

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

SERIES GUIDE 2024

PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

**paynter
dixon**



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01 CARRERA CUP AUSTRALIA

WELCOME TO THE 2024 SEASON OF AUSTRALIA'S PREMIER ONE-MAKE CHAMPIONSHIP, PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA.

THE BIGGEST ever Porsche Paynter Dixon Carrera Cup Australia Championship season awaits thanks to confirmation of the 2024 racing calendar for Australia's top one-make category.

An international trip, night racing and positions at five of the largest motorsport events in the country are set to position Carrera Cup once again as one of Australia's premier racing categories.

Coming off the back of a record-breaking year in 2023, the championship is set to jump to another level in the 2024 season with an even bigger and better schedule of events.

Following the traditional start at the Formula 1® Australian Grand Prix in Melbourne, the championship will cross the Tasman and head to New Zealand for the first time in series history.

Carrera Cup Australia's second ever international round will be held at

the ITM Taupo Super400 event and will represent a significant milestone for the championship as it competes internationally again.

The visit to New Zealand is especially pertinent given the strong Kiwi interest in the championship, both from teams and drivers.

It will be just the second time the championship has raced internationally, following the first overseas trip to Malaysia in 2017.

From New Zealand, it's back to the sunshine of Darwin for Round 3 at the ever-popular Betr Triple Crown.

Carrera Cup will then return to Sydney Motorsport Park to race under lights at the Beaufort Sydney SuperNight event in late July – the first night race in series' history.

The addition of Sydney to the program comes following a successful debut of Porsche

Michelin Sprint Challenge at the SuperNight event in 2023.

The run to the title decider will then include four of the highest profile events on the calendar: The Penrite Oil Sandown 500, Repco Bathurst 1000, Boost Mobile Gold Coast 500 and VAILO Adelaide 500 ending off a massive year.

As the premier support category to the Repco Supercars Championship, 2024 will again feature a comprehensive broadcast package, with every qualifying and race live on Fox Sports 506 and Kayo Sports.

Meanwhile, free-to-air coverage on the Seven Network of Darwin, Sandown, Bathurst, Gold Coast and Adelaide will add to the audiences watching from home or on the go.



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01 CARRERA CUP AUSTRALIA

THE CHAMPIONS OF PORSCHE CARRERA CUP AUSTRALIA.

<u>YEAR</u>	<u>PRO CHAMPION</u>	<u>PRO AM CHAMPION</u>
2003	JIM RICHARDS	N/A
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
2009-10	NOT CONTESTED	NOT CONTESTED
2011	CRAIG BAIRD	MAX TWIGG
2012	CRAIG BAIRD	MAX TWIGG
2013	CRAIG BAIRD	MAX TWIGG
2014	STEVEN 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	NOT CONTESTED	NOT CONTESTED
2021	CAMERON HILL	SAM SHAHIN
2022	HARRI JONES	GEOFF EMERY
2023	CALLUM HEDGE	ADRIAN FLACK



01 CARRERA CUP AUSTRALIA

20 YEARS OF OUTSTANDING MOTORSPORT SUCCESS BY THE NUMBERS



150

ROUNDS CONTESTED SINCE 2003

445

RACES CONTESTED SINCE 2003

52

DIFFERENT RACE WINNERS SINCE 2003

ELEVEN

PORSCHE CARRERA CUP AUSTRALIA IS ONE OF JUST ELEVEN PORSCHE CARRERA CUP CHAMPIONSHIPS AROUND THE WORLD, JOINING GERMANY, FRANCE, GREAT BRITAIN, BRAZIL, BENELUX, ITALY, ASIA, NORTH AMERICA, JAPAN, AND SCANDANAVIA.

TYPE 992

PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA COMPETES WITH THE TYPE 992 PORSCHE GT3 CUP CAR, BUILT SPECIFICALLY FOR MOTORSPORT BY THE PORSCHE FACTORY IN GERMANY. THE CAR FEATURES A 520HP FLAT SIX, SIX SPEED PADDLE SHIFT GEARBOX AND WEIGHS 1200KG. MORE THAN 1,000 HAVE BEEN CONSTRUCTED TO DATE.

01 CARRERA CUP AUSTRALIA

CATEGORIES AND CLASSIFICATION

PRO

FOR DRIVERS CLASSIFIED AS FULLY PROFESSIONAL DRIVERS, YOUNG DRIVERS SEEKING TO MAKE A PROFESSIONAL CAREER IN THE SPORT AND DRIVERS WITHIN THE MICHELIN JUNIOR PROGRAM.

PRO-AM

FOR COMPETITORS WHO ARE NOT PROFESSIONAL DRIVERS AND WOULD BE RANKED 'AM' (FIA BRONZE OR SILVER AS A GENERAL RULE) IN INTERNATIONAL COMPETITION.

MICHELIN JUNIOR

THE MICHELIN JUNIOR PROGRAM IS FOR YOUNG DRIVERS LOOKING TO PROGRESS THEIR RACING CAREERS VIA THE PORSCHE PYRAMID. DRIVERS APPLY TO PORSCHE MOTORSPORT FOR A PLACE IN THE PROGRAM, WHICH INCLUDES A COMPREHENSIVE TRAINING CAMP AT THE COMMENCEMENT OF THE SEASON, PLUS ADDITIONAL PRIZES AND ELIGIBILITY TO CLAIM THE AUSTRALIAN NOMINATION FOR THE PORSCHE JUNIOR SHOOTOUT AT THE CONCLUSION OF EACH YEAR.



2024 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	MARCH 21-24
2	ITM TAUPO SUPER400	TAUPO, NEW ZEALAND	APRIL 19-21
3	BETR DARWIN TRIPLE CROWN	DARWIN, NT	JUNE 14-16
4	BEAUREPAIRES SYDNEY SUPERNIGHT	SYDNEY MOTORSPORT PARK, NSW	JULY 19-21
5	PENRITE OIL SANDOWN 500	MELBOURNE, VICTORIA	SEPTEMBER 20-22
6	REPCO BATHURST 1000	BATHURST, NSW	OCTOBER 10-13
7	BOOST MOBILE GOLD COAST 500	GOLD COAST, QLD	OCTOBER 25-27
8	VAILO ADELAIDE 500	ADELAIDE, SA	NOVEMBER 14-17

* All dates & events subject to change



02 2024 RACE FORMATS

Our race formats are designed to offer maximum bang-for-buck across the calendar, while fitting into the broader schedule at each event. As much opportunity to deliver value and track time to Pro-Am competitors is built into each round.

2023 FORMAT 1

USED AT A MAJORITY OF EVENTS IN 2023

2X 25 MINUTE PRACTICE SESSIONS

2X 12 MINUTE QUALIFYING SESSIONS (1 PRO & 1 PRO AM)

1x 40 MINUTE ENDURO CUP RACE

2X 25 MINUTE SPRINT RACES

OR 3X 25 MINUTE SPRINT RACES (AUSTRALIAN GRAND PRIX)

2023 FORMAT 2

USED AT BATHURST 1000

1X 50 MINUTE PRACTICE SESSIONS

1X 25 MINUTE QUALIFYING SESSIONS

1x 40 MINUTE ENDURO CUP RACE

2X 25 MINUTE SPRINT RACES

* Race formats subject to change pending 2024 Sporting & Technical regulations



03 BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2024, every race will be televised live on Foxtel and Kayo Sports. Viewers can also stream the action via the Foxtel Go and Foxtel Play apps. In addition, Channel 7 will be the free-to-air broadcast partner for the Supercars Championship in 2024 with four rounds of the Carrera Cup broadcast on the network.



Channel Seven will be the broadcast partner for the Supercars Championship in 2024 and will broadcast the Darwin, Bathurst 1000, Gold Coast 500 and Adelaide 500 rounds across its free-to-air channels

foxtel

Every Carrera Cup Australia race in 2024 will be available on both the Foxtel Go and Foxtel Play apps

Kayo

Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2024





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04 TELEVISION AUDIENCE

2023 TELEVISION AUDIENCE

4,011,926

THE TOTAL CUMULATIVE AVERAGE TV AUDIENCE IN 2023 SAW A SIGNIFICANT INCREASE ON 2022, GROWING 29% YEAR ON YEAR. AN AVERAGE AUDIENCE OF 101,000 WATCHED EVERY SESSION IN 2023.

LARGEST RACE

1,026,719

RACE 3 AT MOUNT PANORAMA, BATHURST, HAD A PEAK NATIONAL TV AUDIENCE OF OVER 1 MILLION – A FIRST FOR CARRERA CUP IN MORE THAN 5 YEARS.

CONSISTENTLY LARGE AUDIENCES

200,000+

8 RACES DREW AN AVERAGE NATIONAL TV AUDIENCE OF OVER 200,000 PEOPLE, 3 RACES OVER 300,000 AND 2 RACES OVER 500,000 PEOPLE.

SIGNIFICANT AIRTIME

23 HOURS

THE PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA CHAMPIONSHIP ENJOYED 23+ HOURS OF LIVE BROADCAST TELEVISION IN 2023.

Source: Futures Sport and Entertainment.
Data inclusive rounds 1-8, 2024.

04 BROADER AUDIENCE

2023 ATTENDANCE

1,393,000

INCLUDES 5 EVENTS WHERE THE EXPECTED ATTENDANCE IS IN EXCESS OF 200,000 PEOPLE, MAKING UP THE MAJORITY OF THE LARGEST MOTORSPORT EVENTS IN THE SOUTHERN HEMISPHERE.

2023 DIGITAL AUDIENCE TOTAL REACH

1.42M+

A TRANSFORMATIVE YEAR ON OUR DIGITAL CHANNELS HAS SEEN OUR SOCIAL ACCOUNTS ENJOY A SIGNIFICANTLY INCREASED REACH IN 2023, GROWING MORE THAN 130 PERCENT YEAR ON YEAR.

2023 DIGITAL VIDEO VIEWS

650,000+

OUR DEDICATED CONTENT CAMPAIGN DELIVERED STRONG RESULTS ACROSS OUR DIGITAL CHANNELS IN 2023, WITH BESPOKE CONTENT PROMOTING THE CHAMPIONSHIP AND OUR ASSOCIATED BRANDS.

2023 DIGITAL AUDIENCE

29,000+

OUR DIGITAL AUDIENCE HAS GROWN 24% IN 2023 WITH STRONG GROWTH ON INSTAGRAM (+26%) AND YOU TUBE (+29%) IN PARTICULAR REFLECTING OUR STRONG FOCUS ON VIDEO CONTENT.

05 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



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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06 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%

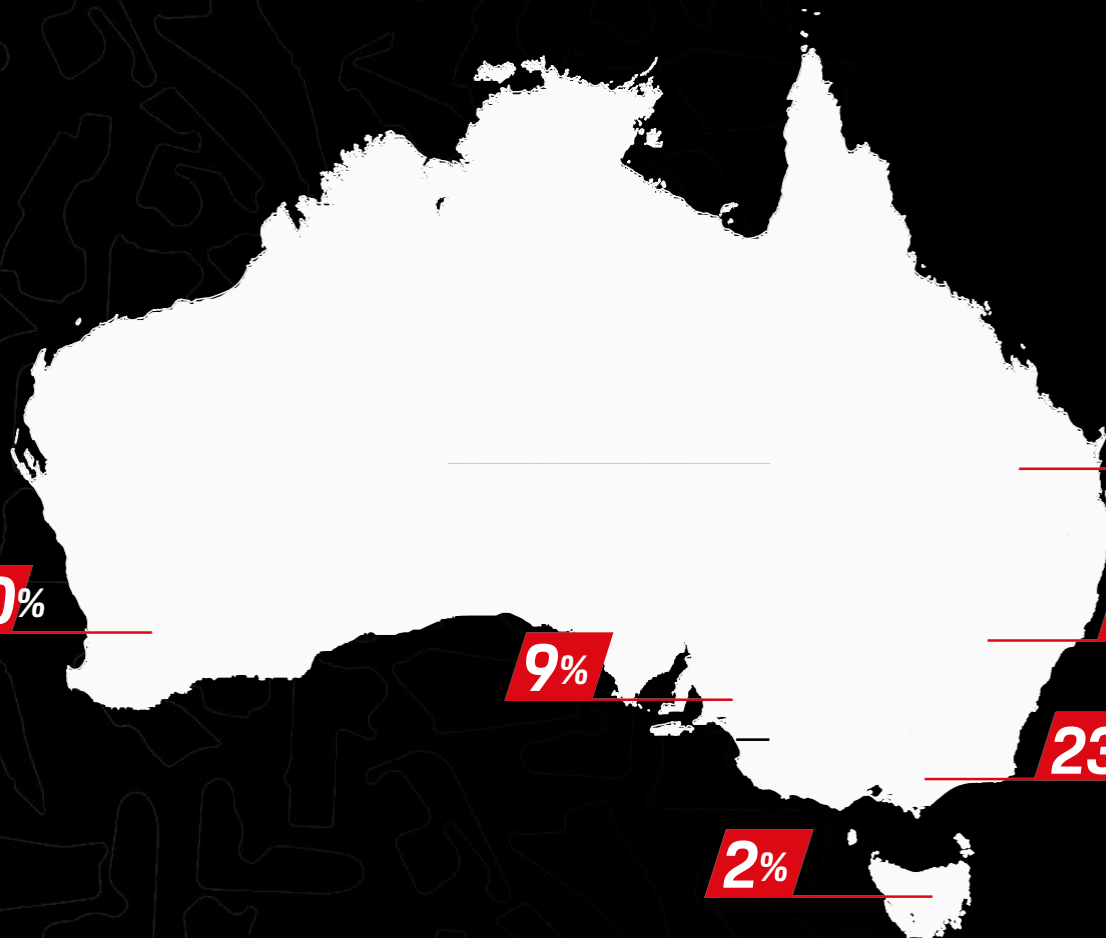
9%

2%

23%

33%

23%





07 SUPPORT NETWORKS

DEDICATED PARTS SUPPORT TRUCK

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

VIDEO CONTENT

Post race interviews, news and announcements captured at every round by a dedicated video team, with a strong 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 Series from other series in Australia.

TECHNICAL INFO VIA TEAM CENTRE

All technical information is housed centrally on the Team Centre, which is part of the Porschesprintchallenge.com.au website. Information accessed in Team Centre includes Series Info & Regulations, Parts Catalogue, Technical Information and Technical Bulletins.

PRESS RELEASES & MEDIA COVERAGE

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 \$7.32M in 2022 for Porsche Carrera Cup Australia content.

TEAMS LOUNGE

The Porsche Motorsport Australia Teams Lounge is constructed at every round to provide a premium experience for your team – both for catering purposes and as a place where guests, sponsors and VIPs can escape the paddock and relax, grab a coffee and chat – or watch the racing on TV. The impressive structure takes pride of place in the paddock at each round and includes catering for breakfast and lunch, a full-time Barista service, cold drinks and much more.

DEDICATED PHOTOGRAPHIC SERVICE

Porsche Motorsport Australia offers a dedicated professional photographic service at every round providing a high resolution folder of images after every day. Drivers can access the image via a Dropbox link which is sent directly to them prior to each event. As part of this service, all Carrera Cup drivers and teams have access to all images taken throughout the series free-of-charge for any non-commercial use – editorial, press releases, social media posts.

SIGNWRITING SUPPORT

The Porsche Motorsport Australia team provides an on-site signwriting service to ensure your car is presented at its best at every round – whether it's adding a last-minute sponsor sticker or putting colour back on the car after some damage has been repaired, our on-site team will ensure you're looking good.

DRIVING STANDARDS / RACE DIRECTOR

Porsche Motorsport Australia engages a dedicated driving standards advocate for the category, who works closely with the Race Director provided by Motorsport Australia to ensure our races proceed smoothly. Our race management team operate from our 'A Trailer' at every round, making themselves available to competitors throughout the event.

07 AT THE TRACK



» 00 CONTACTS

PORSCHE CARS AUSTRALIA - KEY CONTACTS

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08 PARTNERS



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TITLE PARTNER



OFFICIAL TYRE SUPPLIER,
PORSCHE JUNIOR PROGRAM
PARTNER



PROFESSIONAL CLASS TITLE
SPONSOR



PRO-AM CLASS SPONSOR,
OFFICIAL TOOL PROVIDER



OFFICIAL WATCH PARTNER



GLOBAL OFFICIAL LUBRICANT
SUPPLIER OF PORSCHE
MOTORSPORT

BOSS

OFFICIAL UNIFORM PROVIDERS



OFFICIAL COFFEE SUPPLIERS



OFFICIAL WINE AND CHAMPAGNE
PROVIDERS