



 THE BROADMOOR

PIKES PEAK
INTERNATIONAL HILL CLIMB

 *GRAN TURISMO* 

RACE TO THE
CLOUDS

◀◀◀ 2026 ▶▶▶

»»» RACE TO THE CLOUDS

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 Röhrl, Michèle Mouton, Rod and Rhys Millen, Sébastien Loeb, and most recently Romain Dumas who set a course record in 2018 of 07:57.148.

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.



1916

FIRST RACE

14,115'

ELEVATION

156

TURNS

12.42

MILES

ONE DAY. ONE RUN.

ONE KING OF THE MOUNTAIN.

CHALLENGING RACE FORMAT

During testing, practice, and qualifying, drivers only experience a section of the course in a session. Qualifying is determined by their best run in the lower section. Race Day is the one chance to string their section runs together as they chase their 14,115' dreams.



96
APPLICATIONS

74
ENTRIES

21
ROOKIES

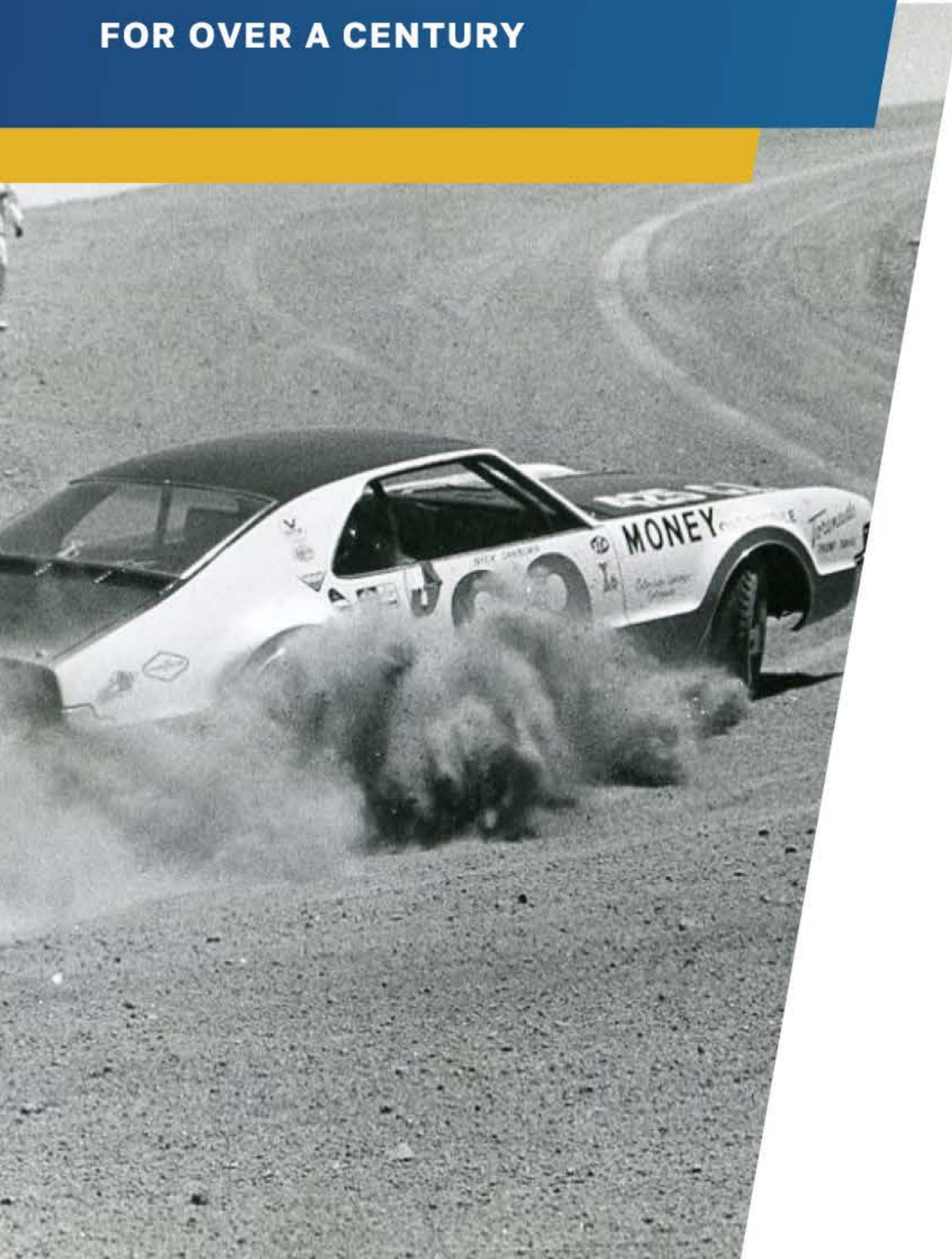
13
COUNTRIES

70
FINISHERS



HISTORIC & ICONIC

INTERNATIONAL PROVING GROUND
FOR OVER A CENTURY



1916 FORD

- ▶ Ford competes in first PPIHC

1920 LEXINGTON

- ▶ Loesche and Cline finish 1st and 2nd

1963-64 MERCURY

- ▶ 1963 Indy 500 champion, Parnelli Jones, notches back-to-back Stock Car wins and division records

1968 OLDSMOBILE

- ▶ The Olds Toronado proves FWD on the mountain – finishing 1, 2, 3, in Stock Cars

1985-87 AUDI

- ▶ Michèle Mouton, Bobby Unser and Walter Röhrl establish course records

1988 PEUGEOT

- ▶ Ari Vatanen, King of the Mountain and course record holder stars in Climb Dance film

1994 TOYOTA

- ▶ Rod Millen collects first King of the Mountain win with overall record on a gravel course - 10:04.060, a mark that would stand for 13 years, and remains to this day as the fastest time on gravel

1989-1997 CHEVROLET

- ▶ Provides official vehicles and secures title sponsorship for the PPIHC

2007 SUZUKI

- ▶ Japan's Nobuhiro "Monster" Tajima, captures first sub-10-minute run

2013 PEUGEOT

- ▶ With the course fully paved, France's Sébastien Loeb clocks a new record – 08:13.878

2018 VOLKSWAGEN

- ▶ Romain Dumas shatters course record with 07:57.148 in all-electric Volkswagen I.D. R

2024 HYUNDAI

- ▶ Hyundai claims two PPIHC records on Pikes Peak in the IONIQ 5 N, Electric Modified and Electric Production SUV/Crossover

2024 FORD

- ▶ Ford showcases American innovation with Ford F150 Lightning SuperTruck EV Demonstrator

2025 HONDA

- ▶ Dai Yoshihara pilots 2025 Honda CR-V e:FCEV – the first hydrogen powered entry



FAN FEST >>>

ACTIVATION AND FAN ENGAGEMENT

Fan Fest, presented by Toyo Tires, is one of Colorado Springs' largest and most popular street festivals. In this ancillary event to the Pikes Peak Hill Climb, more than 35,000 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 race cars. Fans enjoy high-energy, action-packed entertainment. Best of all, sponsors have multiple activation, lead generation, and fan engagement opportunities.

35,000+ ANNUAL ATTENDANCE

90+ ACTIVATIONS PER YEAR (AVERAGE)

ABOVE AVERAGE LEAD GENERATION

130 MINUTES AVERAGE LENGTH OF STAY

37 MEDIAN AGE **\$68,400** MEDIAN INCOME

Source: Downtown Partnership Geofence Data / PPIHC 2023/2024/2025, Fan Fest Activations

VIEWERSHIP >>>>

LIVE STREAM

Since bringing the production in-house in 2023, the Pikes Peak Hill Climb has prioritized the live stream as a tool for brand awareness for the event, competitors, sponsors, and community partners. It is also integral to fulfilling Spencer Penrose's vision of attracting tourism through sport.



294K

RACE WEEK VIEWERS



123%

INCREASE IN VIEWS YOY



6.9K

HOURS WATCHED
IN 24 HOURS

18 PIKES PEAK REGION COMMUNITY
PARTNERS FEATURED

50% VIEWERSHIP FROM
OUTSIDE U.S

>>>>>> Source: Pikes Peak Region Attractions YouTube Channel



ELEVATING COVERAGE & EXPANDING REACH

RACER COLLAB



28K LIVE BROADCAST AUDIENCE
ON RACER NETWORK



406K IMPRESSIONS
ACROSS 178 AIRINGS
TV PROMOS 6/14-7/10



RACER+ APP

116.2K MINUTES VIEWED

3,284 TOTAL VIEWS

RACER.COM



19 ARTICLES

20K PAGEVIEWS



EMAILS

99,426 DELIVERED

25% OPEN RATE



PODCAST



87.5K
YOUTUBE VIEWS

RACER DEBRIEF

with Michele Mouton,
Romain Dumas, and Loni Unser

163 PODBEAN/APPLE
AUDIO DOWNLOADS

80 SPOTIFY VIDEO
DOWNLOADS



1.65M SOCIAL MEDIA VIEWS

FOUR 1-HOUR RECAP EPISODES

ON RACER NETWORK

243K VIEWS

SOCIAL AND DIGITAL ENGAGEMENT & GROWTH

SOCIAL MEDIA AS OF JULY 2025

f 155K FOLLOWERS **3%** INCREASE

yt 19K SUBSCRIBERS **20.3%** INCREASE

ig 166K FOLLOWERS **9.1%** INCREASE

x 9K FOLLOWERS **2.6%** INCREASE

PEAK MONTHS APRIL THROUGH JUNE

13.8M REACH **779K** ENGAGEMENTS **6%** ENGAGEMENT RATE

YOUTUBE BOOST



403K+ VIEWS
5M+ IMPRESSIONS
5.1% CTR
1.5K NEW SUBSCRIBERS

WEBSITE

RACE WEEK 2025

74K
USERS



240K
PAGE VIEWS



144
COUNTRIES



90.5%
NEW USERS



WORLDWIDE REACH EARNED MEDIA

72 COUNTRIES

4,999 ARTICLES

\$147M AD VALUE EQUIVALENT

15.9B POTENTIAL IMPRESSIONS

CAR AND DRIVER

ROAD & TRACK

Forbes

MOTORTREND

 **Autoweek**

THE DRIVE

JALOPNIK

DirtFish

HAGERTY®

“ I believe this is one of the most exciting and spectacular events in the world of motorsports, and for this reason it deserves international media coverage and attention. I will definitely be back. ”

— 2025 Credentialed Journalist

“ Frankly, I have covered everything from Formula 1 to Formula Drift, and there’s not a whole lot Pikes Peak can do better with the given challenges on the mountain. ”

— 2025 Event Photographer

STORYTELLING

WEEKLY DRIVER FEATURE BEHIND THE WHEEL

- ▶ 125 weekly features since January 2023
- ▶ Average email distribution- 11,356
- ▶ Average 2025 open rate- 45.07% (up 5% YoY)



PROGRAM

JOSTENS CRAFTS MASTERPIECE UNSER LEGACY KING OF THE MOUNTAIN RING

definition
KING OF THE MOUNTAIN - noun
1. one who holds the preeminent position among competitors on Pikes Peak

Since the mid 1920s, when brothers Joe and Louis set out to tame the mountain, the Unser family has left their mark on the 12.42-mile course to the summit of Pikes Peak - America's Mountain, accumulating 28 King of the Mountain crowns to date. The roles played by the Unser family span decades - from advocates, advisors, and ambassadors to recordholders, rivals, and royalty. For years, those in racing circles referred to Pikes Peak as Unser Mountain.

2004, in the mid 1990s, Al Unser secured back-to-back victories on the mountain, while his son Al Jr. continued the family tradition by earning the title in 1983.

- 10 CROWNS - BOBBY UNSER
- 9 CROWNS - LOUIS UNSER
- 4 CROWNS - ROBBY UNSER
- 2 CROWNS - AL UNSER
- 1 CROWN - AL UNSER, JR

Fourth-generation Unser, Lori, presented the King of the Mountain Ring to Roman Dunas, 2024 King of the Mountain. Lori will return to Pikes Peak in 2025 for her fourth year of competition.

As the new home for the Unser Collection, the Museum of American Speed is eager to present the impressive history of one of the first families in auto racing," stated Tim Matthews, Museum of American Speed curator. "Presenting this incredible wearable trophy is a fitting way to honor the family's legacy on Pikes Peak."

The legendary racing family's dynasty began when Louis Unser captured his first overall win in 1934. He eventually won nine titles in total. His nephew Bobby surpassed this impressive record with his seventh and final King of the Mountain win in 1985. Bobby's son Robby claimed his first crown just three years later in 1989, eventually securing four overall wins through

"We are really excited to showcase the new Unser Legacy King of the Mountain Ring design for the 100th running of the Pikes Peak International Hill Climb," shared Curt Bruns of Jostens. "Just like the Indy 500, the Daytona 500, and so many major motorsport events, the champion of the Race to the Clouds will be recognized with this one-of-a-kind ring in tribute to the Unser family. In partnership with the Museum of American Speed and their new Unser Collection, we are pleased to honor the Unser legacy on Pikes Peak - America's Mountain."

68 103RD PIKES PEAK HILL CLIMB

YOUTUBE



HIGHLIGHTS



Pikes Peak Hill Climb Highlights presented by Ford Performance



Yoshihara + HRC break new ground at Pikes Peak in 2025 with Hydrogen-fueled EV



Italian Diego Decasperi named 2025 PPIHC Rookie of the Year



2026 >>>>

SCHEDULE OF EVENTS

MAY 30-31 OPEN TEST WEEKEND 1
JUNE 5-7 OPEN TEST WEEKEND 2

JUNE
18

- ▶ Practice & Qualifying
- ▶ VIP Cocktail Reception & Hall of Fame Induction

JUNE
15

- ▶ Tech Inspection and Registration
- ▶ Driver Social

JUNE
19

- ▶ Optional Practice
- ▶ Fan Fest

JUNE
16

- ▶ Practice & Qualifying

JUNE
21

- ▶ Race Day

JUNE
17

- ▶ Practice & Qualifying

JUNE
22

- ▶ Awards Breakfast



ELEVATED OPPORTUNITIES

Whether you're a long-time partner or considering new sponsorship, let us help you explore new and effective marketing opportunities. The Pikes Peak Hill Climb continues to grow in reach and influence across numerous mediums, leveraging our unparalleled property with one-of-a-kind solutions to meet your marketing objectives.

We believe in bespoke partnership programs to match your marketing objectives. We embrace creativity to build long-term, sustainable relationships. Over 100 years of racing demands it.

IDEA-STARTERS

- Hospitality/VIP Tent
- Fan Fest Activation
- Fan Fest
- Branding
- Entertainment
- Camping Areas
- YouTube Content Series
- Live Stream
- Social Media
- Awards Ceremony
- Hospitality & Ticket Packages
- Ridealong Experience
- Custom Opportunities

TELL YOUR STORIES WITH CONTENT PACKAGES

- Helicopter Footage Package
- Archival – Photos & Video
- Ground Footage Package
- Local, Experienced Crew Referrals
- Drone Footage
- Larry Chen Photos
- B-Roll
- On Board Live Stream Cameras
- Live Stream Line Cut

CONTACT

INFORMATION@PPIHC.ORG

719-685-4400

PPIHC.ORG

CERTIFIED COURSE TIME PROGRAM

Testing on Pikes Peak is nothing new. In the mid-1930s, Chevrolet sought to prove their heavy-duty truck's endurance over a two-day sanctioned session with former PPIHC champion, W.P. "Wild Bill" Bentrup behind the wheel. Seeking to discover what drives automotive technology forward remains a priority for vehicle and automotive product manufacturers.

Our PPIHC Certified Course Time program provides a famed venue to challenge vehicles and drivers and to boast an official time during a private, closed-course test. Same world-renowned racecourse, but driven under different conditions on a pre-selected day.

“ Like the Nürburgring and the Indianapolis Motor Speedway, the 12.42-mile course on Pikes Peak – America's Mountain has become a legendary and iconic racing venue. Unlike those courses, it is used only one day each year for the Race to the Clouds. With increasing interest from vehicle manufacturers to prove their racing technology, we have designed a program to facilitate private testing on the mountain, outside of race day, to obtain a Certified Course Time sanctioned by the PPIHC. We're witnessing excitement from a range of manufacturers, drivers and race teams interested in putting their vehicle to the test. ”

— Fred Veitch, PPIHC Board of Directors / Former Competitor



PORSCHE

TOYOTA



[Home](#) > [News](#) > [Car Profile](#)

2023 Lamborghini Urus Performante Sets New Pikes Peak Record for Production SUVs

Published: 10 Aug 2022, 14:47 UTC • By: [Mircea Panait](#)

Eight years ago, Paul Dallenbach raced a Range Rover Sport up Pikes Peak in 12 minutes and 35 seconds. The record for series-production SUVs was completely shattered by the Bentley Bentayga in 2018 with Rhys Millen behind the steering wheel, clocking an incredible 10 minutes 49 seconds.



5.5B POTENTIAL IMPRESSIONS

\$51M AD VALUE EQUIVALENCY

SOURCE: Meltwater
*Measured July 2022 through July 2023