

P O R S C H E P A Y N T E R D I X O N C A R R E R A C U P A U S T R A L I A

PORSCHE

PAYNTER DIXON

CARRERA CUP AUSTRALIA



SEASON

GUIDE

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TITLE PARTNER

**paynter
dixon**



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PORSCHE CARS AUSTRALIA

WELCOME TO SEASON 2022

Following the challenges presented by the impact of the Covid-19 pandemic over the last two seasons, Australia's premier one-make support category promises to be one of the best seasons on record with the arrival of highly anticipated 992 generation Porsche 911 GT3 Cup car.

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 2022, Porsche will host its 18th season of Carrera Cup 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 2021 Porsche Michelin Junior Winner, Cooper Murray, went on to contest the final round of Porsche Carrera Cup France and attend the Porsche Global Junior Shootout as Australia's nomination against Carrera Cup Champions from the leading one-make Porsche championships around the world. Last year, also witnessed 2018 Carrera Cup Australia Champion, Jaxon Evans, finish second in the Porsche Mobil1 Supercup Championship and partner the likes of Campbell at World Endurance Championship events including the 24 Hours of Le Mans.

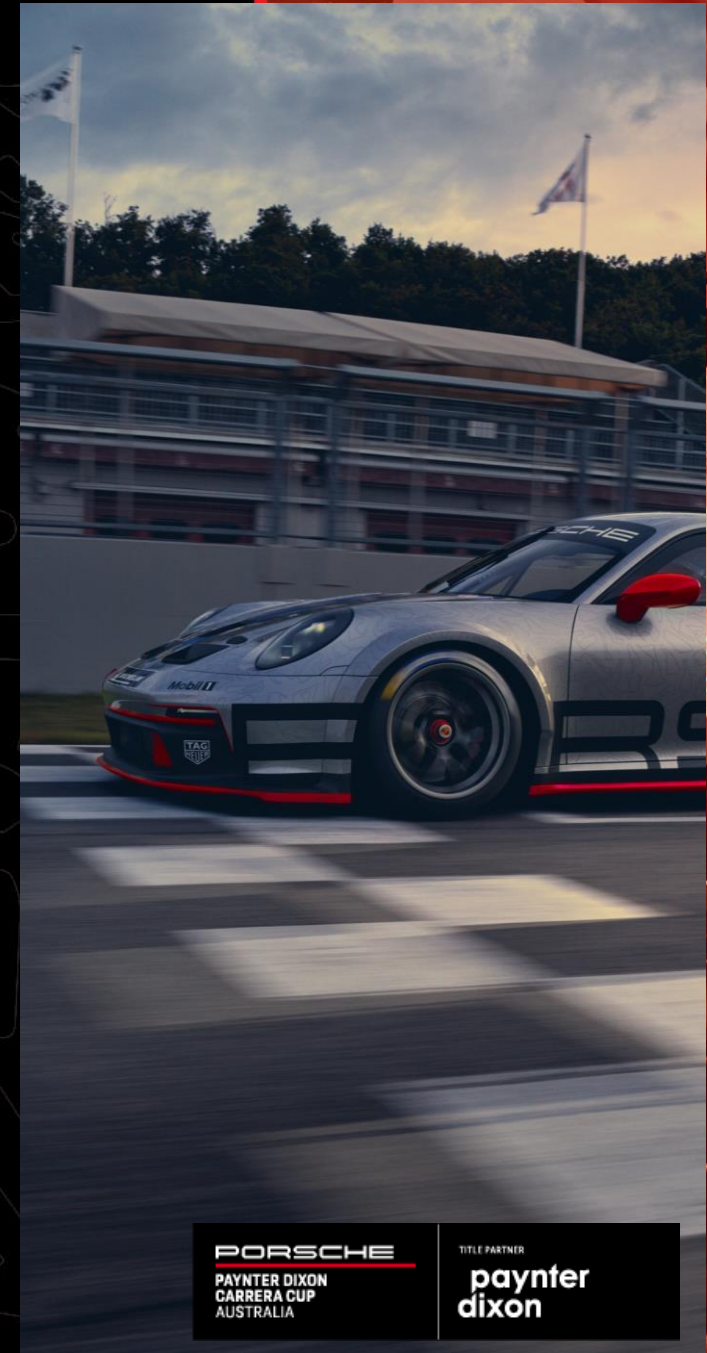
Other drivers that have progressed through Carrera Cup Australia in recent years, include the likes of Fabian Coulthard, David Reynolds, Nick Foster, Andre Heimgartner, Jordan Love, Dylan O'Keeffe and Cameron Hill, who have all gone on to succeed at the highest levels of the sport both locally and internationally.

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 – Sales & Motorsport



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02 INTRODUCTION

WELCOME TO THE 2022 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 (Type 992) race cars.

Carrera Cup Australia 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.

The new 992 generation 911 GT3 Cup car makes its Australian debut in Porsche Paynter Dixon Carrera Cup in 2022.

The spectacularly styled Cup car is the first racing version based on the current 992 generation road car and the first one-make cup racer of the German sports car manufacturer to feature a wide turbo-spec body.

Producing around 375 kW (510 hp), the new 911 GT3 Cup exceeds the output of its immediate predecessor by 25 horsepower.

The overall increase in performance of the

992 generation - over the Type 991 II generation - was immediately apparent in the Porsche Mobil1 Supercup rounds in 2021, where lap times were slashed by up to three seconds at most European circuits.

This was in part due to not only the increase in power, but increased traction and downforce, with component run times also extended over the previous generation - offering lower running costs and reliability for all.

With all 32 992 generation units sold in Australia, 2022 will be arguably the biggest in the category's history, following not only the news that Paynter Dixon will be Carrera Cup Australia's title sponsor for a further two years, but that the Australian one-make Championship will again be the primary support category at major Repco Supercar Championship events throughout next year.

The season gets underway in fine style at the Australian Grand Prix in April, before attending the marquee rounds of the Repco Australia Supercars Championship throughout the year.

The final round sees a return for the Championship to the Surfers Paradise

Street Circuit on the Gold Coast in late October.

Carrera Cup Australia will also be more visible than ever in 2022 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 2022, 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.

With a capacity field, breathtaking racing cars and some of Australia's best Pro and Pro-Am sports car drivers, 2022 will be one of the best in the championship's history. Follow the @PorscheMotorsportAU social channels on Facebook, Youtube and Instagram (and @PorscheMspAU on Twitter) for all the latest news, videos and racing action.



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03 RACE CALENDAR

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	AUSTRALIAN GRAND PRIX	MELBOURNE, VIC	APRIL 07-10, 2022
2	WINTON	WINTON, VIC	MAY 21-22, 2022
3	DARWIN	DARWIN, NT	JUNE 17-19, 2022
4	TOWNSVILLE	TOWNSVILLE, QLD	JULY 08-10, 2022
5	THE BEND MOTORSPORT PARK	TAILEM BEND, SA	JULY 29-31, 2022
6	SANDOWN	MELBOURNE, VICTORIA	AUGUST 19-21, 2022
7	BATHURST 1000	BATHURST, NSW	OCTOBER 06-09, 2022
8	GOLD COAST	GOLD COAST, QLD	OCTOBER 28-30, 2022

* All dates & events subject to change



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RACE FORMATS

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 fifty (50) minutes of practice time.
- Qualifying - A minimum of twenty (20) minutes of qualifying time.
- Races - A minimum of ninety (90) 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	45 MIN	25 MIN	25 MIN	30 MIN	2 H 45 MIN
2	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN
3	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN
4	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN
5	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN
6	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN
7	25 MIN	25 MIN	20 MIN	40 MIN	25 MIN	25 MIN	-	2 H 45 MIN
8	25 MIN	25 MIN	20 MIN	25 MIN	25 MIN	40 MIN	-	2 H 40 MIN





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05 CLASSIFICATION

DRIVER CLASSIFICATION

DRIVERS IN CARRERA CUP AUSTRALIA FALL WITHIN TWO CLASSES – 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

PRO

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

The Pro class consists of reserve 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 (Type 992) 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.

Both the Pro Pro-Am Championship will have no drop round apart from provision for somebody with COVID that can't attend and at PCA's discretion. If one person can't attend due to COVID then everyone in the class is on a drop round.

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.

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 2022 Endurance Cup Champions.

In 2022, the Endurance Cup will continue with seven 40 to 45 minute races across seven rounds, concluding on the streets of

VEHICLE SPECS

RACE VEHICLE SPECIFICATIONS: THE PORSCHE 911 GT3 CUP (992)



The spectacularly styled Cup car is the first racing version based on the current 992 generation road car and the first one-make-racer of the German sports car manufacturer to feature a wide turbo-spec body.

Producing around 375 kW (510 hp), the new 911 GT3 Cup exceeds the output of its

immediate predecessor by 25 horsepower. The overall increase in performance of the 992 generation - over the Type 991 II generation - was immediately apparent in the Porsche Mobil1 Supercup rounds in 2021, where lap times were slashed by up to three seconds at most European circuits.

This was in part due to not only the increase

in power, but increased traction and downforce, with component run times also extended over the previous generation - offering lower running costs and reliability for all.

With all 32 992 generation units sold in Australia, 2022 will be arguably the biggest in the category's history.

CONCEPT

Single-seater customer racing car
Base model 911 GT3 992 generation

SUSPENSION

Forged aluminium control arms & top mounts; heavy-duty spherical bearings; wheel hubs with centre-lock wheel nut; double-blade-type adjustable anti-roll bars; tyre pressure monitoring system

Front axle: Double wishbone front suspension, adjustable ride-height, camber and toe; Electro-mechanical power steering with manoeuvring function.

Rear axle: Multi-link rear suspension, adjustable in ride-height, camber and toe; Motor racing drive shafts optimised for reliability and durability.

WEIGHT/DIMENSIONS

Total weight	ca. 1,260kg
Total length	4,585mm
Total width	1,920mm (front axle) 1,902mm (rear axle)
Wheelbase	2,459mm

BODYSHELL

Lightweight body featuring intelligent aluminium-steel composite design; removable rescue hatch in roof; welded-in roll-cage; seat in accordance with FIA Standard 8862/2009, infinite longitudinal adjustment; six-point racing safety harness, for use with HANS®, adjustable steering column, cooler exit-air duct; widened front bumper with spoiler lip; fenders with extensions; rear bodywork; doors, rear cover and rear wing of CFRP; rear wing with 'swan neck' mounting, adjustable in 11 positions; polycarbonate windows; air-jack system; 110-litre FT3 safety fuel cell in the front.

TRANSMISSION

Porsche six-speed sequential dog-type gearbox; paddle shift with electronic shift barrel actuator; mechanical limited slip differential; three-plate sintered metal racing clutch.

BRAKE SYSTEM

Two independent brake circuits incorporating front and rear axle brake pressure sensors, driver adjustable brake force distribution via brake balance system; racing brake pads; optimised brake ducts; ergonomic brake pedal positioning.
Front axle: Six-piston aluminium racing brake callipers; ventilated 380 mm x 32 mm steel brake
Rear axle: Four-piston aluminium racing brake callipers; ventilated 380 mm x 32 mm steel brake

ELECTRICAL SYSTEMS

Porsche Logger Unit; Porsche Power Box, 10.3 inch Porsche colour display; lightweight, leak-proof LiFePO4 battery 12V, 60 Ah in passenger footwell; 175 A alternator; digital touch panel with multi-colour backlight; single-arm windscreen wiper with direct drive (intermittent and continuous operation); three additional centre console switches for additional power consumers; data connection (data logger, video system).

ENGINE

Water-cooled six-cylinder boxer rear engine, rear-mounted; 3,996 cc; stroke 81.5 mm; bore 102 mm; Bosch MS 6.6 engine control unit
Max. power: 375 kW (510 hp) at 8,400 rpm
Max. torque: 470 Nm at 6,150 rpm

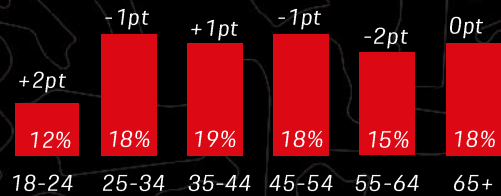
07 FAN DEMOGRAPHICS

2.65 MILLION FANS
NATIONALLY

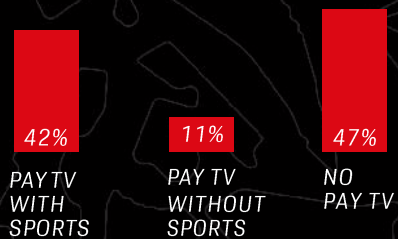
GENDER SPLIT 49/51 National Gender Split

71% MALE / **29%** FEMALE

AGE



PAY TV STATUS



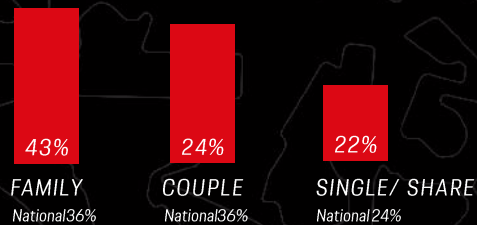
652 THOUSAND AVID
FANS NATIONALLY

AVERAGE HOUSEHOLD INCOME

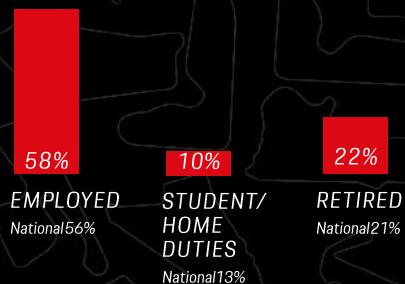
\$100k

94K National Population

HOUSEHOLD STATUS



EMPLOYMENT STATUS



SOURCE: NIELSEN SPORTS



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FAN INSIGHT

KEY CARRERA CUP INSIGHTS



Targeting the Right Consumers

Half of Carrera Cup fans are more likely to consider a product or service from sponsors

(+18% VS NAT. SAMPLE)



Strong Fan Retention

70% of Carrera Cup fans are spending more time than last year consuming Carrera Cup content



Online Channels are Increasing share of Consumption

30% more Carrera Cup fans are either watching races online or following events online



Motor Vehicle Ambassadors

61% of Carrera Cup fans intend to purchase a new car in the next 3 years or sooner



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SHARE OF VOICE / STATE

METRO VS REGIONAL SPLIT

60%

OF FANS IN METRO AREAS



40%

OF FANS IN REGIONAL AREAS



79%

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

(+1% VS NAT. SAMPLE)



10 BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2022, 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 2022.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2022 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 2022.



Channel Seven will be the broadcast partner for the Supercars Championship in 2022 and will broadcast the Townsville, Sandown, Bathurst 1000 & Gold Coast rounds across its free-to-air channels



Every Carrera Cup Australia race in 2022 will be available on both the Foxtel Go and Foxtel Play apps



Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2022



KEY NUMBERS

8 NATIONAL EVENTS

ATTENDEES ANNUALLY

1.21+ MILLION*

SOCIAL MEDIA IMPRESSIONS

2.29+ MILLION

TV BROADCAST ANNUALLY

21.5+ HOURS

TOTAL TV AUDIENCE

7.42+ MILLION

CUMULATIVE MEDIA REACH

3.55+ MILLION

MEDIA ASR VALUE

\$8.25 MILLION



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Source: OzTAM / Isentia / Nielsen Audience Measurement
*Based on Pre-COVID 2019 PCCA season



12 TELEVISION AUDIENCE

2021 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	CHANNEL 7	TOTAL AUDIENCE
Rd1 - SANDOWN	736,000	-	736,000
Rd2 - THE BEND	328,000	-	328,000
Rd3 - TOWNSVILLE	349,000	1,109,008	1,458,008
Rd4 - BATHURST 1000*	461,000	848,727	1,309,727
Rd5 - BATHURST 1000**	526,000	3,064,454	3,590,454
		TOTAL	7,422,189

* Practice, Qualifying, Races 1 & 2: 01-03 Dec 2021

** Races 3 & 4: 04-06 Dec 2021

Source: Supercars / OZTam/ RegTAM
Ave. Daily audience -STV / FTA (FoxSports / Channel 7 Regional + Metro)

TOTAL TV AUDIENCE

7,422,189

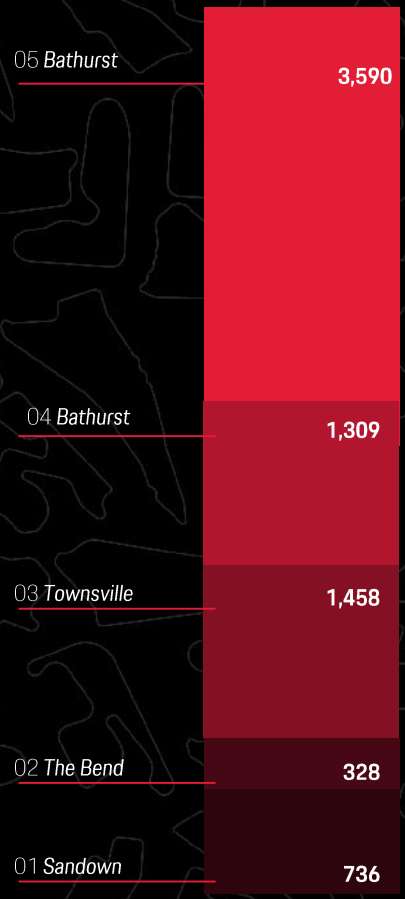
2019 VS 2021

+14.5%

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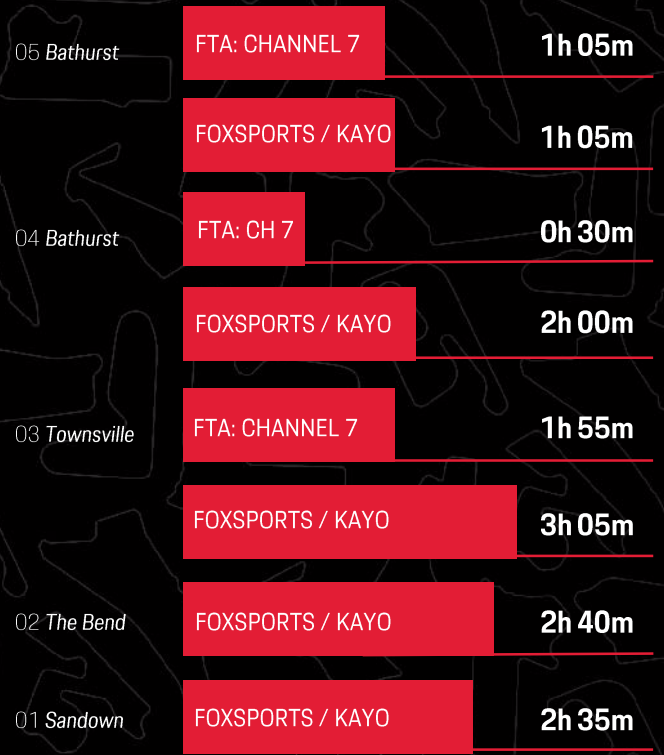
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13 TELEVISION AUDIENCE



7,422,189
TOTAL VIEWERSHIP OF
CARRERA CUP IN 2021

AUDIENCE SUMMARY
Cumulative audience by round ('000's)



2021 BROADCAST DURATION BY ROUND
Cumulative live broadcast duration by round in 2021

14+
HOURS OF LIVE CARRERA CUP
COVERAGE IN 2021 *
*(5 out of 8 rounds due to COVID)

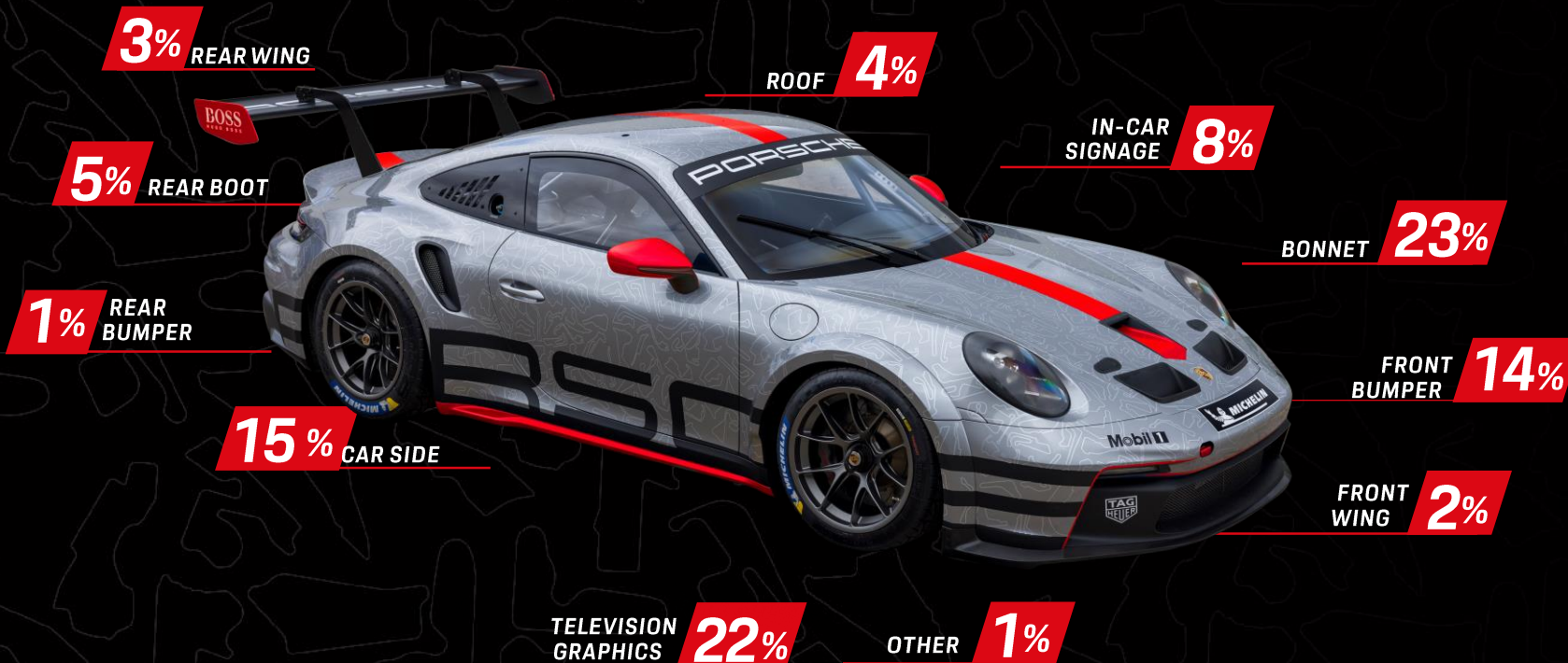


14 AUDIENCE AND EXPOSURE

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*.

Source: Nielsen Sports Q1 Database: 100% ME refers to 100% Media Equivalency value and are not comparable to Q1 media Value.



*Other assets include Driver suit, Driver apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.

15 COMMUNICATION PLATFORMS

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.

VIDEO CONTENT: AIRTIME MEDIA

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

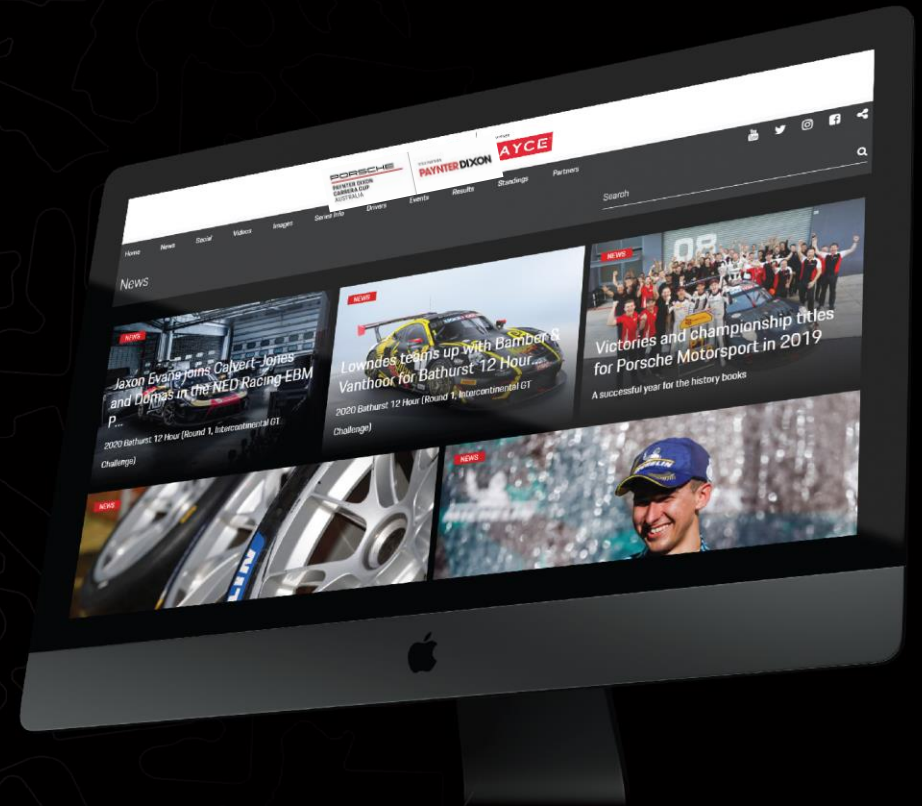
Press releases are produced by the Porsche Motorsport communications team throughout the season and disseminated to Australian motoring and motorsport media before during and after each round, with support given to drivers and teams around season announcements and team/driver news. Despite Covid-related interruptions over the last two seasons, ASR media value has increased from \$2.6M in 2019 to in excess of \$20.4M in 2021

DEDICATED SOCIAL MEDIA CHANNELS: @PORSCHEMOTORSPORTAU / @PORSCHEMSPA

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.

SEASON GUIDES & DRIVER COMMERCIAL SUPPORT

The Porsche Motorsport team develop sponsorship templates, videos and Season guides for teams and drivers for use in proposals to prospective commercial partners. Photo shoots and videos are also arranged where possible.



16 SERVICES

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 2022.

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 and reducing the parts inventory each team is required to stock at events.

SPONSORSHIP REPORTS

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

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: www.carreracup.com.au/team-centre. Information accessed in Team Centre includes Series Info & Regulations, Parts Catalogue, Technical Information and Technical Bulletins.



PHOTOGRAPHIC SERVICE

Carrera Cup has a dedicated professional photographic service at every round providing high resolution images after every session via an event dropbox link and dedicated 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 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.



17 HONOUR ROLL

CARRERA CUP CHAMPIONS

YEAR	PRO	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
2021	CAMERON HILL	SAM SHAHIN

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
2021	CAMERON HILL	GEOFF EMERY



18 PARTNERS



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



SP TOOLS - OFFICIAL TOOL PARTNER

SP Tools and SP Air is represented by over 40 International agents in 30 countries including a number of company owned and operated offices. The range covers Air Tools, Power Tools, Hand Tools, Auto Specialty Tools, Garage Equipment, Air Compressors and other associated products. For almost 40 years SP has been at the forefront of design and manufacturing. As a proudly Australian owned company we have maintained our position statement of "Manufactured for the Professional". Research, development and innovation continues to drive us to produce a better product whilst listening to and satisfying the demands of professional tradesman in the global market. SP Tools...Manufactured for the Professional.



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.

BOSS

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.

MORRIS

MORRIS FINANCE – PRO-AM CHAMPIONSHIP NAMING RIGHTS PARTNER

Based in Geelong, Victoria, Morris Finance is Australian owned and one of Australia's leading finance companies, providing asset finance, investment, leasing and insurance services to ABN Holders; Registered Companies; Individuals and Sole Traders.



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.



20 CONTACTS

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