Pikes Peak International Raceway (PPIR) is a destination motorsports and entertainment venue located in the beautiful Pikes Peak region just south of Colorado Springs in Fountain, CO. PPIR is a regional hub for all things automotive and the ideal place to push the envelope of your motorsports ambitions. PPIR offers a variety of driving surfaces and event facilities able to accommodate almost any type of event.

The perfect place to experience the thrill of racing, exhilaration of driving, energy of team building, delight of music and events, and so much more.

The facility is used for a variety of driving events such as racing schools, driving experiences, open lapping and test days, professional team testing, racing club events, sanctioned races, ride and drives, commercial and film shoots, OEM product launches and testing (proving grounds), and more. In addition to motorsports, PPIR also hosts a wide variety of group and corporate events, meetings, parties, proms, and “human powered” events such as 5k runs, concerts, and festivals. PPIR is home to the Drive 365 program, Time Attack Series, Performance Driving Xperience, and many others.

Let us help you customize your event with our unmatched array of track surfaces, professional instructors, meeting/social facilities, garages and more.
**TRACK SURFACES**

- 1 Mile Banked D-Shaped Oval
- 1.3 Mile Infield Road Course (Roval)
- 3/4 Mile Infield Road Course
- 1/4 Mile Infield Flat Oval
- 12-Acre Autocross And Drift Lot

- 1/8 Mile Pit Lane Drag Strip
- Rental Kart Track
**AMENITIES**

- Restrooms & Showers
- Automotive Shop and Technical Space
- RV Pads with electricity hookups
- Facility Support Staff
- Hospitality Suites
- Multi-functional classrooms and meeting/conference spaces
- Extensive Parking Area for up to 4,000 vehicles
- Grandstand seating for 10,000

**EVENT SPACES**

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Capacity*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banquet Facilities</td>
<td>2550 sq ft</td>
<td>120 - 250</td>
</tr>
<tr>
<td>Enclosed Garages</td>
<td>15,500 sq ft</td>
<td>1,550</td>
</tr>
<tr>
<td>Infield Classroom</td>
<td>1,225 sq ft</td>
<td>120</td>
</tr>
<tr>
<td>Autocross Classroom</td>
<td>2,100 sq ft</td>
<td>210</td>
</tr>
<tr>
<td>Ticket and Event</td>
<td>616 - 682 sq ft</td>
<td>50</td>
</tr>
<tr>
<td>Management Offices</td>
<td>616 - 682 sq ft</td>
<td>50</td>
</tr>
<tr>
<td>Flat Open Space</td>
<td>200 acres</td>
<td></td>
</tr>
<tr>
<td>Midway and Infield</td>
<td>Available upon request</td>
<td></td>
</tr>
<tr>
<td>Paddock Areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undeveloped Natural Terrain</td>
<td>640 acres</td>
<td></td>
</tr>
</tbody>
</table>

*Capacity dependent on layout

**SERVICES**

- PPIR Event Staff
- PPIR Facility Services (Fork lift, etc)
- Motorsport Event Support and Materials
- A/V support
- Marketing and Promotional Support
- Coordination of Food Vendors and Catering Services
- Coordination of Medical and Public Safety Services
- Group and Corporate Event Production
- Professional Driving Instructors
PPIR’s unique offerings and flexible event space can be used to accommodate a wide variety of events, helping bring everything from formal events to wild ideas to life.

**Business**
- Conferences
- Team Building
- Networking Events
- Incentives
- Executive Retreats
- Sales Meetings
- Employee Appreciation
- Seminars and Training
- Trade Shows

**Social**
- Concerts
- Theme Parties
- Holiday Parties
- Charity Functions
- VIP Events
- Awards Ceremonies
- Bachelor(ette) Parties
- Birthday Parties
- Weddings

**Motorsports**
- OEM Product Launches
- Race Series
- Private Driving Events
- Car Control Clinics
- Automotive Marketing Events
- Racing Schools and Coaching
- Safety Awareness & Precision Driving School
- Autocross Events
- Drag Racing

**PAST EVENTS:**
- AMA Superbike
- C.A.S.A. Charity Fundraiser
- Formula Drift ProAm
- Convention and Visitors Bureau “Rev It Up Mixer”
- Dirty Dash
- Drift Colorado
- Driving Experience
- Exotic Car Racing Experience
- Hot Rod Rock & Rumble
- Indy Lights
- Indy Racing League
- Lantern Fest
- Military, Police and SWAT training

**PAST AUTOMOTIVE MARKETING EVENTS AND FACILITY RENTALS**
- Motorcycle Roadracing Association
- NASCAR Busch Series
- NASCAR Craftsman Truck
- Optima Search for the Ultimate Street Car
- Pikes Peak Bike Week
- Formula Car Experience
- Proms
- Rusty Wallace Racing Experience
- Time Attack
- Trans AM: America’s Road Racing Series
- USAC National Midget
- USAC Silver Crown
- Weddings

- American Honda Motor Co., Inc.
- Falken Tire Corporation
- Ferrari North America, Inc.
- Ford Motor Company
- Lexus North America
- Lotus Limited and Mercedes Benz Club of America
- Polaris Industries
- Shelby American Auto Club
- Toyota Motor Sales, USA., Inc.
- Volkswagen Motorsport

- Apex Performance
- Autohome Media Ltd.
- Autoweek
- Colorado Lottery (racing ad)
- InHouse Productions Inc.
- Tantrum
- Top Gear (TV Show)
- Verizon (Hum commercial)
- XD Agency
- Zero1

For more information on facility rentals, corporate and group programs, or team building events, email dana@ppir.com or call 719.382.7223.
2018 Signature Event Summary

In 2018, PPIR expanded its Signature Event schedule to include (6) very unique events, in addition to our ongoing programs and rental schedule. Below is a recap of each event:

CLASSIC MUSCLE SHOW & GO
MAY 11 & 12
• 275+ show cars
• 2,000+ people in attendance
• 26 food & merchandise vendors
• Theme of Burnouts, Burgers and Brews, featuring a burger contest amongst our food vendors
• Featured 2018 Ridler Award Winner “Imagine” built by Johnny Martin
• Swap meet with 30 vendors
• Kids Power Wheel Races on the Drag Strip
• Several Bands, featuring: Damage Inc ~ Southern California’s tribute to Metallica
• Overnight camping

SPEEDWAY 5K
JULY 22ND
• Sanctioned by Hal Sports
• Race where you run around the mile oval – unusual and one of a kind race
• Food & Merchandise vendors
• Family friendly event for all ages
• Multiple races for kids, women & men
• Live music featuring: Selasee & the Fafa family

IMPORT CALL OUT
AUGUST 11TH
• Import Car Show but all cars were welcome
• Vintage Car Corral
• Time Attack Course
• Drag Racing/Grudge Match
• Live music featuring: DJ Rocky Ross
• Overnight camping

INTO THIN AIR AUTO FEST
MAY 18-20, 2018
• Formula Drift Pro-Am
• Southwest Drift
• Night Drags
• Go-Kart Rentals
• Food & Merchandise vendors
• Live music featuring: DJ Rocky Ross
• Overnight camping

5280 CHUG RUN
AUGUST 25TH
• Beer Fest with running races
• Human powered event
• Family friendly event
• Multiple races for kids, women, men & teams
• Local Breweries on hand
• Best Local Brewery award
• National MS Society was selected charity
• Food & Merchandise vendors
• Live music featuring: BOSTYX

HOT ROD ROCK & RUMBLE
SEPTEMBER 21 & 22
• 900 car show and race cars onsite
• 69 car clubs represented
• 6000+ people in attendance
• Pin-Up contest with 17 contestants
• 1st time on site wedding
• (41) Food & Merchandise vendors
• Pin striping panel jam
• Live Pinstriping on a vehicle during the event
• Live auction for pin striped panels – Raised over $2500 for charity Shield 616
• Swap meet with 43 vendors
• Car Corral
• Vintage Camper display
• Vintage Oval Racing with a Fan Appreciation and opportunity for fans to take photos in cars
• Quarter Midget racing on the ¼ mile oval
• Burn out contest hosted by Aaron Kaufman Troupe
• Burlesque Show by Peaks & Pasties
• Live music featuring: AquaSonics Surf Band, Atomic Drifters, Reno Divorce, Hillbilly Casino, Whisky Kiss, & The Reverend Horton Heat
• SOLD OUT camping-with 185 spots sold
2018 PPIR Programs

TIME ATTACK
The Time Attack Series presented by Heuberger Motors at Pikes Peak International Raceway (PPIR) was back in 2018 and better than ever with new features and prizes. Occurring once a month, from February through October, ten events took place in various configurations on the infield road course at PPIR. The courses are designed for drivers of all skill levels to test and sharpen their skills in their own vehicles. Helmets are available for rent, enabling new participants who don’t have helmets to easily try these activities for the first time.

PERFORMANCE DRIVING XPERIENCE
PPIR’s Performance Driving Xperience (PDX) offers open lapping and track day training programs for drivers of all levels. Whether you are a seasoned racer, or are completely new to track driving and curious what your car is capable of in a safe and controlled environment—PDX has a program designed for you! Once you’ve achieved PDX1, you can participate in any open lapping or PDX1 track day at PPIR.

OFF THE STREET DRAGS
Street car and motorcycle only drag racing offered at PPIR on select Saturdays in 2019. The events will feature a drag racing christmas tree light system, displayed strip times and a ton of fun! Street legal cars and motorcycles with DOT tires are welcome and your car or bike must drive to the track to be able to race, vehicles towed in on a trailer will not be permitted to run. Off the street avoids the heat.

DRIVE 365
Drive 365 takes team building, corporate entertainment or any group gathering to a whole new level and PPIR is where it all comes together. Track rentals, excellent meeting rooms, banquet facilities and a wide selection of driving experiences make PPIR a great venue for meetings and conventions in the Colorado Springs area. Let us build a custom program to fit your group size, timeline and budget. Custom pricing is available for large groups.

For more information on our programs, email dana@ppir.com or call 719.382.7223.
Thank you to our past and present sponsors
Colorado Springs is alive with adventure, breathtaking mountain scenery, geologic wonders, more than 55 exciting attractions, thrilling outdoor recreation, world-class art & museums, authentic rodeos as well as unique dining and shopping at the foot of Pikes Peak - America’s Mountain.

Colorado Springs is home to Pikes Peak - American’s Mountain, Garden of the Gods - named the #1 park in the U.S. by TripAdvisor reviewers, the U.S. Olympic Training Center - home to 500 elite athletes and coaches who train for their shot at Olympic gold and the U.S. Air Force Academy - where tomorrow’s leaders are developed.

**SHIFTING COLORADO GROWTH PATTERNS**

Colorado is expected to gain 3 million new residents between 2015 and 2050, 84 percent of which will settle along the Front Range. But Larimer, Weld and El Paso counties are expected to claim larger share of the state population in the future.

<table>
<thead>
<tr>
<th></th>
<th>2015 population</th>
<th>2050 population</th>
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</thead>
<tbody>
<tr>
<td>Denver</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>800,000</td>
<td>1,600,000</td>
</tr>
<tr>
<td>Springs</td>
<td>37.4% Growth</td>
<td>58.6% Growth</td>
</tr>
<tr>
<td>Pueblo</td>
<td>1,677,209</td>
<td>2,300,000</td>
</tr>
</tbody>
</table>
| Sources: Colorado Division of Local Affairs; State Demography Office

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**PERFORMANCE STATISTICS**

**Region’s Lodging and Rental Tax (LART) Performance $6,645,024**

2017 Lodging & Automobile Rental Tax (LART) collections outpaced 2016 by 13.7% funding CVB marketing, PR, social and sales initiatives to keep visitation strong.

**Fly COS 1,677,209**

The number of passengers who traveled through the Colorado Springs Airport in 2017, a 29.5% increase over 2016 due to focused marketing cost containment and new routes.

**City of Champions**

2020 Projected year of completion for the U.S. Olympic Museum & Hall of Fame that broke ground in June 2017. C4C projects at the U.S. Air Force Academy and UCCS will break ground in 2018.
We look forward to hosting you at PPIR.

Please watch www.PPIR.com for the most current event schedules and information.

PIKES PEAK INTERNATIONAL RACEWAY
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Fax: 719.382.9180

PPIR.com