

## Gymkhana / Ken Block Infographic

Written by Jason (Neutral)  
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We are sure many of you have seen the Ken Block video we have enbeded in our Favourite YouTube vides section.

We are almost as sure that you would agree that Ken's driving is insane and awesomly entertaining. In fact the Gymkhana videos have passed the 135 million viewers mark. Thats about 134,950,000 more views that we've had. lol

The guys at DC shoes got in touch with us recently and shared with us a Gymkhana Infographic and now we are sharing it with you.

The DC Ken Block Gymkhana Project is a viral phenomenon with well over 135 Million views worldwide and a collection of more than 40+ videos. The Gymkhana franchise has won countless awards including top rated, most shared video series and most recently received the award for #1 viral video ad of 2011.

You'll find a host of interesting facts and figures below and just in case you have not seen the Gymkhana video we've included a link below.

[View the entire collection of Gymkhana videos](#) .

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## KEN BLOCK'S GYMKHANA THE INFOGRAPHIC

Gymkhana (jim-kah-nah) is an automotive sport that requires drivers to skillfully maneuver their car around obstacles using extreme acceleration, braking and drifting. **This is the story of GYMKHANA...**

### VIRAL PHENOMENON

- FOUR** PRACTICE
- THREE**
- 21,302,673** Spectators for the entire 2011 NASCAR season
- 134,991,632+** YouTube views for the entire GYMKHANA SERIES as of June 14, 2012
- 111,000,000** 2012 Super Bowl viewers **MOST WATCHED TV BROADCAST EVER**
- 1,950,000** Most viewers for an X-Game broadcast
- 2,028,238** people shared GYMKHANA 4, making it the **MOST SHARED VIRAL AD OF 2011**
- 85,541** people have commented on GYMKHANA via YouTube
- 1,000,000+** people viewed GYMKHANA 3 in the first 24 hours

Google search popularity for "GYMKHANA"

Searches for "GYMKHANA" jumped **500%** with the release of the third video

### WHAT MAKES KEN BLOCK

In the past, GYMKHANA has meant many things. An equestrian sport, a racket court and a motorsport. Today, it's defined by one man: **KEN BLOCK**

- 21** Titles: 10 First place, 3 Second place, 8 Third place
- Podiums**: 4 Rally America Rally of the Year, 4 First American in World Rally Championship, 4 On the 4th American to score 100% points in a race since 1988, 8 Has the most points of an American to race in the series
- Discs a Ford Fiesta**
- Friend of Ford Dyrdek**
- On-Forded DC Street** in 1980 with Devon Way

Together, these three concepts are the formula for Ken Block and **EXTREME ENTERTAINMENT**

### CAR SPECS

The car in the GYMKHANA videos is an impressive piece of machinery. Here is how it stacks up against some other notable cars.

- TORQUE (lb-ft)**: 720 (NASCAR race car), 100 (Ken's first car 1987 Toyota Corolla), 750 (Ken's Ford Fiesta)
- HORSEPOWER**: 850 (Ken's Ford Fiesta), 455 (NASCAR), 70 (Ken's first car 1987 Toyota Corolla)
- Number of tires used up**: 4 (Average number of tires used by a consumer every 2 years), 48 (Average number of tires used per vehicle in a NASCAR race), 40 (Number of tires needed for 5 minutes of video footage)
- 7** Tires during the race (NASCAR race cars use 4 tires)

### THE ADAPTATION OF KEN BLOCK'S LIVERY

LIVERY IS THE TERM USED TO DESCRIBE A PAINT JOB

The number on **KEN'S CAR** is derived from **THE ORDER OF THE LETTERS D & C IN THE ALPHABET**

**LIVERY ADAPTATIONS**

- HC Car (by Maserati)
- GO-Kart (Spartans 2.1)
- Ken Block Shoes
- Block Ford Member Tee

A full collection of clothing including shoes, t-shirts, sweatshirts, hats and more have been designed using Ken's Livery.

### Course Landmarks for GYMKHANA FOUR on the Universal Studios Hollywood Backlot

- Back to the Future Clocktower
- James Link
- The Brits Model from Pinocchio
- Whistle Stop Dr. House
- Way of the Ninja (Ken's car)
- Theme park
- Block's car