

PORSCHE PAYNTER DIXON

CARRERA CUP AUSTRALIA

2021

SEASON GUIDE



<p>PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA</p>	<p>TITLE PARTNER PAYNTER DIXON</p>
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01

PORSCHE CARS AUSTRALIA

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WELCOME TO SEASON **2021**

Following the challenges presented by the impact of the Covid-19 pandemic, Australia's premier one-make support category makes a welcome return to the race track this year and promises to be one of the best seasons on record.

Motorsport has always been an integral part of Porsche's DNA and remains so, as the lessons learned on track transfer directly to our series production models.

Ever 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. Naturally, when you have such a rich history in a sport, milestones soon follow and in 2021, Porsche will host not only its 17th season of Carrera Cup Australia but celebrate 70 years in Australia.

Arguably at its strongest and most competitive standing within the Australian motorsport landscape, Porsche Paynter Dixon Carrera Cup Australia will again feature a raft of talented young drivers. These Michelin Juniors will compete against some of the best professional drivers in the 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 with substantial grid sizes in last years, but we have also been fortunate enough to secure strong sponsorship support that has allowed us to reinvest back into the drivers and teams through an extensive broadcast package, support initiatives, travel rebates, participation incentives and a generous prizes pool.

We are also proud that the Porsche Michelin Junior Programme continues to be the benchmark driver development programme in the country, with our 2016 Carrera Cup Australia Champion, Matt Campbell, serving as a pioneer for all young Australian racers to aspire to.

Like Campbell, our 2019 Carrera Cup Mobil Pro Champion, Jordan Love, went on to win the Junior Shootout nomination to compete against Carrera Cup Champions from the leading one-make Porsche championships around the world. Last year, Love joined 2018 Carrera Cup Australia Champion, Jaxon Evans, on the Porsche Mobil1 Supercup grid, the premier support race for FIA Formula One World Championship.

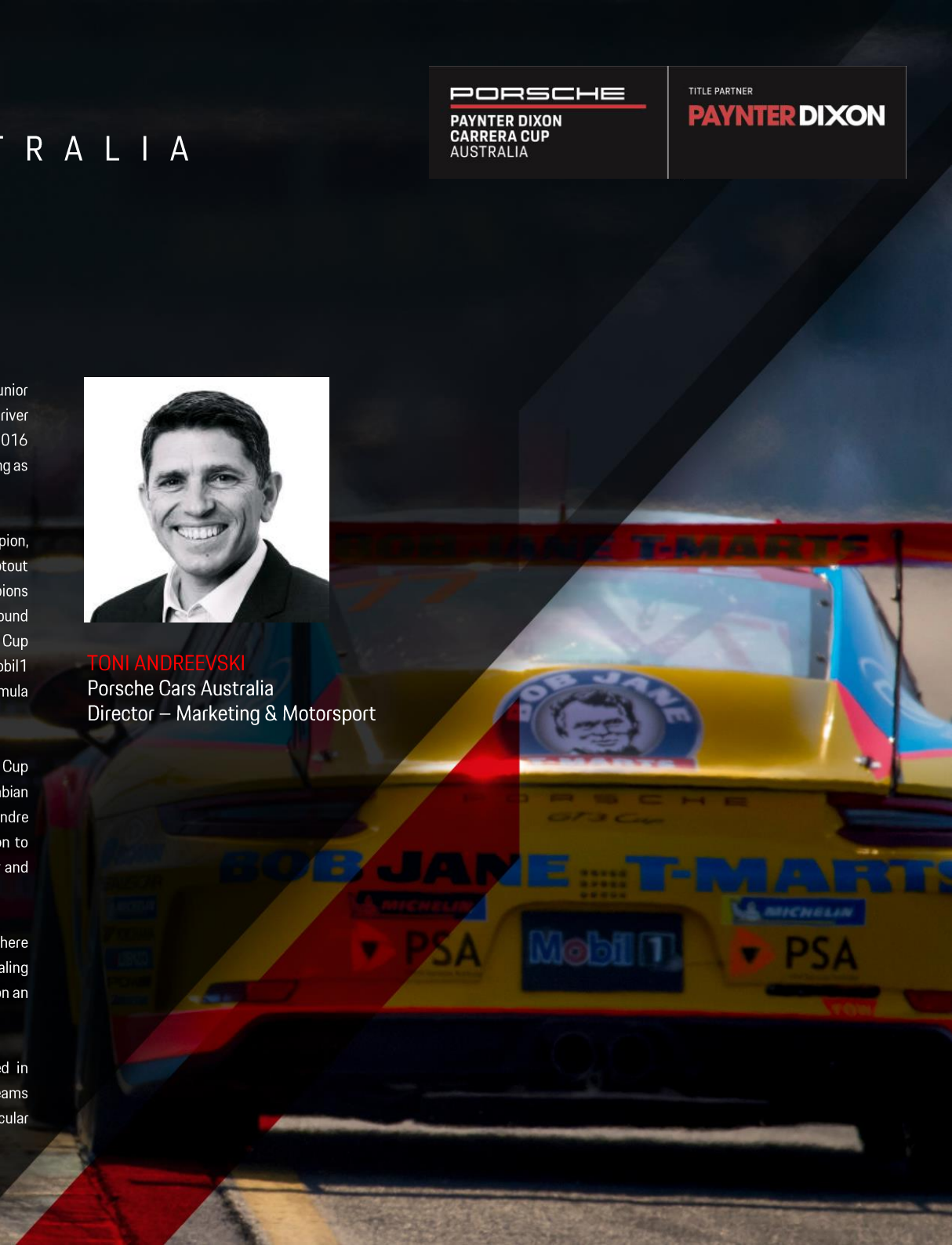
Other drivers that have progressed through Carrera Cup Australia in recent years, include the likes of Fabian Coulthard, David Reynolds, Alex Davison, Nick Foster, Andre Heimgartner and Dylan O'Keeffe, who have all gone on to succeed at the highest levels of the sport both locally and internationally.

And we don't anticipate this success will end here as there are many talented, 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 Carrera Cup Australia a success, from the teams and drivers, event promoters, Supercars, with particular thanks to our valued series partners.



TONI ANDREEVSKI
Porsche Cars Australia
Director – Marketing & Motorsport



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INTRODUCTION

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WELCOME TO THE 2021 SEASON OF AUSTRALIA'S PREMIER ONE-MAKE CHAMPIONSHIP, PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA.

Attracting the best Pro and Pro-Am sports car drivers from the Australasian region, Porsche Paynter Dixon Carrera Cup is the premier one-make championship in Australia with drivers competing in identical Porsche 911 GT3 Cup (991 Gen II) race cars.

Carrera Cup races across the country at the biggest motorsport events in Australasia, delivering market leading event attendees, broadcast reach, and premium experiences for all drivers, teams and partners involved.

Born on the 911 production line in Stuttgart, the second-generation 991-series 911 race car was introduced to the series in 2018, offering improved performance and safety over its predecessor. Its impact drew huge interest globally with healthy fields and intense competition featuring across all classes.

This too was evident in Australia where the breadth and quality of competition

has set the standard for one-make competition since its debut. The new 992 generation 911 GT3 Cup car will make its Australian debut in Porsche Paynter Dixon Carrera Cup in 2022.

The 2021 Carrera Cup season promises to be the biggest on record as the series remains the primary support category for the Australian Supercars Championship, providing its teams and drivers extensive track time that is unparalleled to any other support category in Australia.

Carrera Cup is due to start their 2021 season at Sandown International Raceway in March, before attending the marquee rounds of the Repco Australia Supercars Championship throughout the year.

The final round again will be at the Surfers Paradise Street Circuit on the Gold Coast of Queensland in early December.

Carrera Cup will be more visible than ever in 2021 with every race live, in HD and ad break-free on Fox Sports and Kayo Sports. Channel Seven will be the free-to-air broadcast partner for the Supercars Championship in 2021, while Channel Ten will be the broadcast partner for the Australian Grand Prix.

As Carrera Cup Australia is owned and operated by Porsche Cars Australia, the brand ensures Australia's premier one-make series is run at the highest standard by Porsche's in-house motorsport team.

Full fields, tremendous racing cars and some of Australia's best Pro and Pro-Am sports car drivers.

Be sure to follow the @PorscheMotorsportAU social channels on Facebook, Youtube and Instagram (and @PorscheMspAU on Twitter) for all the latest news, videos and racing action from the 2021 season.



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RACE CALENDAR

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Carrera Cup races across the country and some of the biggest sporting events in Australasia, delivering market leading event attendees, broadcast reach, and premium experiences for all drivers, teams and partners involved.

ROUND	EVENT	LOCATION	DATE
1	SANDOWN RACEWAY	MELBOURNE, VICTORIA	MARCH 20-21, 2021
2	THE BEND MOTORSPORT PARK	TAILEM BEND, SOUTH AUSTRALIA	MAY 08-09, 2021
3	TOWNSVILLE 400	TOWNSVILLE, QUEENSLAND	JULY 09-11, 2021
4	SYDNEY SUPERNIGHT	SYDNEY, NEW SOUTH WALES	AUGUST 20-22, 2021
5	PERTH SUPERNIGHT	PERTH, WA	SEPTEMBER 11-12, 2021
6	BATHURST 1000	BATHURST, NEW SOUTH WALES	OCTOBER 07-10, 2021
7	TBC	MELBOURNE, VICTORIA	TBC
8	GOLD COAST 600	GOLD COAST, QUEENSLAND	DECEMBER 03-05, 2021



04 RACE FORMATS

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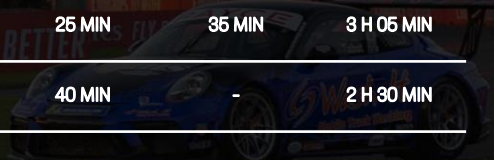
RACE FORMATS

The number, length and format of track sessions shall ultimately be negotiated between Porsche Cars Australia and the Event Organiser prior to a Round of the Series and shall be advised in the relevant Supplementary/Further Supplementary Regulations issued prior to each Event.

Generally, the format for a 3-day Round of the Series shall be as follows:

- Practice - A minimum of thirty (30) minutes of practice time.
- Qualifying - A minimum of twenty (20) minutes of qualifying time.
- Races - A minimum of seventy (70) minutes of race time shall be scheduled at each Round of the Series as detailed in the relevant Supplementary Regulations.

ROUND	PRACTICE 1	PRACTICE 2	QUALIFYING	RACE 1	RACE 2	RACE 3	RACE 4	TOTAL
1	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
2	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
3	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
4	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
6	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
6	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN
7	20 MIN	20 MIN	20 MIN	40 MIN	25 MIN	25 MIN	35 MIN	3 H 05 MIN
8	20 MIN	20 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 30 MIN



Emirates FLY BETTER

05 CLASSIFICATION



DRIVER CLASSIFICATION

DRIVERS IN CARRERA CUP AUSTRALIA FALL WITHIN TWO CLASSES – MOBIL PRO AND PRO-AM. THERE ARE GUIDELINES IN PLACE TO HELP DETERMINE THE CLASSIFICATION OF A DRIVER, WITH THE ULTIMATE DECISION FALLING WITH PORSCHE CARS AUSTRALIA

Mobil PRO

At the front of the Carrera Cup Australia field will be drivers competing in the Mobil Pro class. Consisting of some of the country's best sports car drivers, the Mobil Pro class is for experienced drivers, many of whom have had, or have an ambition to forge a professional motor racing career.

The Mobil Pro class generally consists of former Supercars Championship drivers as well as talented junior drivers who are eager to use their experienced rivals as a benchmark to prove their ability in identical 911 GT3 Cup race cars.

PRO-AM

Carrera Cup 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 race car drivers. 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.

The Pro-Am Class Driver who accumulates the greatest number of Pro-Am Class points at any seven (7) Rounds shall be the winner of the Pro-Am Class. In the event that not all rounds of the Series have been completed, the accumulated points score will be one round less than the total completed Rounds of the Series.

ENDURANCE CUP

The Endurance Cup is a popular addition to Carrera Cup Australia. Beginning in 2017 with a three-race series before expanding to a six-race series in 2018 awarding both the leading Pro and Pro-Am racers.

In 2021, the Endurance Cup will continue with eight 40 to 45 minute races across eight rounds, concluding on the streets of

Surfers Paradise at the Gold Coast 600.

At the end of the season, the drivers who score the most championship points in both the Pro and Pro-Am classifications from the season's seven Endurance Cup races will be crowned the 2021 Endurance Cup Champions.



06 VEHICLE SPECS

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RACE VEHICLE SPECIFICATIONS: THE PORSCHE 911 GT3 CUP



Introduced into Carrera Cup Australia in 2018, the latest generation Porsche 911 GT3 Cup is a precision instrument for the race track, optimised for customer motorsports. Power, aerodynamics, longevity, safety, cost efficiency – Porsche has improved every aspect. On principle. But, above all, for our customers.

The 911 represents over 50 years of motorsports history. And a major contributor to over 30,000

racing victories. Every Porsche 911 is also the platform for a pure-bred race car – the 911 GT3 Cup. They originate from the same production line from Porsche principal production facility in Zuffenhausen. It is only once they are fully assembled that their paths diverge. The Porsche 911 GT3 Cup receives its finishing touches in Porsche Motorsport's headquarters in Weissach so that, ultimately, it lives up to its calling: uncompromising performance on the

race track.

The second generation 911 GT3 Cup (Type 991.2) will race in Carrera Cup Australia for a total of four seasons (2018-2021) before becoming available for use in Porsche Michelin Sprint Challenge Australia thereafter and a new 911 GT3 Cup model is introduced to Carrera Cup in 2022.

CONCEPT

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

TRANSMISSION

Aluminium six-cylinder horizontally opposed engine, rear-mounted
Mechanical differential lock
Triple-disc sintered metal racing clutch
Pneumatic gearshift activation (paddle shift)

BODYSHELL

Lightweight construction in aluminium and steel composite.
Weld-in roll cage, certified compliance with FIA homologation regulations for safety cages.
Front lid with two air intakes for cockpit ventilation, quick-release catches.
Removable roof section in compliance with the latest FIA safety regulations.

BRAKE SYSTEM

Two independent brake circuits with brake pressure sensors for front and rear axle, adjustable by the driver via brake balance system
Multi-piece steel brake discs, internally vented and slotted, diameter = 380 mm
Racing brake pads

ENGINE

Aluminium six-cylinder horizontally opposed engine, rear-mounted
3,996 cc; stroke 81.5 mm; bore 102 mm
Max. power: 357 kW (485 hp) at 7,500 rpm
Max. torque: 480 Nm at 6,250 rpm

WEIGHT/DIMENSIONS

Total weight	1,200kg (approx.)
Total length	4,564mm
Total width	1,980mm
Total height	1,246mm
Wheelbase	2,456mm

CHASSIS / SUSPENSION

Forged control arms: Optimised stiffness; Double-shear track rod connection; Heavy-duty spherical bearings.
Wheel hubs with central locking device
Racing shock absorbers, non-adjustable.
Front axle: McPherson suspension strut, adjustable for height, camber and toe; Forged and adjustable top mounts; Electrohydraulic power steering with external control function for easy car manoeuvring.
Rear axle: Multi-link rear suspension, adjustable for height, camber and toe; Forged top mounts.

ELECTRICAL SYSTEMS

COSWORTH colour display ICD with integrated fault diagnostics. COSWORTH electrical system control unit IPS32.

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FAN DEMOGRAPHICS

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2.65 MILLION FANS
NATIONALLY

652 THOUSAND AVID
FANS NATIONALLY

GENDER SPLIT 49/51 National Gender Split

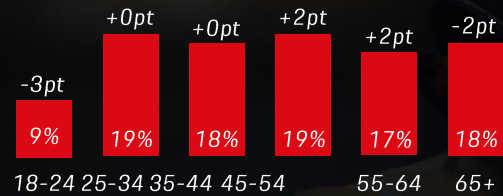
69% MALE / **31%** FEMALE

AVERAGE HOUSEHOLD INCOME

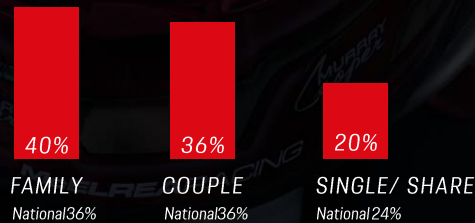
\$87.5k

+2% National Sample

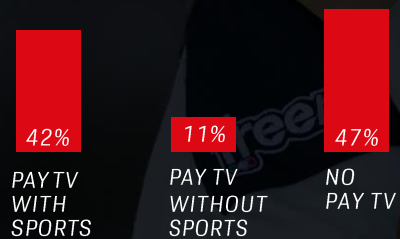
AGE



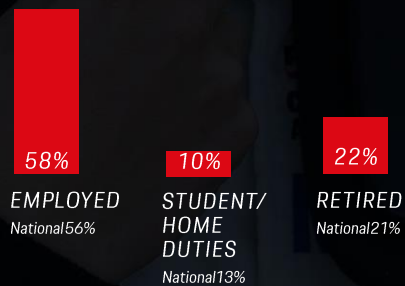
HOUSEHOLD STATUS



PAY TV STATUS



EMPLOYMENT STATUS



SOURCE: NIELSEN SPORTS



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FAN DEMOGRAPHICS

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METRO VS REGIONAL SPLIT

56%

OF FANS IN METRO AREAS



44%

OF FANS IN REGIONAL AREAS



76%

OF CARRERA CUP FANS LIVE ON THE EASTERN SEABOARD WHERE SIX OF THE EIGHT EVENTS WERE HELD.

Source: Nielsen Sports SportLink 2019 (Jan to Sep) CarreraCup Fans n = 966

CARRERA CUP FAN INSIGHT

GENDER	NAT SAMPLE	CARRERA CUP
MALE	49%	70%
FEMALE	51%	30%

AGE	NAT SAMPLE	CARRERA CUP
18-24	6%	9%
25-34	19%	19%
35-44	18%	18%
45-54	21%	19%
55-64	19%	17%
65+	16%	18%

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STATE OF SHARE VOICE

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80% OF THE FREE-TO-AIR RATINGS HAVE COME FROM NSW, VICTORIA AND QUEENSLAND, WITH NSW DOMINATING THE HIGHEST SHARE.

FTA Audience Share by State
Round 1 to 8, % Share

4%

9%

3%

25%

36%

23%

10

BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2021, every race will be televised live on Fox Sports and Kayo Sports. Viewers can also stream the action via the Foxtel Go and Foxtel Play apps. In addition, Channel 10 will be the free-to-air broadcast partner for the Australian Grand Prix, while Channel 7 will be the broadcast partner for the Supercars Championship in 2021.

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Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2021 on the Fox Sports network as the premier support category for the Supercars Championship and the Australian Grand Prix



Channel Ten will be the free-to-air broadcast partner for the Australian Grand Prix in 2021.



Channel Seven will be the broadcast partner for the Supercars Championship in 2021 and will broadcast 7 events in total across its free-to-air channels

foxtel

Every Carrera Cup race in 2021 will be available on Foxtel Go and Foxtel Play

Kayo

Kayo Sports will offer LIVE coverage of every Carrera Cup race in 2021



KEY NUMBERS

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8 NATIONAL EVENTS

ATTENDEES ANNUALLY

1.21+ MILLION

SOCIAL MEDIA IMPRESSIONS

2.71+ MILLION

TV BROADCAST ANNUALLY

33+ HOURS

TOTAL TV AUDIENCE

6.34+ MILLION

CUMULATIVE MEDIA REACH

2.23+ MILLION

MEDIA ASR VALUE

\$2.97 MILLION

12

TELEVISION AUDIENCE

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2019 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	NETWORK TEN	TOTAL AUDIENCE
ADELAIDE 500	334,487	756,361	1,090,848
AUSTRALIAN GRAND PRIX	253,919	846,678	1,100,597
PHILLIP ISLAND 500	250,179	-	250,179
DARWIN TRIPLE CROWN	298,384	30,718	329,102
SYDNEY SUPERNIGHT	230,945	312,693	543,638
THE BEND SUPERSPRINT	278,605	26,468	305,073
BATHURST 1000	547,274	1,252,754	1,799,028
GOLD COAST 600	403,805	521,227	925,032
		TOTAL	6,343,497

Source: Nielsen Sports

TOTAL TV AUDIENCE

6,343,497

2019 YTD VS 2018

+8.01%



13

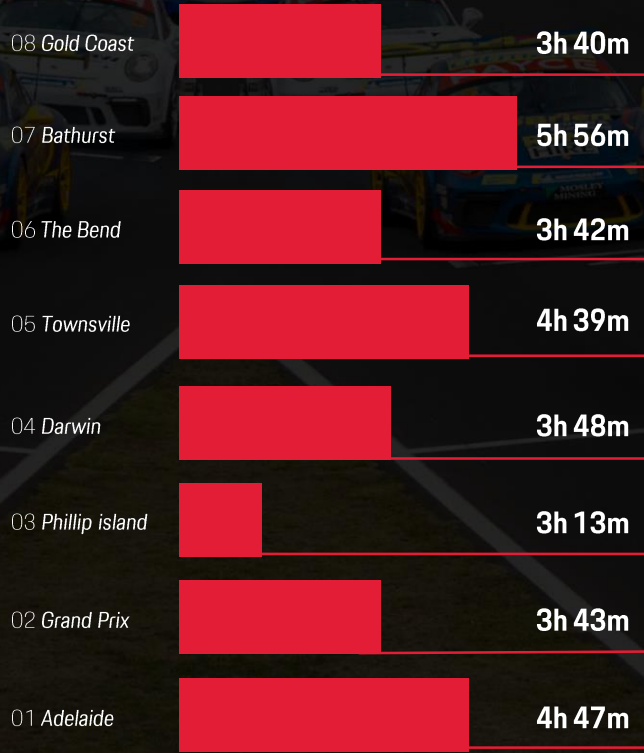
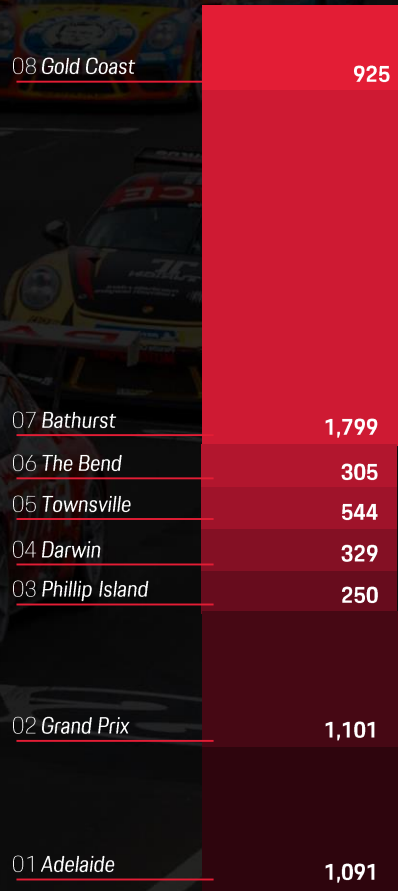
TELEVISION AUDIENCE

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6,344,000

TOTAL VIEWERSHIP OF
CARRERA CUP IN 2019



BROADCAST DURATION

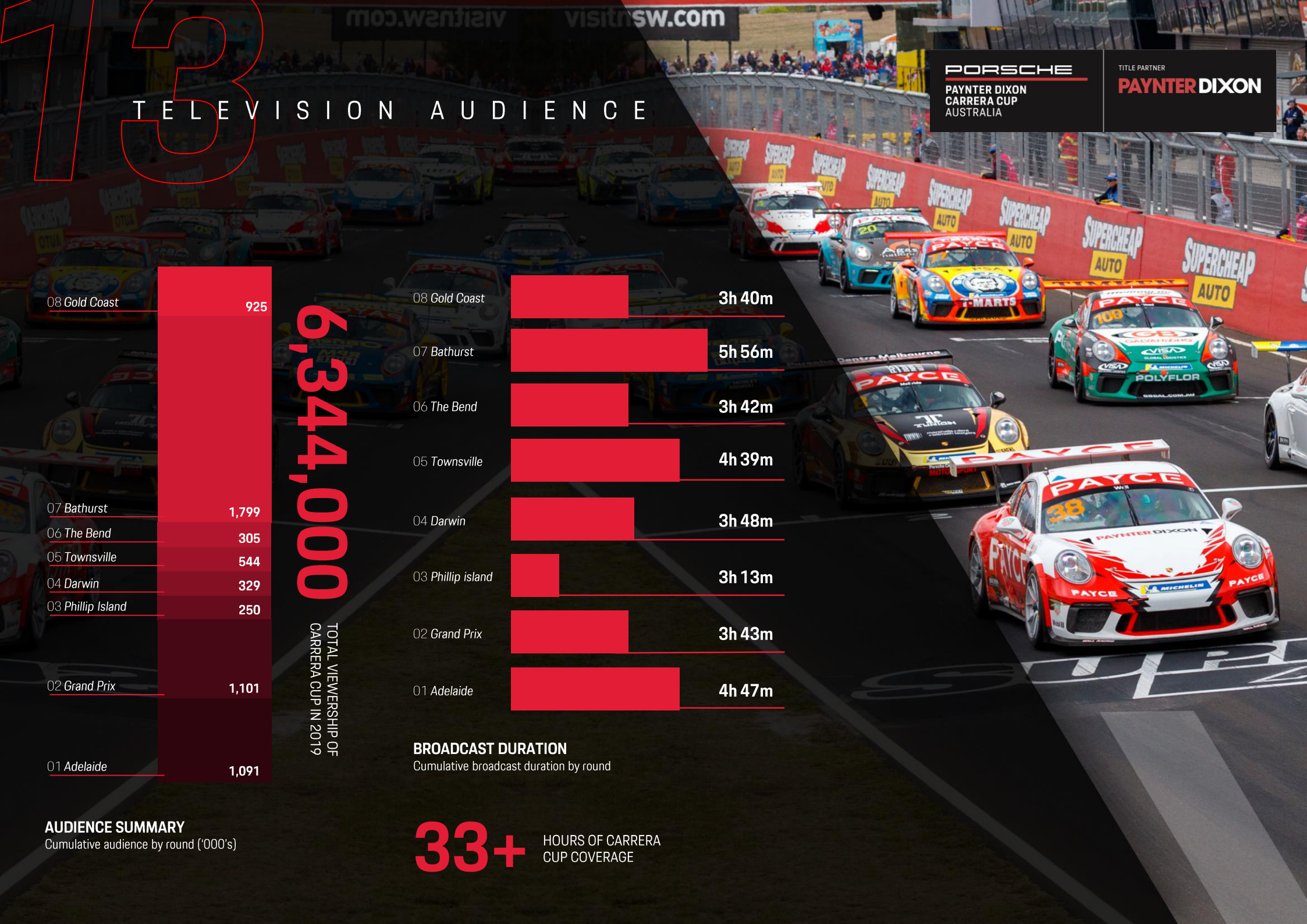
Cumulative broadcast duration by round

33+

 HOURS OF CARRERA CUP COVERAGE

AUDIENCE SUMMARY

Cumulative audience by round ('000's)



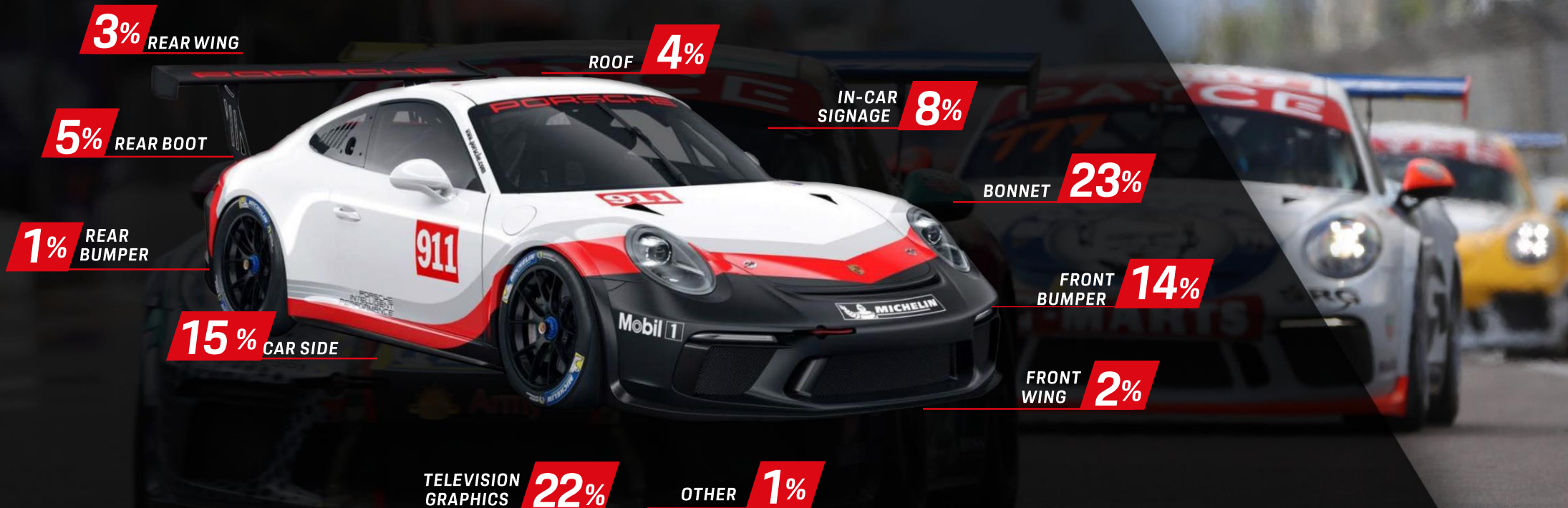
AUDIENCE & EXPOSURE

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ASSET VALUE BREAKDOWN

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 a Carrera Cup entry – including both race car branding and other assets*.



*Other assets include Driver suit, Driver apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.
Source: Nielsen Sports QI Database: 100% ME refers to 100% Media Equivalency value and are not comparable to QI media Value.

15 COMMUNICATION PLATFORMS

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Porsche Paynter Dixon Carrera Cup Australia provides a breadth of content throughout the season highlighting its competitors, teams and partners across multiple websites and dedicated social media channels.

CONTENT AGENCY: ONE9MEDIA

Race highlights, interviews and previews at every round document not only the key stories around every race and announcement, but focus on behind-the-scenes stories and in-depth profiles on drivers, teams and partners.

The breadth of content also covers those support initiatives that distinguish the Championship from other series in Australia.

WEBSITES: NEWSROOM.PORSCHE.COM.AU / CARRERACUP.COM.AU

A dedicated carreracup.com.au website houses all the latest news, driver bios, results, standings, images and videos from the series and is the one-stop resource for all technical information via the Team Centre. In addition, Porsche Motorsport content and releases are also posted to newsroom.porsche.com.au website.

SUPERCARS.COM COLLABORATION

Porsche Paynter Dixon Carrera Cup content from the 2021 season will also feature on a dedicated section within supercars.com, one of the largest motorsport websites in Australia

PRESS RELEASES

Press releases are produced by Porsche Motorsport communications team throughout the season and disseminated to Australian motoring and motorsport media

DEDICATED SOCIAL MEDIA CHANNELS: @PORSCHEMOTORSPORTAU / @PORSCHE MSPAU

The latest Porsche Motorsport news, videos and images from Australia and the Porsche's global Motorsport teams are amplified to a rapidly growing community of fans and followers via dedicated social media channels @PorscheMotorsportAU (facebook, YouTube, Instagram) and the @PorscheMspAU (twitter) channel.



SERVICES

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TEAM LOUNGE

Carrera Cup sets the standard in event hospitality with its Teams Lounge, which will again be the centrepiece of the Porsche Paddock in 2021.

The Carrera Cup Teams Lounge caters for drivers, teams, families and sponsors at each round.

Carrera Cup entrants receive entry passes to the Teams Lounge, while additional passes can be purchased for each event by contacting the Porsche Motorsport Australia Team.

The Teams Lounge facility provides two professionally prepared meals per day, while a full-time barista ensures those within the series are provided all their coffee needs thanks to Carrera Cup series partner, Coffex Coffee Roasters.

TEAM APP

Carrera Cup uses the Team App at each event to provide live communications to those within the series. Introduced to the series in 2018, Team App provides 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.

PARTS SUPPORT PORSCHE MOTORSPORT TRUCK

The Porsche Motorsport Truck travels to each Carrera Cup Australia round and provides spare parts support to those racing in the series.

Porsche's Parts Sales Manager 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.

NIELSEN SPORT SPONSORSHIP REPORTS

The Porsche Motorsport team provides drivers and teams sponsorship reports, proposals, season and audience guides including tv ratings and fan demographics via Nielsen Sports.

Sponsorship reports for individual team sponsors are also tracked throughout the season and provided to each competitor.

TEAM CENTRE

All technical and sporting information is housed centrally on the Team Centre of the Carrera Cup 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



PHOTOGRAPHIC SERVICE

Carrera Cup has a dedicated professional photographic team at every round. The photographic professionals provide high resolution images after every session via a dedicated dropbox link and photographic website.

As part of this service, all Carrera Cup entrants have access to all images taken throughout the series free-of-charge for any non-commercial use – editorial, press releases, social media posts.

For more information on the Photographic Service or to access the online image database, contact the Porsche's Motorsport Communications representative.

VEHICLE SIGNAGE SERVICE

At each Carrera Cup round, the series provides a Signage Specialist to assist Porsche drivers and their teams. The Specialist also ensures all partner signage is properly installed.



HONOUR ROLL

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CARRERA CUP CHAMPIONS

YEAR	OUTRIGHT	PRO-AM
2003	JIM RICHARDS	
2004	ALEX DAVISON	DEAN GRANT
2005	FABIAN COULTHARD	DEAN GRANT
2006	CRAIG BAIRD	RODNEY JANE
2007	DAVID REYNOLDS	RODNEY JANE
2008	CRAIG BAIRD	JAMES KOUNDOURIS
2011	CRAIG BAIRD	MAX TWIGG
2012	CRAIG BAIRD	MAX TWIGG
2013	CRAIG BAIRD	MAX TWIGG
2014	STEVE RICHARDS	STEPHEN GROVE
2015	NICK FOSTER	SHANE SMOLLEN
2016	MATT CAMPBELL	TONY BATES
2017	DAVID WALL	STEPHEN GROVE
2018	JAXON EVANS	STEPHEN GROVE
2019	JORDAN LOVE	LIAM TALBOT
2020	N/A	N/A

ENDURANCE CUP CHAMPIONS

YEAR	OUTRIGHT	PRO-AM
2017	ALEX DAVISON	MARC CINI
2018	DAVID WALL	STEPHEN GROVE
2019	JORDAN LOVE	ADRIAN FLACK
2020	N/A	N/A



18 PARTNERS

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Mobil 1

TAG Heuer

PAYNTER DIXON - TITLE PARTNER

Founded in 1914, Paynter Dixon delivers property, masterplanning, design, construction and remedial services for building owners and occupiers. Australian owned and operated with offices across the eastern states of Australia, Paynter Dixon has earned a reputation for delivering innovative and cost-effective solutions in a variety of sectors, including hospitality, health and ageing, education, retirement living, commercial, insurance and remedial.

Website: <https://www.paynterdixon.com.au/>

MICHELIN – OFFICIAL TYRE PARTNER

Porsche and Michelin have long and successful partnership in global motorsport and share a passion for performance in the development of both tyres for Porsche's production models and racing cars alike. For more than 10 years, Michelin has been the tyre of choice for Porsche Carrera Cup championships globally as well as competitors in the Porsche Mobil 1 Supercup, partnering with both Porsche's TAG Heuer Formula E and Intercontinental GT, WEC and IMSA sportscar programmes.

In Australia, Michelin is the Official Tyre Partner for Carrera Cup Australia and 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, the country's most proven junior driver development program.

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.

TAG HEUER – OFFICIAL WATCH PARTNER

TAG Heuer is an extraordinary company which has continually revolutionized watchmaking since its creation back in 1860 by the young man, Edouard Heuer, aged just 20 years old. There have been major technical revolutions such as the oscillating pinion in 1887, aesthetic revolutions embodied in iconic models such as the TAG Heuer Carrera launched in 1963, and commercial revolutions that very quickly brought us legendary ambassadors such as Juan Manuel Fangio. But what really sets TAG Heuer apart is the exceptional quality of its watches and chronographs, of which we as a company are immensely proud. Reliable and robust, these objects are a joy to own and wear, and they form part of our everyday lives. What more could a watch manufacturer ask for?

19 PARTNERS

PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYNTER DIXON



MOBIL - OFFICIAL FUEL 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 Carrera Cup Australia and Porsche Michelin Sprint Challenge Australia series. The agreement also includes outfitting the Porsche Formula E team.



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 Teams Lounge at every Carrera Cup event along with every Sprint Challenge Australia event.



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.

20 CONTACTS

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
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