

AUTOMOTIVE

## Porsche debuts documentary following “Race to the Clouds”

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*Porsche is working with Motor Trend on an original show. Image courtesy of Motor Trend Group*

By STAFF REPORTS

German automaker Porsche is putting drivers to the test in a television show that follows a race up a mountain.

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Porsche teamed with Motor Trend Group to film seven drivers' experiences as they climbed Pike's Peak in its Cayman model. The resulting 30-minute show will air on Velocity, allowing Porsche to reach consumers through original content.

Race to the top

"Porsche Challenge at Pike's Peak" is centered around the Pike's Peak International Hill Climb. This race, which dates back more than a century, includes sharp turns and steep drop-offs with no guard rails.

Nicknamed "Race to the Clouds," the challenge allows amateur drivers to compete with professionals.

For its show, Porsche tapped X Games Gold Medalist and motorsports competitor Travis Pastrana and C.J. Wilson, the retired MLB All-Star pitcher C.J. Wilson. These athletes, along with five other drivers, were coached by Jeff Zwart, who has won the Pike's Peak climb eight times.

"The Race to the Clouds' is the ultimate driving challenge," said Mr. Pastrana in a statement. "Throughout my career in auto racing there is very little that has given me as much of a thrill as racing up the top of Pike's Peak and to have the opportunity to do it in the Porsche Cayman was epic.

"Everyone had some sketchy moments, and I can't wait to see it all come together on film with the debut of the Porsche Challenge at Pike's Peak," he said.



*Porsche's show follows a trip up Pike's Peak. Image courtesy of Motor Trend*

To get footage of the drivers' journey up the treacherous mountain, Motor Trend Group used 12 cameras and helicopters.

The show will first air on Aug. 10 at 8 p.m. EST, with rebroadcasts on Aug. 10 at 11 p.m. EST and Aug. 11 at 1 p.m. EST.

Motor Trend Group will also delve into the experience through a series of four eight-minute videos. These will premiere on Aug. 13 on the Motor Trend mobile application.

"Few other races in the world place such intense demands on both driver and car as the celebrated Race to the Clouds'," said Robert S. Scanlon, president of Velocity and Motor Trend Group video content, in a statement.

"Partnering with Porsche, we're tapping the power of the new Motor Trend Group to offer viewers in-depth access to this challenging, unique race and its exceptionally skilled drivers."

British automaker Land Rover is teaming up up with Motor Trend for a series showcasing the driving capabilities of the new 2018 Range Rover Sport.

The series, "Motor Trend Presents: Driven," highlights the Range Rover Sport's versatility across a variety of terrains. Each of the three short films features British racecar driver Justin Bell participating in unique challenges, capturing the adventurous spirit Land Rover is known for ([see story](#)).