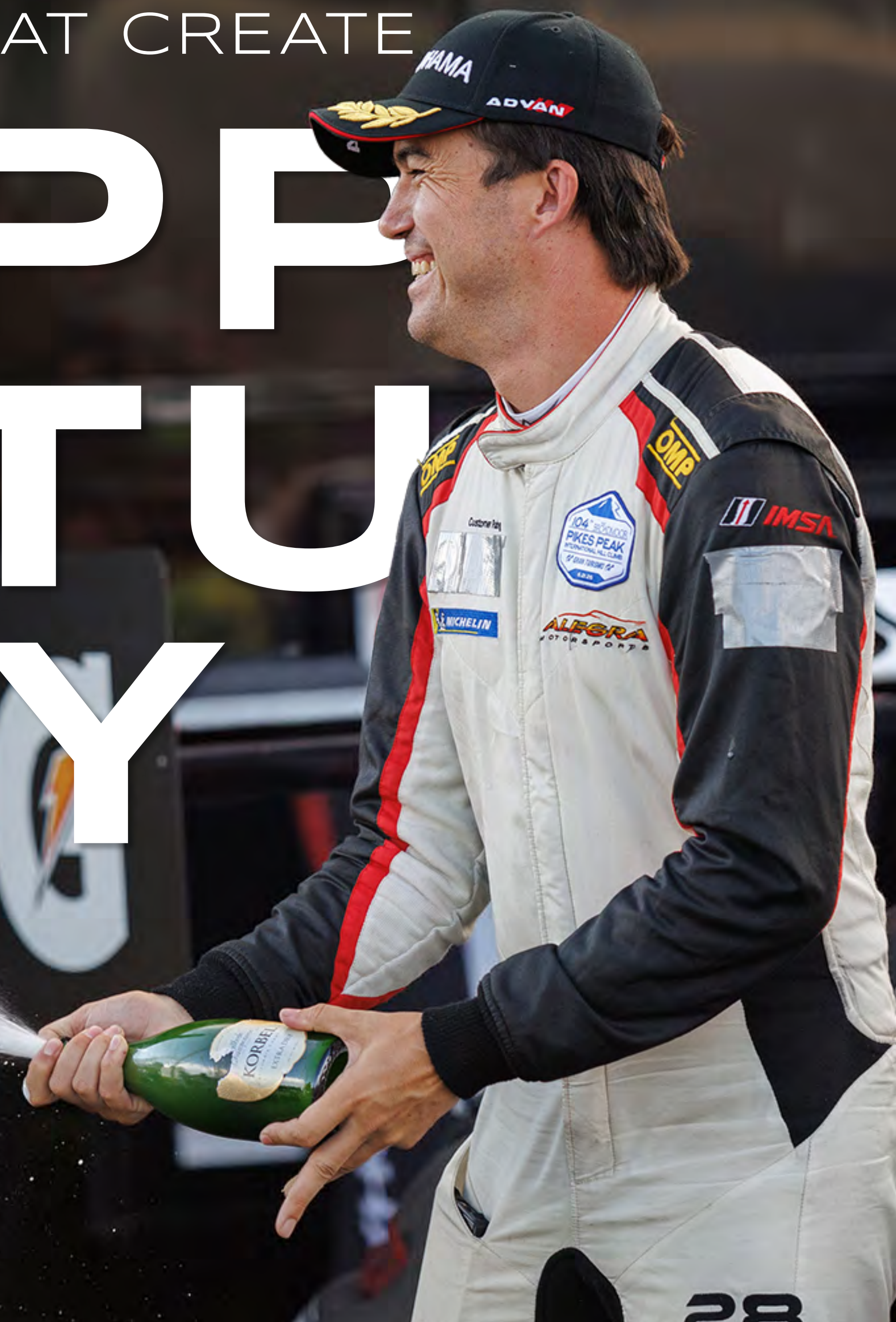
A mountain requires a different approach to
hospitality and experience. That creates
possibilities conventional venues cannot replicate.

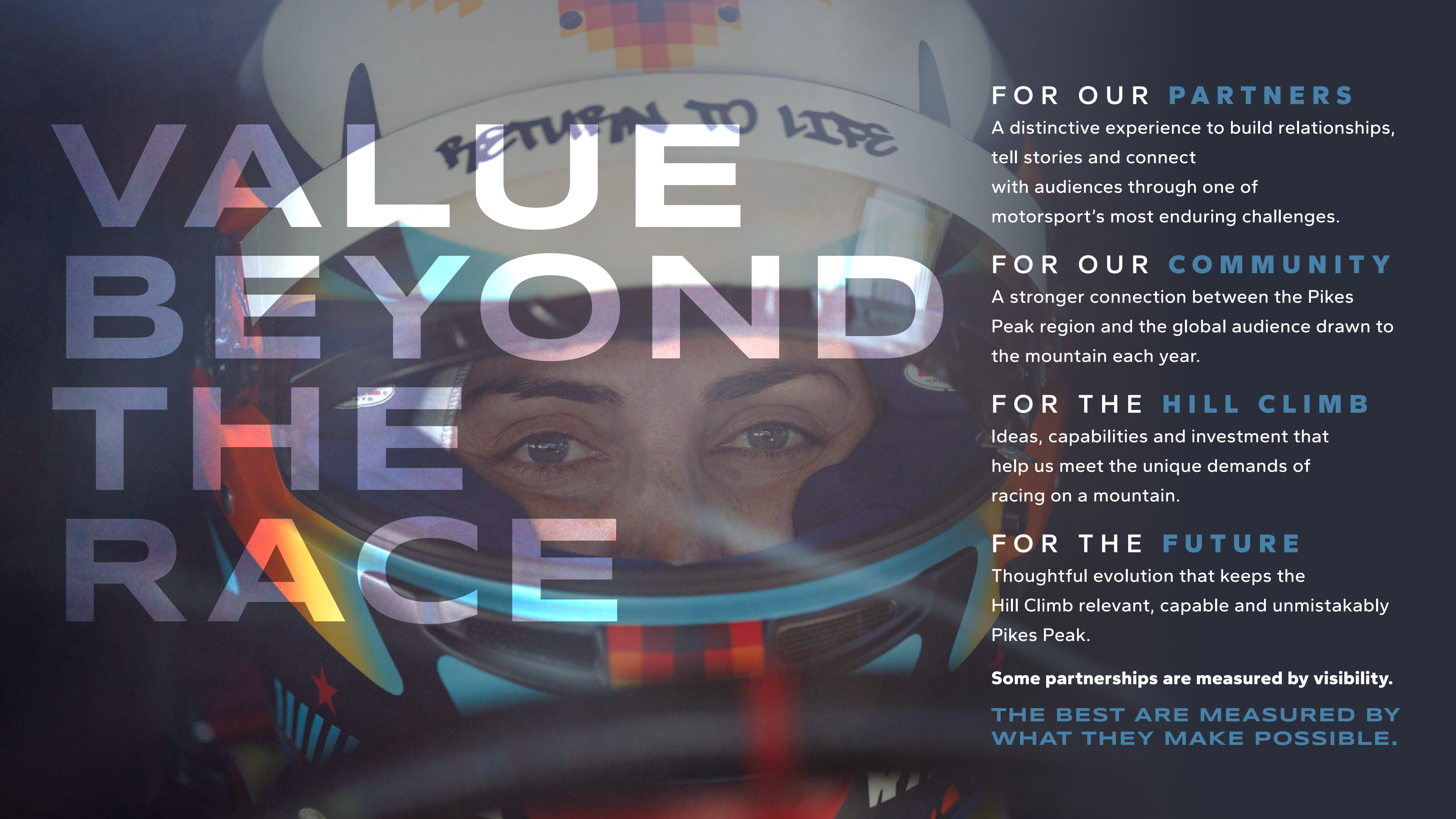
Sunrise on the mountain. Practice Week.
Behind the scenes. Race Day. The summit.
These aren't packages. They're places to begin.

What can we create together at Pikes Peak?

PARTNERSHIPS THAT CREATE

OPPORTUNITY





VALUE BEYOND THE RACE

FOR OUR **PARTNERS**

A distinctive experience to build relationships, tell stories and connect with audiences through one of motorsport's most enduring challenges.

FOR OUR **COMMUNITY**

A stronger connection between the Pikes Peak region and the global audience drawn to the mountain each year.

FOR THE **HILL CLIMB**

Ideas, capabilities and investment that help us meet the unique demands of racing on a mountain.

FOR THE **FUTURE**

Thoughtful evolution that keeps the Hill Climb relevant, capable and unmistakably Pikes Peak.

Some partnerships are measured by visibility.

**THE BEST ARE MEASURED BY
WHAT THEY MAKE POSSIBLE.**

WE'RE STILL CLIMBING

Throughout its history, the Pikes Peak Hill Climb has evolved through the vision of a select group of people and partners who recognized its potential and helped shape each new era.



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