

PORSCHE MICHELIN

JUNIOR GUIDE

# 2021



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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 in 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 partners.



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



# 02

## MICHELIN AUSTRALIA

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### WELCOME MESSAGE

Porsche Paynter Dixon Carrera Cup Australia and the Porsche Michelin Sprint Challenge series are like no other in Australasia; vastly 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 Michelin Junior Programme. With some new events on the calendar for 2021, there is plenty to look forward to and we know this will be a fantastic year ahead for the Michelin Juniors.

Through our partnership we have seen many juniors progress through the Porsche Motorsport Pyramid. We have seen them achieve success on the local stage and watched as they've taken their careers internationally.

The young drivers receive unprecedented support from both the Porsche and Michelin teams 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.

Some of the stars including Jaxon Evans, Jordan Love and Matt Campbell have gone on to race in the Porsche Mobil 1 Supercup, with the latter claiming success in arguably the world's biggest endurance racing event - the 24 hours of Le Mans.

The Porsche Motorsport Pyramid is a proven pathway for young drivers wanting to make their way to the top. Who will be next?

We are excited to be a part of this journey and look forward to seeing the continued development and progression of the junior drivers through this fantastic programme.



**SWAROOP TULSIDAS**  
Michelin Australia  
Marketing Manager Oceania



# 03

## INTRODUCTION

The continued support and development of the best young drivers from around the Australasian region has been a key priority for both Michelin Australia and Porsche Cars Australia for several years now.

The domestic collaboration has seen the initiative grow into benchmark driver development programme in the country and remain a vital feature of the Porsche Motorsport Pyramid.

For the 2021 season, the French tyre giant has announced that it will again support the Porsche Junior Development Programme offering eligible young drivers from the Porsche Paynter Dixon Carrera Cup Australia and Porsche Michelin Sprint Challenge series mentorship, support and training from the country's leading sports professionals and coaches, as well as the opportunity to win their share of the \$300,000 prize pool on offer.

**"YOUNG DRIVERS ARE INCREASINGLY USING PORSCHE MICHELIN SPRINT CHALLENGE AND PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA AS THE SPRINGBOARD FOR THEIR MOTOR RACING CAREERS WITH THE HOPE OF AN INTERNATIONAL CAREER WITH PORSCHE."**

”

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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 its 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 Paynter Dixon 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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**PORSCHE**  
MOBIL 1 SUPERCUP

**PORSCHE**  
PAYNTER DIXON CARRERA CUP AUSTRALIA  
TITLE PARTNER  
**PAYNTER DIXON**

**PORSCHE**  
MICHELIN SPRINT CHALLENGE AUSTRALIA  
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**PORSCHE TRACK EXPERIENCE**

GLOB

# 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 GTEAm 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 the 2020 season and continues in that role 2021.

Jaxon Evans was 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 2018 Carrera Cup champion was successful in the 2018 Junior Programme Shootout and contested the 2019 and 2020 Porsche Mobil 1 Supercup.

The 2019 Michelin Junior Champion, Jordan Love, won the overall Porsche Paynter Dixon Carrera Cup Championship and went onto to win the Junior Shootout nomination to compete against Carrera Cup Champions from the leading one-make Porsche championships around the world in three-day, all expenses paid driving evaluation at the Portimao circuit. Last year Love joined Jaxon Evans, on the Porsche Mobil1 Supercup grid, the premier support race for FIA Formula One World Championship.

Other drivers that have progressed up the Porsche Motorsport pyramid in recent years via the Australian Junior Programme, include the likes of 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.

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.



# 06 DRIVER ELIGIBILITY

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## CRITERIA

To be eligible to become a 2021 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 born between 30.11.1997 and 01.03.2004	<input type="checkbox"/>	<input type="checkbox"/>
Have paid Sprint Challenge Series Entry Fees in full by due date	<input type="checkbox"/>	
Have paid Carrera Cup Series Entry Fees in full by due date		<input type="checkbox"/>
Have fulfilled all branding requirements outlined by the Junior Programme	<input type="checkbox"/>	<input type="checkbox"/>
Be eligible for a Motorsport Australia Provisional Circuit (PC) License or higher	<input type="checkbox"/>	
Be eligible for a Motorsport Australia National Circuit (NC) License or higher		<input type="checkbox"/>
Be eligible to compete in, and commit to the entire, 2021 Sprint Challenge season	<input type="checkbox"/>	
Be eligible to compete in, and commit to the entire, 2021 Carrera Cup season		<input type="checkbox"/>
Be approved by Porsche Cars Australia to be part of the Junior Programme	<input type="checkbox"/>	<input type="checkbox"/>





# 07

## TRAINING FOCUS

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### JUNIOR TRAINING CAMP

The Junior Training Workshop is an integral part of the Porsche Motorsport Development Programme in Australia. Every year Michelin Junior drivers are invited to attend and receive professional coaching from the country's leading experts.

Brad Hodge, Matt Campbell, Jaxon Evans, Joshua Rogers and Scott Pye were just some of the top drivers and presenters at the 2020 Michelin Junior Driver Training, which took place via a virtual workshop in 2020 due to the Covid-19 travel restrictions. Last year, the workshop centered around mindset, mental preparation, managing their brand, producing social media content, sponsorship, heart intelligence, resilience and coherence.

The 2019 training workshop saw the Juniors receive professional coaching on sports psychology, social media, media training, branding, sponsorship as well as nutrition and dietary advice. Drivers also received nutrition and dietary advice after completing a thorough range of physical assessments.



# 08

## 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 2021.

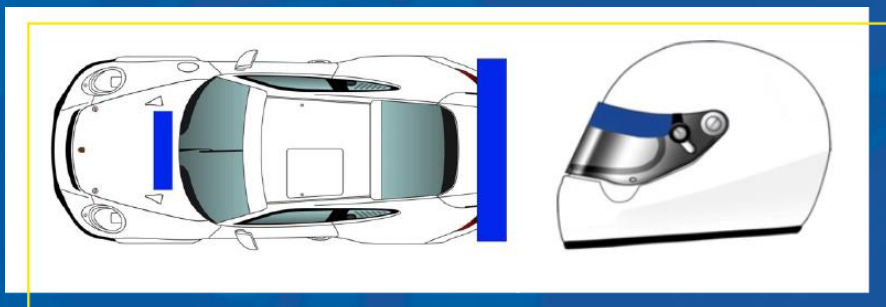
All signage will be provided by Porsche Cars Australia. Michelin Juniors can request signage for the start of the season or take delivery of the signage for application at round one of their respective series.

### 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)

### HELMET – VISOR SIGNAGE

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



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# 09 MICHELIN PRIZE POOL

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## RACING FOR PRIZES

Michelin Juniors will race for prizes at each Carrera Cup Australia and Sprint Challenge Australia round. The prize pool sees the top three Junior drivers from each series, receive a set of Michelin competition tyres every round, while the top placed Junior driver at each event will also receive a complimentary entry for the round. The Michelin Junior Champion, which is crowned toward the end of the 2021 Porsche Paynter Dixon Carrera Cup Australia season, will receive a trip to Germany to attend the Porsche Motorsport Night of Champions Dinner in December 2021.

## MICHELIN JUNIOR PRIZE POOL

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

## EXCLUSIVE 992 TEST DRIVE

The main incentive for the Michelin Junior drivers in Carrera Cup is an opportunity to attend the global Porsche Motorsport Junior Programme Shootout.

In a new incentive for 2021, the Australian nominee to attend the global junior shootout will receive an exclusive test drive in the new 992 generation Porsche 911 GT3 Cup car ahead of its introduction in 2022. The global Porsche Junior Shootout will be utilizing the new 992 Cup Car for the first time in 2022 and this prize provides the best opportunity for the Australian Junior nomination to perfect their skills before they head overseas.





# BECOMING A 2021 MICHELIN JUNIOR

## JUNIOR PROGRAMME

To become a Michelin Junior in 2021, 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

Angus Thompson - Porsche Cars Australia  
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