

PORSCHE MICHELIN

JUNIOR GUIDE

2020



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# 01

## PORSCHE CARS AUSTRALIA

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### WELCOME TO SEASON 2020

We are often asked why Porsche goes motor racing. Well, it's because we always have. It's part of our DNA and, importantly, lessons learned on track transfer directly to our series production models.

Since Porsche has produced sports cars, Porsche has raced them. Even the first two Porsches to reach Australian shores – a 356 coupe and cabriolet – in the early 1950s, were raced soon after. In 2019 Porsche Carrera Cup Australia celebrated its 15th season on track, not to mention is youngest ever race and round winner in series history.

Arguably at its strongest and most competitive standing within the Australian motorsport landscape, Porsche PAYCE Carrera Cup Australia and Porsche Michelin Sprint Challenge will again feature a raft of talented young drivers in 2020. These Michelin Juniors will compete against some of the best Pro drivers in country, while we also welcome back some of the region's best and most experienced semi-professional drivers in the Pro-Am division.

Not only has the series excelled of late with substantial grid sizes, but we have also been fortunate enough to secure the largest sponsorship support both series' history and for us that has allowed us to reinvest that support back into the drivers and customers through

improved calendars, television packages, prizes as well as the Michelin Junior program.

Our 2016 Carrera Cup Australia Champion Matt Campbell is no doubt the pioneer of young Australian Porsche racers forging an international professional career with the brand to ascend the Porsche Motorsport Pyramid to a full factory Porsche driver. Our 2018 Carrera Cup Champion Jaxon Evans is also following this proven pathway and will again contest the 2020 Porsche Mobil 1 Supercup as a Porsche Junior. And we don't anticipate this success will end here – there are many hungry young racing drivers currently scaling the Porsche Motorsport Pyramid with their sights set on an international career with Porsche.

Naturally, we would like to thank all those involved in making both Carrera Cup and Sprint Challenge a success, from the teams and drivers, event promoters Supercars and the Australian Grand Prix Corporation, Motorsport Australia along with our valued series partners – Michelin, PAYCE, Mobil 1, Coffex Coffee Roasters, Amadio Wines and Mobil Fuels.

We look forward to the 2020 Porsche PAYCE Carrera Cup Australia season. And if you need further clarification as to why we race, then be sure to watch Carrera Cup on track in 2020.



**TONI ANDREEVSKI**  
Porsche Cars Australia  
Director – Marketing & Motorsport





# 02

## MICHELIN AUSTRALIA

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### WELCOME MESSAGE

The Porsche PAYCE Carrera Cup Series and Porsche Michelin Sprint Challenge categories are like no other in Australia; highly competitive, showcasing door-to-door racing from an incredible group of talented drivers. We are proud to continue our support of the next generation of motorsport stars through the Porsche Junior program.

The young drivers receive unprecedented support from both the Porsche and Michelin team to develop their skills through a one-of-a-kind training program; providing them with the tools they need to succeed both on and off the track.

To see the likes of Jaxon Evans, Matt Campbell and newly crowned Porsche Carrera Cup champion Jordan Love progress through this program is simply brilliant. Michelin is excited to be a part of their journey and look forward to seeing who will add their name to the winners' list for next season.



**SWAROOP TULSIDAS**  
Michelin Australia  
Marketing Manager Oceania





# 03 INTRODUCTION

In 2020, Porsche Cars Australia has partnered with Michelin Australia to provide the country's most comprehensive driver development Junior Programme to date, using the Porsche Motorsport Pyramid to springboard young talent to an international racing career with Porsche.

The Porsche Michelin Junior Programme Australia will celebrate its fifth season in 2020. The Junior Programme started in 2016 and across two seasons provided support to one driver in Sprint Challenge. In 2019, the Junior Programme expanded to support four drivers in Porsche PAYCE Carrera Cup and seven drivers in Porsche Michelin Sprint Challenge. The field and level of support is set to grow again in 2020.

Porsche and Michelin will keep with the 2019 format to include all eligible young drivers across both Sprint Challenge and Carrera Cup into the Junior Programme as Michelin Juniors, all able to claim prizes from the Michelin Prize Pool, valued at approximately AUD\$300,000.

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# 04 PORSCHE MOTORSPORT PYRAMID

## PORSCHE PATHWAY

Porsche has a key focus on young driver development, both in Australia and globally, and through its different tiers of One-Make Series, Customer and Works GT programme provides the perfect pathway for young drivers looking to forge a professional motor racing career. And it's success in Australia is evident.

Porsche Cars Australia has developed a proven pathway for young Australian based racers to move through the ranks to a professional racing career. Porsche Michelin Sprint Challenge Australia acts as a strong entry-level racing series where young drivers become accustomed to the Porsche 911 GT3 Cup car before moving to the ultra-competitive Porsche PAYCE Carrera Cup Australia.

Success in Carrera Cup provides the opportunity for drivers to be nominated for the Porsche Motorsport Junior Programme Shootout, which is a multi-day evaluation in Europe which tests the best young racers from each international Carrera Cup series. The winner receives a position as a Porsche Junior and substantial funding towards a seat on the grid of the Porsche Mobil 1 Supercup. Impress as a Porsche Junior and a driver can become a Porsche Young Professional and compete in Porsche Motorsport's Customer GT racing programmes before progressing to a Porsche Works Driver position and become immersed in Porsche factory racing programme.



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SUPERCUP

PORSCHE  
PAYCE  
CARRERA CUP  
AUSTRALIA  
TITLE PARTNER  
PAYCE

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SPRINT CHALLENGE  
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PORSCHE TRACK EXPERIENCE



# 05

## SUCCESS STORIES

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### INTERNATIONAL CAREERS

Matt Campbell was Australia's initial success story, moving from Sprint Challenge in 2014 to Carrera Cup for the 2015 and 2016 seasons, winning in his second attempt, before claiming victory in the 2016 Porsche Motorsport Junior Programme Shootout. Finishing third in the 2017 Porsche Mobil 1 Supercup promoted Campbell to a Porsche Young Professional in 2018, where he competed in the FIA World Endurance Championship, highlighted by a GTE-Am victory at the 24 Hours of Le Mans, before starting the 2019 season with a sensational outright victory at the 2019 Bathurst 12 Hour. Campbell was promoted to a full factory Porsche Driver for 2020.

Jaxon Evans has since emerged as the second driver to use Australia's Porsche One-Make Series to forge an international career. Racing in Sprint Challenge (2015-2016) and Carrera Cup (2017-2018), the reigning Carrera Cup champion was successful in the 2018 Junior Programme Shootout and will contest 2020 Porsche Mobil 1 Supercup after a successful 2019 with the intent of replicating Campbell's move up the Porsche Motorsport Pyramid and into Porsche's Customer and Works GT programme. For 2020 Evans will again contest the Porsche Mobil 1 Supercup Championship as a Porsche Junior Driver.

**YOUNG AUSTRALIAN-BASED DRIVERS ARE INCREASINGLY USING SPRINT CHALLENGE AND CARRERA CUP AS A SPRINGBOARD FOR THEIR MOTOR RACING CAREERS WITH THE HOPE OF AN INTERNATIONAL CAREER WITH PORSCHE.**

Globally, the progression system boasts tremendous success, with the likes of Earl Bamber and Nick Tandy moving through its ranks to ultimately claim success in the 24 Hours of Le Mans and the FIA World Endurance Championship.





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## DRIVER ELIBILITY

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## CRITERIA

To be eligible to become a 2020 Michelin Junior and have access to the Michelin Prize Pool, drivers must fit all eligibility criteria. For any questions regarding eligibility criteria\*, contact Porsche Cars Australia.

	SPRINT CHALLENGE	CARRERA CUP
Be aged under 23 as of January 01, 2020	●	
Be aged under 25 as of January 01, 2020		●
Have paid Sprint Challenge Series Entry Fees in full by due date	●	
Have paid Carrera Cup Series Entry Fees in full by due date		●
Have fulfilled all branding requirements outlined by the Junior Programme	●	●
Be eligible for a CAMS Provisional Circuit (PC) License or higher	●	
Be eligible for a CAMS National Circuit (NC) License or higher		●
Be eligible to compete in, and commit to the entire, 2020 Sprint Challenge season	●	
Be eligible to compete in, and commit to the entire, 2020 Carrera Cup season		●
Be approved by Porsche Cars Australia to be part of the Junior Programme	●	●





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## TRAINING FOCUS

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### JUNIOR TRAINING CAMP

All Michelin Juniors will also be invited to attend the Michelin Junior Training day program which will take place in Melbourne in the first half of 2020. The 2019 Michelin Junior Training days saw Australia's top junior drivers receive professional coaching on sports psychology, social media, media training, branding, sponsorship and more from Australia's leading experts.

The drivers also received nutrition and dietary advice after completing a thorough physical assessment. At the end of the comprehensive two-day programme, drivers were able to compare their physical condition against that of their rivals and gain knowledge of a range of aspects including their body fat percentage, resting metabolic rates and body mass index to name but a few.





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## BRANDING REQUIREMENTS

## BRANDING ASSETS

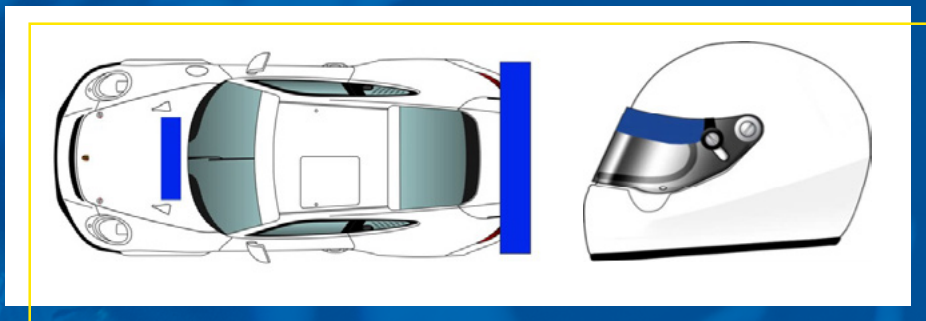
Drivers who are part of the Porsche Michelin Junior Programme Australia in both Carrera Cup and Sprint Challenge are required to provide certain branding assets on both their race car and helmet. Only drivers who follow these branding requirements will be eligible to receive Junior Programme benefits in 2020. All signage will be provided by Porsche Cars Australia. Michelin Juniors can request signage for the start of the season or take delivery of the signage for application at round one of their respective series.

## RACE CAR – WING AND BONNET SIGNAGE

In addition to the Series Reserved Signage, Michelin Juniors must provide signage assets on both the rear wing (top and bottom side) and top section of the bonnet. These areas are outlined on the above diagram.

## HELMET - VISOR SIGNAGE

Each Michelin Junior must provide visor signage as provided by Porsche.



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## MICHELIN PRIZE POOL

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### RACING FOR PRIZES

In a revised format for 2020, Michelin Juniors will race for prizes at each Carrera Cup Australia and Sprint Challenge Australia round. At every event in both series, the winning Michelin Junior will be awarded one free set of Michelin Tyres along with one round free entry for their respective championship. Second and third place will also receive a free set of Michelin Tyres.

### MICHELIN JUNIOR PRIZE POOL

ROUND POSITIONS	PRIZES
1st	1 x set of Michelin Tyres & 1 Round Free Entry
2nd	1 x set of Michelin Tyres & 1 Round Free Entry
3rd	1 x set of Michelin Tyres & 1 Round Free Entry

### MICHELIN SUPER ROUND

The 2020 Formula 1 Australian Grand Prix will host Carrera Cup's Michelin Super Round, which will provide the Michelin Juniors an added incentive to race towards the front. From which the round-winning Michelin Junior will receive a trip to France to attend the 2020 Le Mans 24-Hour Endurance race.





# BECOMING A 2020 MICHELIN JUNIOR

## JUNIOR PROGRAMME

To become a Michelin Junior in 2020, a driver must meet all entry criteria and provide all branding requirements for the Junior Programme. Michelin Juniors are also required to sign an agreement with Porsche Cars Australia before the start of the driver's respective racing series.

For more information on the Porsche Michelin Junior Programme, contact the Porsche Michelin Junior Programme Manager.

### CONTACT

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