

PORSCHE MICHELIN

SPRINT CHALLENGE



SEASON GUIDE

20 24

PORSCHE

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SPRINT CHALLENGE
AUSTRALIA

TITLE PARTNER



MICHELIN

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01 INTRODUCTION

In 2024, Porsche Michelin Sprint Challenge Australia celebrates its 16th season in Australia.

The series became a reality in 2008 when a group of enthusiasts took their Porsche race cars to Mallala in South Australia to kick start a four-round mini-series – but it's grown a long way from there.

Now managed by Porsche Cars Australia, the series has developed into one of Australia's best and most professionally run racing series offering Porsche enthusiasts progressing from state level championships an opportunity to compete in the previous generation 911 GT3 Cup cars in a competitive and welcoming environment.

For young drivers, the series is a launch pad in their pursuit of a professional motor racing career. Several drivers have used Sprint Challenge to gain experience in a high-performance sports car before their journey up the Porsche Motorsport Pyramid.

The ultimate example of the success of this pathway is Matt Campbell. After winning the Class B title in 2014, Campbell raced two Carrera Cup seasons, winning the Porsche Carrera Cup Australia Pro Championship in 2016 and claiming success at the Porsche Motorsport Junior Program Shootout, which promoted the Queenslander to the Porsche Mobil 1 Supercup as a Porsche Junior.

Third in the Supercup saw Campbell promoted to a Porsche Young Professional role and an extensive Porsche factory race program in

2018. In 2019, Campbell was part of the Bathurst 12 Hour Earl Bamber Motorsport winning team and for 2020 was named as full Porsche factory driver, which he remains until today.

Other drivers have had similar success: Jaxon Evans progressed to, and won, Carrera Cup and has since forged a professional career in Sports Car and GT racing. 2019 champion Harri Jones progressed to Carrera Cup, won that, and moved to Porsche Supercup. 2022 champion Tom Sargent moved to the United States and was a race winner in his first year of Carrera Cup North America.

2023 champion Marco Giltrap – the series' youngest ever – is expected to shift to Carrera Cup in 2024 for the next step of his journey.

Racing at high profile National Championship events in 2024, the series retains Michelin as its Title Partner and official Tyre Supplier.

For Pro and Pro-Am competitors alike, Porsche Michelin Sprint Challenge Australia will continue as one of Australia's best one-make racing series in 2024.

With excellent TV coverage, strong factory support, media coverage and digital media exposure and parts support, the series is professionally run and managed to the highest level.

Be sure to follow the @PorscheMotorsportAU social channels on Facebook, YouTube and Instagram (and @PorscheRacesAU on Twitter) for all the latest news, videos and racing action from the 2024 season.



02 RACE CALENDAR

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ROUND	EVENT	LOCATION	DATE
1	SHANNONS SPEEDSERIES	PHILLIP ISLAND, VIC	12-14 APRIL
2	SHANNONS SPEEDSERIES	THE BEND, SA	31 MAY – 2 JUNE
3	NTI TOWNSVILLE 500	TOWNSVILLE, QLD	5-7 JULY
4	SHANNONS SPEEDSERIES	IPSWICH, QLD	2-4 AUGUST
5	TASMANIA SUPERSPRINT	SYMMONS PLAINS, TAS	16-18 AUGUST
6	RACE SYDNEY	SYDNEY MOTORSPORT PARK, NSW	1-3 NOVEMBER



*All dates subject to change



03 RACE FORMATS

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THE STANDARD PORSCHE MICHELIN SPRINT CHALLENGE ROUND FORMAT ALLOWS FOR 2.5 HOURS OF TRACK TIME PER ROUND, COMPRISED OF PRACTICE, QUALIFYING AND THREE RACES. THIS IS SUBJECT TO CHANGE DEPENDING ON THE PROMOTER AT ANY GIVEN EVENT, OR THE EVENT BEING A TWO, OR THREE DAY FORMAT.

2-3x 20-25 MINUTE PRACTICE SESSIONS

1x 20-25 MINUTE QUALIFYING SESSION

1x ENDURO CUP RACE (40 MINUTES)

2x 20 MINUTE SPRINT RACES



*subject to change



DRIVER CLASSIFICATION

DRIVER CLASSIFICATION

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

PRO

Over the seasons, Sprint Challenge is being used as a launch pad for young drivers' motor racing careers. These drivers, who are racing a Porsche 911 GT3 Cup (Type 991 Gen II) car, have traditionally formed the Pro class in Sprint Challenge. While both the 2020 and 2021 Sprint Challenge Championships were not concluded due to

Covid travel restrictions. The 2022 Pro Champion was Thomas Sargent. Other noteworthy Pro drivers have included Richard Muscat, Jaxon Evans, Harri Jones, Dylan O'Keeffe and Matt Campbell, who won the final round of the 2014 season in the Pro division having already secured the Class B crown.

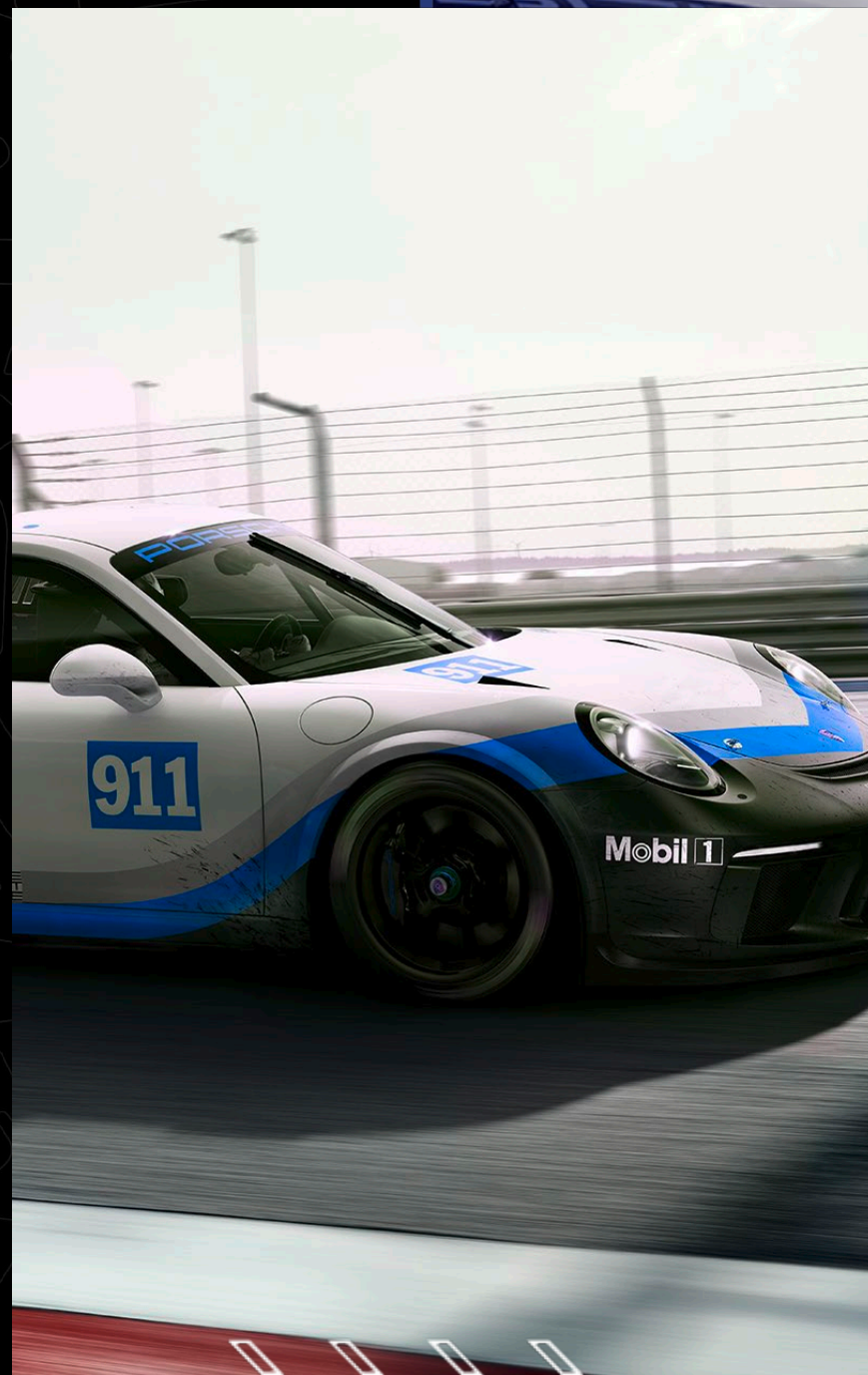
PRO-AM

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

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

CLASS B

The Porsche Michelin Sprint Challenge Australia series is a multi-class series, allowing drivers to compete in the older generation Porsche 911 GT3 Cup (Type 991 Gen I) cars on an invitational basis. Regardless of whether a driver is classified as a Pro or Pro-Am, all racers competing in the 991 Gen I GT3 Cup car will form part of the Class B invitational division.



05 VEHICLE SPECS

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RACE VEHICLE SPECIFICATIONS: PORSCHE 911 GT3 CUP Gen II

The Generation II Type 991 Porsche GT3 Cup Car makes up the main Pro and Pro-Am components of Porsche Michelin Sprint Challenge.

This car was raced in Carrera Cup until the end of the 2021 season prior to becoming eligible for Sprint Challenge the following year, creating a logical progression from one series to another.

Powered by a 4.0-Litre Flat Six producing 485 Horsepower, these cars weigh just 1,200kg and are capable of 0-100km/hr in three seconds, and a top speed of 280km/hr.

At a vast majority of circuits these cars are capable of lapping within two seconds of a V8 Supercar, and also the later 992-generation car featured in Carrera Cup Australia.



EVENT EXPOSURE - 2024

TELEVISION BROADCAST INFORMATION



PROJECTED
AUDIENCE **1,100,000+**

A COMPREHENSIVE BROADCAST PACKAGE WILL SEE EVERY ROUND BROADCAST LIVE IN 2024. SHANNONS SPEEDSERIES ROUNDS WILL BE SHOWN LIVE ON **THE SEVEN NETWORK**, WITH A COMBINATION OF LIVE BROADCAST TV, AND STREAMING ON **7PLUS**.

SUPERCARS ROUNDS WILL BE **BROADCAST ON FOX SPORTS AND KAYO SPORTS STREAMING**, WITH ADDITIONAL COVERAGE OF THE TOWNSVILLE 500 EVENT ON **THE SEVEN NETWORK**.

THIS WILL MAKE THE 2024 SPRINT CHALLENGE SEASON THE MOST-VIEWED IN HISTORY, WITH THE BEST BROADCAST PACKAGE THE SERIES HAS EVER ENJOYED - WITH THE POTENTIAL OF MORE THAN 10 HOURS OF LIVE TV IN 2024.

EVENT ATTENDANCE INFORMATION

PROJECTED
AUDIENCE **250,000+**

THE INCLUSION IN TWO, HIGH PROFILE SUPERCARS CHAMPIONSHIP EVENTS WILL PROJECT THE SPRINT CHALLENGE SERIES INTO NEW AUDIENCES IN 2024, AS WELL AS A LARGER AT-TRACK AUDIENCE THAN EVER BEFORE.

THE TOWNSVILLE 500 ATTRACTS MORE THAN 130,000 PEOPLE ACROSS THE THREE DAYS, WHILE THE TASMANIA SUPER SPRINT IS TASMANIA'S LARGEST SPORTING EVENT, WITH A THREE-DAY ATTENDANCE OF OVER 40,000.

SPEEDSERIES EVENTS ARE GROWING IN POPULARITY WITH MORE THAN 50,000 EXPECTED AT THOSE ROUNDS NEXT YEAR.



*Source: Motorsport Australia / PIARC / SUPERCARS

**Source: OZTAM/NINE NETWORK / 7Mate / 7Plus

Reported figures are based on the total audiences of cumulative free to air live and highlights broadcasts.

Note: Reported figures are based on the average audiences watching live broadcasts on Saturday and Sunday.

***Source: OZTAM / Stan Sport (ARG Speedseries)

Live reported figures are based on the **minutes viewed** across both days of live broadcasts

07 KEY NUMBERS

6 NATIONAL EVENTS

ATTENDEES ANNUALLY

250,000+

SOCIAL MEDIA REACH**

1.30M+

DIGITAL VIDEO VIEWS

500K+

DIGITAL VIDEO MINUTES VIEWED*

4.2M+

DIGITAL MEDIA FOLLOWERS

30,000+

ASR MEDIA VALUE (Source -Isentia 2022)

\$7.32M+

*Combined figure of @porschemotorsportAU social channels.

**Total Audience Reach. Source: Meta Analytics, Twitter Analytics, YouTube Analytics.





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 an average 911 GT3 Cup entry – including both race car branding and other assets. These percentages roughly serve as a guide to coverage received in Sprint Challenge.

3% REAR WING

ROOF 4%

5% REAR BOOT

IN-CAR
SIGNAGE 8%

1% REAR
BUMPER

BONNET 23%

15% CAR SIDE

FRONT
BUMPER 14%

FRONT
WING 2%

TELEVISION
GRAPHICS 22%

OTHER 1%

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

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09 DIGITAL PLATFORMS

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DEDICATED SOCIAL MEDIA

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.



@PORSCHEMOTORSPORTAU



@PORSCHEMOTORSPORTAU



@PORSCHEMSPAUA

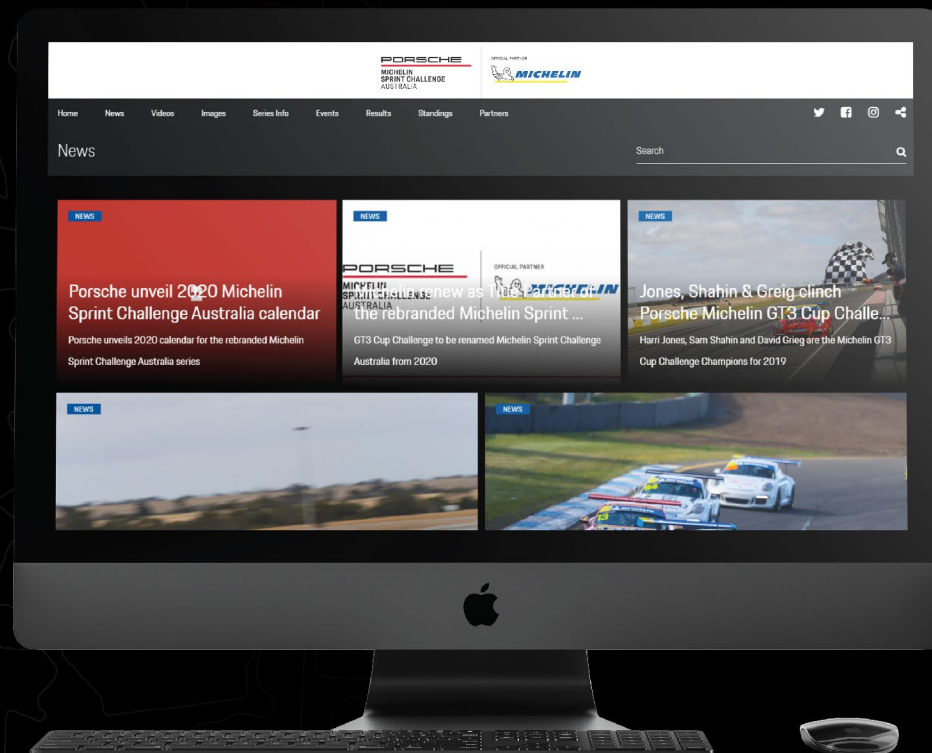
SOCIAL MEDIA REACH

1.44M+

In 2023, Porsche Motorsport's social media channels grew by more than 130%, with a total reach of over 1.4 million people and an engaged audience of over 30,000 followers.

DEDICATED WEBSITE: [PORSCHEMICHELINSPRINTCHALLENGE.COM.AU](https://porschemichelinsprintchallenge.com.au)

Porsche Michelin Sprint Challenge Australia provides strong communications across its website and social media platforms. The porschemichelinsprintchallenge.com.au website houses all the latest news, results, standings and images from the series and is the one-stop resource for all technical information via the Team Centre.



10 SERVICES

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DEDICATED PARTS SUPPORT TRUCK

The Porsche Motorsport Truck travels to each Sprint Challenge round 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](https://www.porschesprintchallenge.com.au) website. Information accessed in Team Centre includes Series Info & Regulations, Parts Catalogue, Technical Information and Technical Bulletins. Visit the Team Centre at:
<https://www.porschesprintchallenge.com.au/team-centre/>

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 Michelin Sprint Challenge content.

COFFEE BAR

All Porsche Michelin Sprint Challenge teams and drivers have access to the finest Coffee at every round of the series. This is a complimentary service and a welcome convenience at every Sprint Challenge Australia event.



DEDICATED PHOTOGRAPHIC SERVICE

Sprint Challenge 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 Sprint Challenge 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.



HONOUR ROLL CHAMPIONS

YEAR	OUTRIGHT	PRO-AM	CLASS B	997 CLASS	996 CLASS
2008	SVEN BURCHARTZ	-	-	-	-
2009	MATT KINGSLEY	-	-	ROGER LAGO	MATT KINGSLEY
2010	ROGER LAGO	-	-	ROGER LAGO	MATT KINGSLEY
2011	ROGER LAGO	-	-	ROGER LAGO	TERRY KNIGHT
2012	KANE ROSE	-	-	KANE ROSE	-
2013	RICHARD MUSCAT	JOHN GOODACRE	-	-	-
2014	FRASER ROSS	-	MATT CAMPBELL	-	-
2015	RYAN SIMPSON	GEOFF EMERY	AARON SETON	-	-
2016	HAMISH HARDEMAN	TIM MILES	SHANE BARWOOD	-	-
2017	JORDAN LOVE	ANTHONY GILBERTSON	DAVID GREIG	-	-
2018	SIMON FALLON	DANNY STUTTERD	CHRISTIAN PANCIONE	-	-
2019	HARRI JONES	SAM SHAHIN	DAVID GREIG	-	-
2020	No Champion	No Champion	-	-	-
2021	No Champion	No Champion	-	-	-
2022	THOMAS SARGENT	BRETT BOULTON	LACHLAN HARBURG	-	-
2023	MARCO GILTRAP	SAM SHAHIN	PHIL MORRISS	-	-



JIM RICHARDS ENDURANCE TROPHY

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

JIM RICHARDS ENDURANCE TROPHY CHAMPIONS

YEAR	CHAMPION
2011	ROGER LAGO
2012	KANE ROSE
2013	RICHARD MUSCAT
2014	FRASER ROSS
2015	JAMES ABELA
2016	JAXON EVANS
2017	JORDAN LOVE
2018	COOPER MURRAY
2019	HARRI JONES
2020	No Champion crowned
2021	No Champion crowned
2022	THOMAS SARGENT
2023	MARCO GILTRAP



13 PARTNERS

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MICHELIN – OFFICIAL TITLE PARTNER / 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 0W-40 grade of Mobil 1 and why it is recommended by Porsche for every service oil change.



PAYNTER DIXON OFFICIAL 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/>



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?

14 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.

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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.



JULIUS MEINL – OFFICIAL COFFEE PARTNER

Julius Meinl Australia, Specialty Coffee Roasters based in Melbourne, we pride ourselves in excellent coffee experience, along with a humble team who care all about quality, service and are full of passion to give you the ultimate experience.

All this is backed by Julius Meinl International who are built upon five generations of traditional values guided by a vision to make the world a more poetic place, the company is dedicated to innovation, sustainability and quality products.

PORSCHE CARS AUSTRALIA CONTACTS

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