

OFTEN CHALLENGED.  
BARELY CONQUERED.



PPIHC 2024 RACE  
**HIGHLIGHTS**



**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%

**TOP AGE DEMOS**  
35-44 ..... 26%  
25-34 ..... 23%

**5,500** hours watched in 24 hours  
**17** Pikes Peak region community partners featured

**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

**KING OF THE MOUNTAIN**  
**ROMAIN DUMAS**  
2024 Ford F-150 Lightning SuperTruck EV  
**8:53.553**  
**5X** PPIHC Winner

**SOLD OUT SPECTATORSHIP**  
THIRD YEAR IN A ROW

**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

**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

**MEDIA\***  
**9,564** articles  
**160%** vs 2023

**17.5B** POTENTIAL IMPRESSIONS  
**\$162.2M** ad value equivalent  
\*data from Meltwater 7/22/2024

**MAVTV** PPIHC in Review Debut  
**4 ONE-HOUR EPISODES**

**35M** HH reach on linear channel  
**300M** devices on MAVTV Select

**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