

THE MOTHER ROAD RUN

presented by PEAK

Title Sponsor Recap - 2026

Chicago to Santa Monica on historic Route 66 - 2,500+ miles.
Left Miami June 3, 2026. Reached Santa Monica June 19, 2026.
12 full-length Ford Era episodes. 8 states. One 1978 Ford F-150.

PEAK was part of the story

PEAK Auto was the Title Sponsor of The Mother Road Run and a huge part of making this entire adventure possible. PEAK was there from the beginning, with Brian helping kick off the first shakedown cruise in Illinois, and PEAK coolant became part of our daily routine as we worked to keep Brownie alive across Route 66.

Driving an old truck across America in summer heat means cooling matters. From the Midwest to the Texas heat, the New Mexico desert, Arizona mountains, California traffic, and the final push to Santa Monica, PEAK was not just a sponsor. PEAK was part of the story.

The proof surface

The full sponsor recap, episode citations, and cleared integration stills live at themotherroadrun.com/partners#peak

Contact: themotherroadrun@gmail.com - [#peaksquad](https://twitter.com/peaksquad)