

PORSCHE MICHELIN

SPRINT CHALLENGE

2020

SEASON GUIDE



PORSCHE
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AUSTRALIA

OFFICIAL PARTNER
 **MICHELIN**

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INTRODUCTION

In 2020, Porsche Michelin Sprint Challenge Australia (previously Porsche Michelin GT3 Cup Challenge) celebrates its 12th anniversary season in Australia. The series became a reality in 2008 when a group of enthusiasts took their Porsche race cars to Mallala in South Australia to kick start a four-round mini-series. Now managed by Porsche Cars Australia, the series has developed into one of Australia's best and most professionally run racing series offering Porsche enthusiasts progressing from state level championships an opportunity to compete in the previous generation 911 GT3 Cup cars in a competitive and welcoming environment

For young drivers, the series is a launch pad for up-and-coming drivers in their pursuit of a professional motor racing career. Several drivers have used Sprint Challenge to gain experience in a high-performance sports car before their journey up the Porsche Motorsport Pyramid. The ultimate example of the success of this pathway of Matt Campbell. After winning the Class B title in 2014, Campbell raced two Carrera Cup seasons, winning the Porsche Carrera Cup Australia Pro championship in 2016 and claiming success at the Porsche Motorsport

Junior Programme Shootout, which promoted the Queenslander to the Porsche Mobil 1 Supercup as a Porsche Junior. Third in the Supercup saw Campbell promoted to a Porsche Young Professional role and an extensive Porsche factory race programme in 2018. In 2019, Campbell was of the Bathurst 12 Hour Earl Bamber Motorsport winning team and for the 2020 was named as full Porsche factory driver.

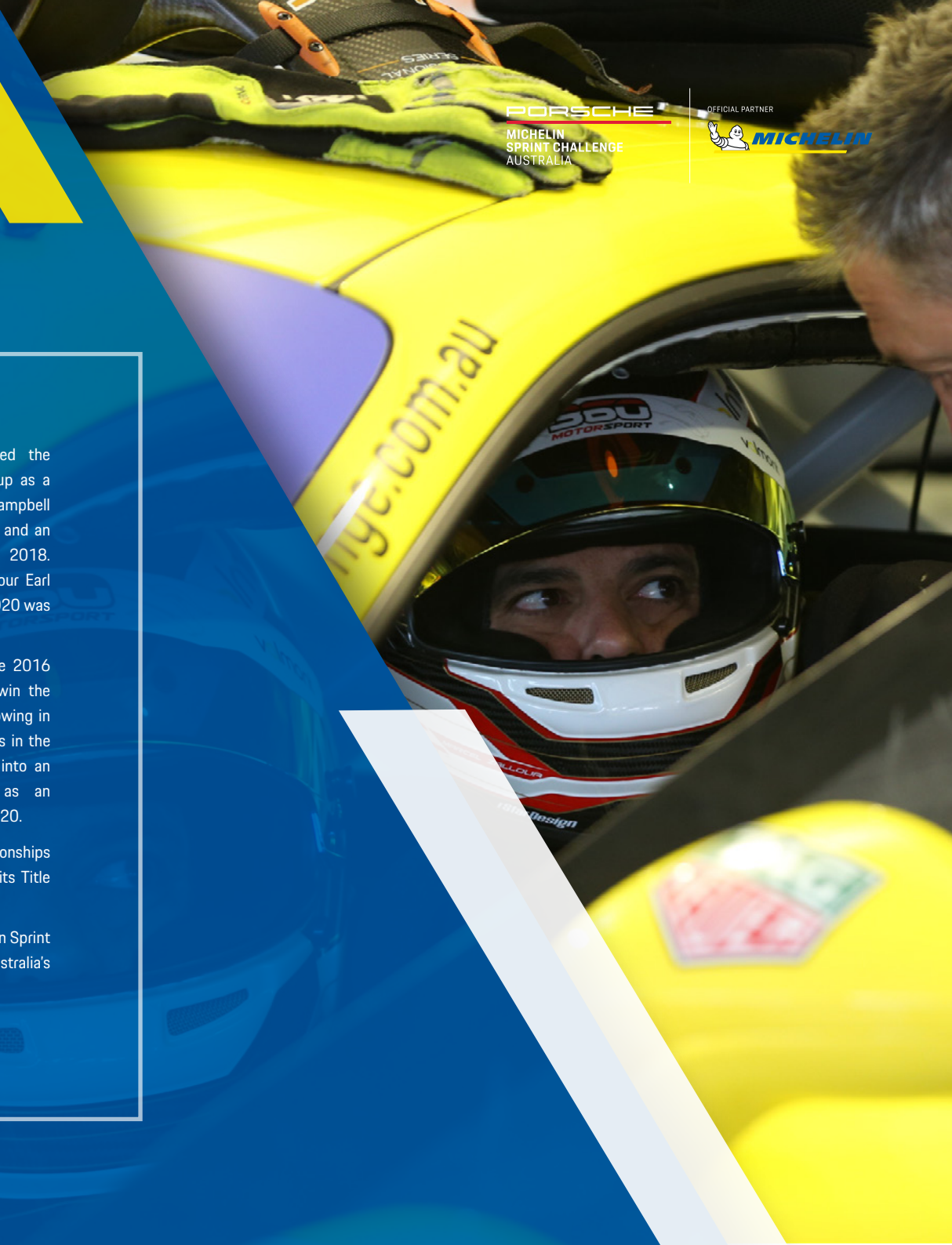
Jaxon Evans would also finish runner-up in the 2016 Sprint Challenge season before going on to win the 2018 Porsche Carrera Cup Championship. Following in the footsteps of Campbell, Evans was victorious in the Junior Programme Shootout before launching into an international racing career with Porsche as an official Porsche Junior driver for 2019 and 2020.

Racing at Shannons Motorsport Australia Championships events in 2020, the series retains Michelin as its Title Partner and Tyre Supplier.

For Pro and Pro-Am racers alike, Porsche Michelin Sprint Challenge Australia will continue as one of Australia's best racing platforms into 2020.

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02

RACE CALENDAR

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ROUND	EVENT	LOCATION	DATE
1	SYDNEY MOTORSPORT PARK	SYDNEY, NSW	MARCH 27-29, 2020
2	WINTON RACEWAY	WINTON, VIC	MAY 1-3, 2020
3	THE BEND MOTORSPORT PARK	TAILEM BEND, SA	JUNE 12-14, 2020
4	MORGAN PARK	WARWICK, QLD	JULY 3-5, 2020
5	PHILLIP ISLAND GRAND PRIX CIRCUIT	PHILLIP ISLAND, VIC	AUGUST 28-30, 2020
6	SANDOWN	SANDOWN, VIC	SEPTEMBER 11-13, 2020



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RACE FORMATS



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ROUND	EVENT	PRACTICE 1	PRACTICE 2	QUALIFYING	RACE 1	RACE 2	RACE 3	TOTAL
1	SYDNEY MOTORSPORT PARK	30 MIN	30 MIN	20 MIN	45 MIN	20 MIN	20 MIN	2H 25MIN
2	WINTON RACEWAY	30 MIN	30 MIN	20 MIN	45 MIN	20 MIN	20 MIN	2H 25MIN
3	THE BEND MOTORSPORT PARK	30 MIN	30 MIN	20 MIN	45 MIN	20 MIN	20 MIN	2H 25MIN
4	MORGAN PARK	30 MIN	30 MIN	20 MIN	45 MIN	20 MIN	20 MIN	2H 25MIN
5	PHILLIP ISLAND GRAND PRIX CIRCUIT	30 MIN	30 MIN	20 MIN	45 MIN	20 MIN	20 MIN	2H 25MIN
6	SANDOWN	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	20 MIN	2H 00MIN
TOTAL								16H 5MIN

*subject to change

04 CLASSIFICATION

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DRIVER CLASSIFICATION

DRIVERS IN SPRINT CHALLENGE AUSTRALIA FALL WITHIN THREE CLASSES – PRO AND PRO-AM AND CLASS B. THERE ARE GUIDELINES IN PLACE TO HELP DETERMINE THE CLASSIFICATIONS OF A DRIVER, WITH THE ULTIMATE DECISION FALLING WITH PORSCHE CARS AUSTRALIA.

PRO

Over the seasons, Sprint Challenge is being used as a launch pad for young drivers' motor racing careers. These drivers, who are racing a Porsche 911 GT3 Cup (Type 991.I) car, have traditionally formed the Pro class in Sprint Challenge. Most recently, Harri Jones was the former Pro driver of the series, claiming the 2019 series title

in a record-breaking performance across the season's six rounds. Other noteworthy Pro drivers have included Jordan Love, Richard Muscat, Jaxon Evans, Dylan O'Keeffe and Matt Campbell, who won the final round of the 2014 season in the Pro division having already secured the Class B crown.

PRO-AM

Porsche Michelin Sprint Challenge Australia is just as much about the Pro-Am racer as it is of the drivers competing for outright victory. The Pro-Am class is exclusively for semi-professional drivers racing the Porsche 911 GT3 Cup (Type 991.I) car. These drivers do not seek to make a profession

from motor racing nor do they seek to earn an income from racing duties. Instead, the Pro-Am racer consists of business leaders with a willingness to race sports cars. Or more specifically, the Porsche 911 GT3 Cup.

CLASS B

The Porsche Michelin Sprint Challenge Australia series is a multi-class series, allowing drivers to compete in the older generation 997 GT3 Cup car. Regardless of whether a driver is classified as a Pro or Pro-Am, all racers competing in the 997 GT3 Cup car will form part of the Class B division.



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VEHICLE SPECS

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VEHICLE SPECIFICATIONS: THE PORSCHE 911 GT3 CUP

Once a generation of 911 GT3 Cup cars have completed its time in Carrera Cup in Australia, it then becomes available in the Porsche Michelin Sprint Challenge Australia series.

Introduced into Carrera Cup in 2014, the first generation 991-series 911 GT3 Cup car raced in Carrera Cup for four seasons up until its Carrera Cup swansong at the

Gold Coast season finale in 2017. Thereafter, it became eligible for Sprint Challenge competition.

Sprint Challenge also features the second-generation 997-series 911 GT3 Cup car. Originally recruited for Carrera Cup competition from 2011 to 2013, the 997-series race car moved to GT3 Cup Challenge in 2014, where it was enjoyed as an outright contender. In

2018, following the introduction of its successor to the series, the 997-series 911 GT3 Cup to make up Class B.

PORSCHE 911 GT3 CUP (TYPE 991.1)

CONCEPT

Single-seater production-based race car Base model 911 GT3

ENGINE LAYOUT

Aluminum six-cylinder rear-mounted Boxer engine

POWER

338 kW (460 hp)

TRANSMISSION

Porsche six-speed sequential dog-type gearbox

DIMENSIONS

Length: 4,547mm Height: 1,280mm

BRAKE SYSTEM

Aluminum six-piston racing calipers in mono-bloc design at front, Aluminum four-piston racing calipers in mono-bloc design at rear

STEERING

McPherson strut at front, Multilink suspension at rear, non-adjustable Racing shock absorbers, anti-roll bar

SAFETY

Welded-in roll cage, FT3 safety fuel tank, fire extinguishing system



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KEY NUMBERS

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6 NATIONAL EVENTS

ATTENDEES ANNUALLY

85,172

SOCIAL MEDIA IMPRESSIONS

345,333

LIVE STREAMS ANNUALLY

461,521*

AUSTRALIAN TV VIEWERS

703,602



Source: OzTAM & Nielsen Audience Measurement

*Source: Shannons Nationals – Cup Challenge Rds 1,2,4,6 & 7

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2019 TELEVISION COVERAGE

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R1 - TASMANIA

LIVE STREAM
AUDIENCE **NA**

TELEVISION
AUDIENCE **645,000**

EVENT
ATTENDANCE **54,926**

R4 - QUEENSLAND RACEWAY

LIVE STREAM
AUDIENCE **76,846**

TELEVISION
AUDIENCE **18,804**

EVENT
ATTENDANCE **5,518**

R2 - SYDNEY MOTORSPORT PARK

LIVE STREAM
AUDIENCE **58,484**

TELEVISION
AUDIENCE **16,510**

EVENT
ATTENDANCE **4,900**

R5 - SANDOWN RACEWAY

LIVE STREAM
AUDIENCE **164,275**

TELEVISION
AUDIENCE **TBC**

EVENT
ATTENDANCE **11,820**

R3 - PHILLIP ISLAND

LIVE STREAM
AUDIENCE **59,021**

TELEVISION
AUDIENCE **23,288**

EVENT
ATTENDANCE **3,324**

R6 - THE BEND MOTORSPORT PARK

LIVE STREAM
AUDIENCE **102,895**

TELEVISION
AUDIENCE **TBC**

EVENT
ATTENDANCE **4,684**



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ASSET VALUE BREAKDOWN

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Effective race car branding not only ensures a race car looks great on track, but also guarantees the best possible coverage for team partners. This diagram illustrates a breakdown of average coverage for an average Carrera Cup entry – including both race car branding and other assets. These percentages roughly translate to coverage received in Sprint Challenge.



*Other assets include Driver Suit, Driver Clothing, Team Clothing, Driver Helmet and Pit Branding.



09 DIGITAL PLATFORMS

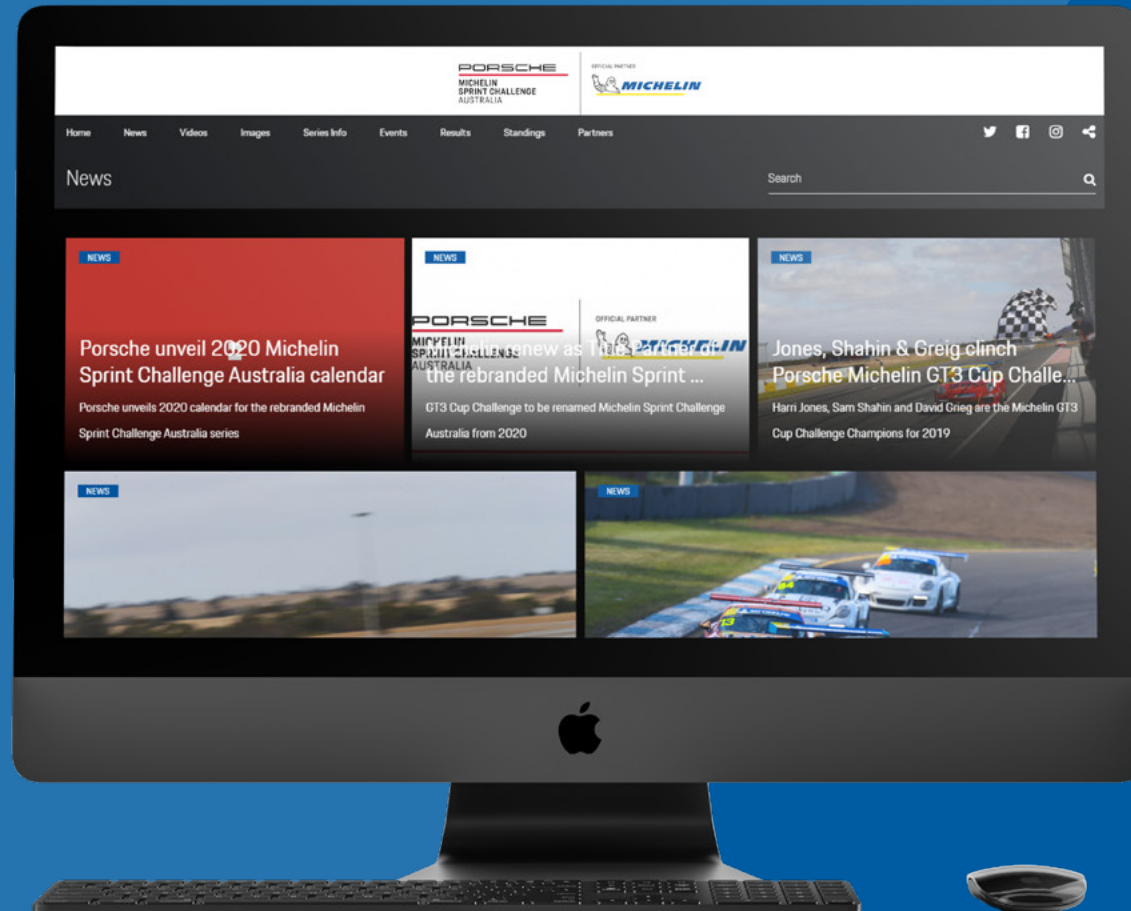
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Sprint Challenge Australia provides strong communications across its website and social media platforms.

The championship's website houses all the latest news, results, standings and images from the series and is the one-stop resource for all technical information via the Team Centre.

Sprint Challenge is also active on Facebook, Instagram and Twitter, where you'll find all the latest news, videos and images.



 @PORSCHEMOTORSPORTAU

 @PORSCHEMOTORSPORTAU

 @PORSCHEMSPAU

SPRINTCHALLENGE.COM.AU

10 SERVICES

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PARTS SUPPORT PORSCHE MOTORSPORT TRUCK

The Porsche Motorsport Truck travels to each Sprint Challenge round and provides spare parts support to those racing in the championship.

Porsche's Parts Sales Specialist is also on hand to provide quality and efficient service during race events, ensuring every car can source the required parts to return to the circuit and reducing the parts inventory each team is required to stock at events.



TEAM CENTRE

All technical information is housed centrally on the Team Centre, which is part of the Sprint Challenge website.

Information accessed in Team Centre includes Series Info & Regulations, Parts Catalogue, Technical Information and Technical Bulletins.

Visit the Team Centre at:

www.carreracup.com.au/team-centre/

TEAM APP

Sprint Challenge uses Team App at each event to provide live communications to those within the championship. Introduced to the series in 2018, Team App provides those in the series access to live announcements, race calendars and event schedules, results and grid sheets, operational information and all series regulations.

How to access Porsche Motorsport on Team App:

1. Download Team App at <http://teamapp.com/app>. Alternatively, search for Team App in App Store or Google Play.
2. Sign-up to Team App. You'll be sent an email to confirm your registration.
3. Log in and search for Porsche Motorsport and request access to group(s) that apply to you.

This service is available to authorised team personnel only. If you don't have a smartphone, contact Porsche to be manually added to receive notifications.



HONOUR ROLL CHAMPIONS

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YEAR	OUTRIGHT	PRO-AM	CLASS B	JIM RICHARDS ENDURANCE	997 CLASS	996 CLASS
2008	SVEN BURCHARTZ	-	-	-	-	-
2009	MATT KINGSLEY	-	-	-	ROGER LAGO	MATT KINGSLEY
2010	ROGER LAGO	-	-	-	ROGER LAGO	MATT KINGSLEY
2011	ROGER LAGO	-	-	ROGER LAGO	ROGER LAGO	TERRY KNIGHT
2012	KANE ROSE	-	-	KANE ROSE	KANE ROSE	-
2013	RICHARD MUSCAT	JOHN GOODACRE	-	RICHARD MUSCAT	-	-
2014	FRASER ROSS	-	MATT CAMPBELL	FRASER ROSS	-	-
2015	RYAN SIMPSON	GEOFF EMERY	AARON SETON	JAME ABELA	-	-
2016	HAMISH HARDEMAN	TIM MILES	SHANE BARWOOD	JAXON EVANS	-	-
2017	JORDAN LOVE	ANTHONY GILBERSTON	DAVID GREG	JORDAN LOVE	-	-
2018	SIMON FALLON	DANNY STUTTERD	CHRISTAIN PANCIONE	COOPER MURRAY	-	-
2019	HARRI JONES	SAM SHAHIN	DAVID GREG	HARRI JONES	-	-



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JIM RICHARDS ENDURANCE TROPHY

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Sprint Challenge is a series based around sprint races, though its long-distance 'series within a series' has proven to be a popular element. The Jim Richards Endurance Trophy debuted in 2011, traditionally featuring one long distance race at three events throughout each season. The highest outright point scorer from these three races will then become the Endurance Champion and receive the Jim Richards Endurance Trophy at the end of the season.

2020 JIM RICHARDS ENDURANCE TROPHY CALENDAR

ROUND	DATES	LOCATION
1	MAGRH 27-29	SYDNEY MOTORSPORT PARK
2	MAY 1-3	WINTON MOTOR RACEWAY
3	JUNE 12-14	THE BEND MOTORSPORT PARK
4	JULY 3-5	MORGAN PARK
5	AUGUST 21-23	PHILLIP ISLAND



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PORSCHE CARS AUSTRALIA CONTACTS

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PORSCHE CARS AUSTRALIA CONTACTS

TONI ANDREEVSKI

Director - Marketing & Motorsport

Phone: +61 3 9473 0996

Email: toni.andreevski@porsche.com.au

TROY BUNDY

Head of Motorsport

Phone: +61 3 9473 0941

Email: troy.bundy@porsche.com.au

ANGUS THOMPSON

Motorsport Communicatiions Manager

Phone: +61 (0)403 233 548

Email: angus.thompson@porsche.com.au

MATLEENA PUKKILA

Motorsport Operations Manager

Phone: +61 3 9473 0913

Email: matleena.pukkila@porsche.com.au

STEPHEN ROBERTSON

Motorsport Sporting & Technical Manager

Phone: +61 3 9473 0603

Email: stephen.robertson@porsche.com.au

PAUL GIRT

Part Sales

Phone: +61 3 9473 0983

Email: paul.girt@porschemelbourne.com.au



14 PARTNERS

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MICHELIN - OFFICIAL TITLE PARTNER / TYRE PARTNER

Porsche and Michelin have worked together for many years in a close and successful partnership which has led to the development of tyres for the German make's production models and racing cars alike. For more than 10 years, the majority of the national Porsche Carrera Cups and the international Porsche Mobil 1 Supercup featuring the 911 GT3 Cup have been run exclusively on specific Michelin tyres.

In Australia, Michelin is the Official Tyre Partner for Carrera Cup Australia along with the Title Partner and the Official Tyre Partner for the Porsche Michelin Sprint Challenge Australia series.

Michelin is also the Title Partner of the Porsche Junior Programme Australia, one of Australia's most extensive driver development programmes.



MOBIL 1 - OFFICIAL LUBRICANT PARTNER

Since 1996, Porsche and ExxonMobil – two of the most technologically advanced and highly innovative brands in the automotive world – have been working together to deliver cutting-edge performance and technology, resulting in unrivalled motorsport success.

The drive for technical perfection and racing success present throughout Porsche's own history is reflected in the passion and determination of ExxonMobil to provide the most advanced lubricants to support and facilitate Porsche's exceptional achievement in the world of motorsport. Nowhere is this synergy between the two brands better illustrated than in Mobil 1's support of the Porsche's global one-make series.

The same lubricant which succeeds on the race circuit also delivers everyday driving benefits of reduced exhaust emissions, improved engine reliability and extended oil change intervals for every Porsche owner. This explains why Porsche has factory-filled by now over one million Porsche vehicles with the same OW-40 grade of Mobil 1 and why it is recommended by Porsche for every service oil change.



MOBIL - OFFICIAL PARTNER

At Mobil, it's all about the details and bringing quality fuels to every driver, all across Australia. That's why we're committed to getting performance enhancing additives into every pump across Australia. At Mobil, we understand that there are lots of different things that matter to each driver when you refuel. So because of this, Mobil fuels have been developed with you and your engine in mind. Mobil fuels help keep your engine clean for better fuel economy and performance. Helping you go further. This is one more way our fuels work harder for you every day, and one more reason to refuel at Mobil. Because every drive matters.



HUGO BOSS - OFFICIAL CLOTHING PARTNER

Co-operation with Hugo Boss: Porsche has signed a multi-year cooperation agreement with the Metzingen-based fashion company. As the official clothing partner, Hugo Boss will equip the entire Porsche Motorsport team worldwide – both on the race track and in the workshop including the Porsche PAYCE Carrera Cup Australia and Porsche Michelin Sprint Challenge Australia series. The agreement also includes outfitting the future Porsche Formula E team. As from December 2019, the sports car manufacturer will enter the series for electric race cars with its own works team.

15 PARTNERS

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PAYCE - OFFICIAL PARTNER

PAYCE is a leading property development and investment company. Founded in 1978, PAYCE has a proven track record in setting new international benchmarks with its landmark integrated, lifestyle developments. PAYCE has also won a reputation for not just delivering exceptional, intelligently designed

contemporary homes, but also in creating dynamic and cohesive communities. At the heart of PAYCE master plan designs are community spaces, which celebrate the best of local village, living. PAYCE earned the reputation of creating vibrant, inclusive communities by recognizing that all communities need to be connected and integrated. This success is built upon the commitment to empower and lead communities to realise their own potential, which is why innovative urban design is a central feature of all projects.

Specialists in urban renewal, the team draws on best practice design principles, critical thinking and true innovation to create quality, inspirational and one of a kind residential, commercial and retail precincts.



COFFEX COFFEE ROASTERS - OFFICIAL COFFEE PARTNER

Born in 1959, Coffex has a rich heritage in Melbourne. Our founding goal was to deliver premium, locally roasted and, above all, the freshest coffee to baristas and coffee lovers – and we have been doing so ever since. Locally roasted in Brunswick using European machinery, Coffex is now one of the largest coffee roasters in the southern hemisphere. As part of its partnership with Porsche, Coffex's SuperBar blend is served in the Porsche Lounge at every Carrera Cup event.



AMADIO™

AMADIO WINES - OFFICIAL WINE & CHAMPAGNE PARTNER

Since 1936, Amadio Wines has prided itself on producing premium quality wines vintage after vintage. Tradition and passion guide every step so its wine can be as brilliant as the people you share it with. National and international awards decorate our bottles but our greatest reward is seeing its wines surprise and delight.