

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 2025

PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

**paynter
dixon**



CONTENTS

01

CARRERA CUP
AUSTRALIA

02

RACE CALENDAR

03

BROADCAST
PARTNERSHIP

04

TELEVISION
AUDIENCE

05

FAN
INSIGHT

06

SHARE OF VOICE
/ STATE

07

SUPPORT NETWORKS

08

KEY CONTACTS



PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
**paynter
dixon**

01 CARRERA CUP AUSTRALIA

WELCOME TO THE 2025 SEASON OF AUSTRALIA'S PREMIER ONE-MAKE CHAMPIONSHIP, PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA.

AN EIGHT-round 2025 Porsche Paynter Dixon Carrera Cup Australia Championship will see Australia's top one-make category return to iconic circuits new and old next year.

As well as maintaining a presence at Australia's largest motorsport events, Carrera Cup will also compete at some of Australia's best permanent circuits in a well-balanced 2025 schedule.

Carrera Cup will retain its position as the premier support category on the Repco Supercars Championship program in 2025 with every round hosted at major Supercars events and broadcast live on Fox Sports and Kayo, with selected key rounds also broadcast on the Seven Network.

The championship opens at Sydney Motorsport Park in late February at the Sydney 500, alongside the opening round of the Repco Supercars Championship. The annual visit to the Formula 1 Australian Grand Prix will serve as round two, before the Top End hosts Round 3 of the championship in mid-June at Hidden Valley.

Round 4 will see the championship return to Queensland Raceway in Ipswich for the first time since the 2008 season.

The circuit was a staple on the Carrera Cup calendar between 2003-2008, with Jim Richards, Alex Davison, Fabian Coulthard and Craig Baird (twice) claiming round honours.

The circuit has provided exciting action in recent Porsche Michelin Sprint Challenge Australia rounds with the same expected when Carrera Cup returns.

Shell V-Power Motorsport Park at The Bend returns to host the fifth round; Carrera Cup continuing to support the opening round of the Supercars Endurance Season at The Bend 500.

The blockbuster run to the checkered flag then includes the regular stops at the Repco Bathurst 1000, Boost Mobile Gold Coast 500 and VALLO Adelaide Grand Finale to end the year on a high in South Australia.

Along with (schedule dependent) 60 minutes of practice and qualifying, Three races will feature at each round, with the Pro, Pro-Am, Michelin Junior, Endurance Cup (Pro & Pro-Am) and Teams Championships all offering title opportunities throughout the season.

The championship enjoys pride of place in the Supercars Championship paddock, the iconic Porsche Teams Hospitality Lounge, dedicated video, PR and digital media coverage plus the traditional support of the Porsche Motorsport Australia team – including the provision of spare parts, garaging, technical and operational support and much more.

2025 is going to be an enormous year for Australia's top one-make category!



PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
**paynter
dixon**



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 GROVR
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
2024	HARRI JONES	ADRIAN FLACK



PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
**paynter
dixon**

01 CARRERA CUP AUSTRALIA

21 YEARS OF OUTSTANDING MOTORSPORT SUCCESS BY THE NUMBERS



158

ROUNDS CONTESTED SINCE 2003

475

RACES CONTESTED SINCE 2003

55

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.



2025 RACE CALENDAR

THE BIGGEST EVENTS, THE BEST CIRCUITS AND THE BEST RACING.
WELCOME TO THE 2025 CHAMPIONSHIP SEASON.

ROUND	EVENT	LOCATION	DATE
1	SYDNEY 500	SYDNEY, NSW	FEBRUARY 21-23
2	FORMULA 1 AUSTRALIAN GRAND PRIX	MELBOURNE, VIC	MARCH 13-16
3	BETR DARWIN TRIPLE CROWN	DARWIN, NT	JUNE 20-22
4	IPSWICH SUPER440	QUEENSLAND RACEWAY, QLD	AUGUST 8-10
5	THE BEND 500	TAILEM BEND, SA	SEPTEMBER 12-14
6	REPCO BATHURST 1000	BATHURST, NSW	OCTOBER 9-12
7	BOOST MOBILE GOLD COAST 500	GOLD COAST, QLD	OCTOBER 24-26
8	VAILO ADELAIDE GRAND FINAL	ADELAIDE, SA	NOVEMBER 27-30

* All dates & events subject to change



2025 RACE FORMATS

COMPETITORS ENJOY PLENTY OF PRACTICE TIME, TRADITIONALLY INTENSE QUALIFYING SESSIONS AND THREE RACES EACH EVENT, WITH ONE LONGER RACE AT EACH ROUND CONTRIBUTING TO THE ENDURO CUP.

2025 FORMAT 1

USED AT A MAJORITY OF EVENTS IN 2023

2X 25 MINUTE PRACTICE SESSIONS

1X 30 MINUTE QUALIFYING SESSIONS

(FASTEST LAP – RACE 1, SECOND FASTEST LAP – RACE 2 GRID)

1x 40 MINUTE ENDURO CUP RACE

2X 25 MINUTE SPRINT RACES

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

2025 FORMAT 2

USED AT BATHURST 1000

1X 50 MINUTE PRACTICE SESSION

1X 25 MINUTE QUALIFYING SESSION (AS PER FORMAT 1)

1x 40 MINUTE ENDURO CUP RACE

2X 25 MINUTE SPRINT RACES

* Race formats subject to change pending 2025 Sporting & Technical regulations



03 BROADCAST PARTNERSHIP

IN 2025 THE CHAMPIONSHIP WILL SEE EVERY RACE, QUALIFYING AND MOST PRACTICE SESSIONS SHOWN LIVE ON FOXTEL, VIA FOX SPORTS 506 AND KAYO SPORTS. ADDITIONALLY, THE SYDNEY, DARWIN, BATHURST, GOLD COAST AND ADELAIDE EVENTS WILL ALSO BE SHOWN ON THE 7 NETWORK, INCLUDING CHANNEL 7, AND STREAMING APP 7PLUS.



Channel Seven will be the free to air broadcast partner for the Supercars Championship in 2025 and will broadcast the Sydney, Darwin, Bathurst 1000, Gold Coast 500 and Adelaide 500 rounds across its free-to-air channels and on the 7PLUS streaming app.

foxtel

Every Carrera Cup Australia race in 2025 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 2025





PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
paynter
dixon

04 TELEVISION AUDIENCE

2024 TELEVISION AUDIENCE

3,347,000

AUSTRALIA'S MOST-VIEWED MOTORSPORT CATEGORY AFTER SUPERCARS AND FORMULA ONE, CARRERA CUP REACHED A TOTAL OF 9.495M PEOPLE IN 2024 ON FOX AND CHANNEL 7.

LARGEST RACE

1.8m

RACE 3 AT MOUNT PANORAMA, BATHURST, HAD A TOTAL AUDIENCE REACH OF OVER 1.8 MILLION PEOPLE, MAKING IT THE MOST-VIEWED RACE OF THE 2024 SEASON.

CONSISTENTLY LARGE AUDIENCES

200,000+

8 RACES DREW AN AVERAGE NATIONAL TV AUDIENCE OF OVER 185,000 PEOPLE, 7 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 2024.

Source: Futures Sport and Entertainment.
Data inclusive rounds 1-8, 2025.

04 BROADER AUDIENCE

2024 ATTENDANCE

1,305,000

INCLUDES MAJOR EVENTS AT THE AUSTRALIAN GRAND PRIX (452,000),
VAILO ADELAIDE 500 (259,000) AND GOLD COAST 500 (197,000).

2024 DIGITAL AUDIENCE TOTAL REACH

1.21M+

PORSCHE MOTORSPORT AUSTRALIA'S DIGITAL CHANNELS GREW IN
2024, WITH INSTAGRAM (+56%) DRIVING THE MOST DIGITAL
ENGAGEMENT.

2024 DIGITAL VIDEO VIEWS

1,061,000+

VIDEO CONTENT GREW SUBSTANTIALLY IN 2024 WITH 119% GROWTH
IN THE NUMBER OF VIEWS LAST SEASON, AND MORE THAN 23,000
HOURS OF CONTENT CONSUMED ACROSS THE SEASON.

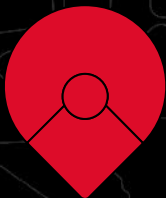
2024 DIGITAL AUDIENCE

36,000+

OUR DIGITAL AUDIENCE GREW 25% IN 2024, BACKING UP SIMILAR
PERCENTAGE GROWTH THE PREVIOUS YEAR. GROWTH CAME FROM
INSTAGRAM AND YOUTUBE IN PARTICULAR.

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



PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
**paynter
dixon**



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%

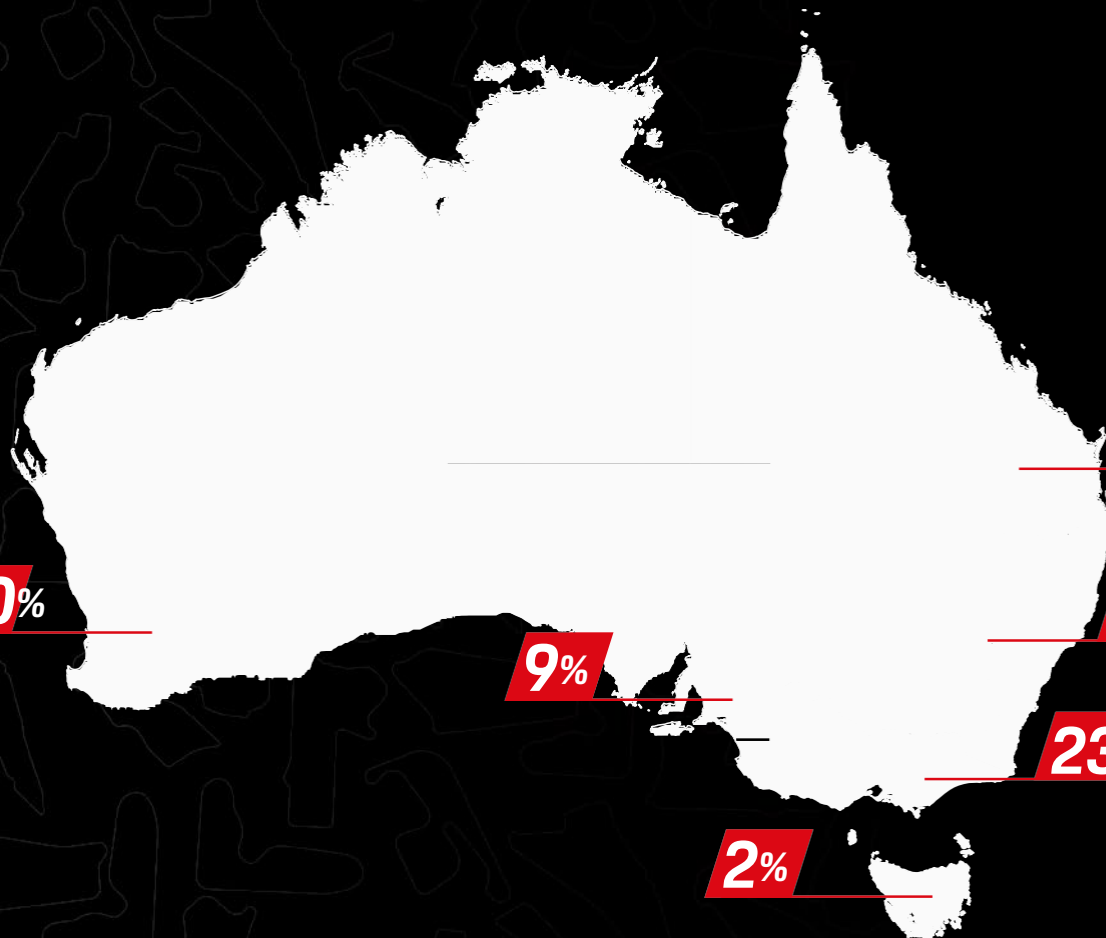
9%

23%

33%

23%

2%





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



08 CONTACTS & PARTNERS



paynter
dixon

EQUITY-ONE™

PORSCHE CARS AUSTRALIA - KEY CONTACTS

CRAIG NAYDA

Senior Motorsport Manager

Phone: +61 408 849 744

Email: craig.nayda@porsche.com.au

JESSE HAMMOND

Motorsport Sporting & Technical Manager

Phone: +61 422 266 453

Email: jesse.hammond@Porsche.com.au

HENRY KUNER

Motorsport Operations Manager

Phone: +61 416 267 296

Email: henry.kuner@porsche.com.au

LAURA TULLIER

Motorsport Coordinator

Phone: +61 498 199 720

Email: laura.tullier@porsche.com.au

LANA RUTTER

Motorsport Assistant

Phone: +61 3 9473 0913

Email: lane.rutter@porsche.com.au

PAUL GIRT

Part Sales

Phone: +61 3 9473 0983

Email: paul.girt@porschemelbourne.com.au

RICHARD CRAILL

Motorsport Communications Consultant

Phone: +61 408 813 141

Email: richard@theracetorque.com

