

PORSCHE PAYCE

CARRERA CUP AUSTRALIA

2020

SEASON GUIDE



PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

01	PORSCHE CARS AUSTRALIA		
02	INTRODUCTION	11	KEY NUMBERS
03	RACE CALENDAR	12	TELEVISION AUDIENCE
04	RACE FORMATS	13	TELEVISION AUDIENCE
05	DRIVER CLASSIFICATION	14	AUDIENCE AND EXPOSURE
06	VEHICLE SPECS	15	DIGITAL PLATFORMS
07	FAN DEMOGRAPHICS	16	SERVICES
08	FAN DEMOGRAPHICS	17	HONOUR ROLL
09	STATE OF SHARE VOICE	18	CONTACTS
10	BROADCAST PARTNERSHIP	19	PARTNERS
		20	PARTNERS



01

PORSCHE CARS AUSTRALIA

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

WELCOME TO SEASON 2020

We are often asked why Porsche goes motor racing. Well, it's because we always have. It's part of our DNA and, importantly, lessons learned on track transfer directly to our series production models.

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. In 2019 Porsche Carrera Cup Australia celebrated its 15th season on track, not to mention is youngest ever race and round winner in series history.

Arguably at its strongest and most competitive standing within the Australian motorsport landscape, Porsche PAYCE Carrera Cup Australia and Porsche Michelin Sprint Challenge will again feature a raft of talented young drivers in 2020. These Michelin Juniors will compete against some of the best pro drivers in 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 of late with substantial grid sizes, but we have also been fortunate enough to secure the largest sponsorship support both series' history and for us that has allowed us to reinvest that support back into the drivers and customers through improved calendars, television packages, prizes as well the Michelin Junior program.

Our 2016 Carrera Cup Australia Champion Matt Campbell is no doubt the pioneer of young Australian Porsche racers forging an international professional career with the brand to ascend the Porsche Motorsport Pyramid to a full factory Porsche driver. Our 2018 Carrera Cup Champion Jaxon Evans is also following this proven pathway and will again contest the 2020 Porsche Mobil 1 Supercup as a Porsche Junior. And we don't anticipate this success will end here – there are many hungry 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 both Carrera Cup and Sprint Challenge a success, from the teams and drivers, event promoters Supercars and the Australian Grand Prix Corporation, Motorsport Australia along with our valued series partners – PAYCE, Michelin, Mobil 1, TAG Heuer, Mobil, Hugo Boss, Coffex Coffee Roasters, Amadio Wines and MSC Signs.

We look forward to the 2020 Porsche PAYCE Carrera Cup Australia season. And if you need further clarification as to why we race, then be sure to watch Carrera Cup on track in 2020.



TONI ANDREEVSKI
Porsche Cars Australia
Director – Marketing & Motorsport



02 WELCOME

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

WELCOME TO THE 2020 SEASON OF AUSTRALIA'S PREMIER ONE-MAKE CHAMPIONSHIP, PORSCHE PAYCE CARRERA CUP AUSTRALIA.

Attracting some of the Asia Pacific region's best Pro and Pro-Am sports car drivers, Porsche PAYCE Carrera Cup is the premier one-make championship in Australia drivers competing in identical Porsche 911 GT3 Cup race cars.

Born on the 911 production line in Stuttgart, the second-generation 991-series 911 race car was introduced to the series in 2018, offering improved performance and safety over its predecessor. Its impact drew huge interest globally with healthy fields and intense competition featuring across all classes. This too was evident in Australia where the breadth and quality of competition set the standard for one-make competition throughout the 2018 and 2019 seasons.

The 2020 Porsche PAYCE Carrera Cup season promises to be the biggest on record enjoy the largest sponsorship support, television package and prize pool in Carrera Cup's 16-year history.

Porsche have also announced it will be the official support category for the 24 Hours of Le Mans in 2020, combining rounds of Porsche Carrera Cup France (PCCF) and Porsche Carrera Cup Germany (PCCD). As a result, Porsche has also offered the opportunity for one driver from each Carrera Cup

series globally, to compete and represent their country at this iconic event racing against a field of over 60 Cup Cars just before the start of the 24 Hours of Le Mans.

This once in a lifetime opportunity for one lucky competitor will be open to all 2020 Porsche PAYCE Carrera Cup drivers in Australia.

The 2020 calendar aligns with rounds of the Virgin Australia Supercars Championship and the Australian Grand Prix, with the country's premier support category encompassing an eight round series headlining at Australia's marquee motorsport events across the country.

The 2020 calendar kicks off with its traditional start at the Superloop Adelaide 500 on the 20-23 February followed by the glitz and glamour of the Australian Grand Prix on the 12-15 March. There is an early break over April and May before the Porsche PAYCE Carrera Cup Championship reconvenes for round 3 at the Wapac Townsville 400 in 26-28 June.

The Championship stays up north for round 4 in Darwin Triple Crown on the 17-19 July before heading back south for the highly anticipated

Sydney Super Night Race on the 28-10 August. A month later the teams will again enjoy the fast and flowing curves of The Bend Motorsport Park, before heading to the Bathurst 1000 in early October. The final round again will be at the Vodafone Gold Coast 600 on the 30 October – 01 November.

Carrera Cup will be more visible than ever in 2020 with every race live, in HD and ad break free on Fox Sports and Kayo Sports. The 2020 season will also see free-to-air live coverage and replays on Channel 10 increasing to record levels, delivering a world class broadcast package.

As the championship is owned and operated by Porsche Cars Australia, the brand ensures Carrera Cup is run at the highest standard by Porsche's in-house motorsport team.

Full fields, tremendous racing cars and some of Australia's best Pro and Pro-Am sports car drivers... Be sure to follow the Porsche Carrera Cup Australia championship in 2020.



03

RACE CALENDAR

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

ROUND	EVENT	LOCATION	DATE
1	ADELAIDE 500	ADELAIDE, SOUTH AUSTRALIA	FEB 20-23, 2020
2	FORMULA 1 AUSTRALIAN GRAND PRIX	MELBOURNE, VICTORIA	MARCH 12-13, 2020
3	TOWNSVILLE 400	TOWNSVILLE, QUEENSLAND	JUNE 26-28, 2020
4	DARWIN TRIPLE CROWN	DARWIN, NORTHERN TERRITORY	JULY 17-19, 2020
5	SYDNEY SUPERNIGHT	SYDNEY, NEW SOUTH WALES	AUGUST 28-30, 2020
6	THE BEND OTR 500	TAILEM BEND, SOUTH AUSTRALIA	SEPTEMBER 18-20, 2020
7	BATHURST 1000	BATHURST, NEW SOUTH WALES	OCTOBER 8-11, 2020
8	GOLD COAST 600	GOLD COAST, QUEENSLAND	OCTOBER 30-NOV 1, 2020



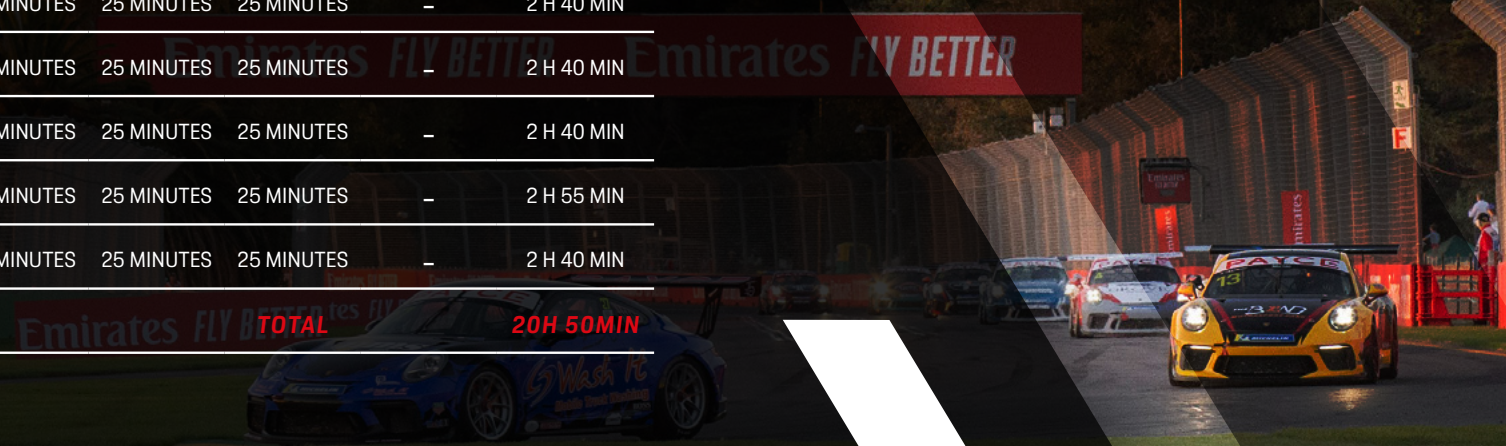
04 RACE FORMATS

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

ROUND	PRACTICE 1	PRACTICE 2	QUALIFYING	RACE 1	RACE 2	RACE 3	RACE 4	TOTAL
1	20 MINUTES	20 MINUTES	20 MINUTES	20 MINUTES	20 MINUTES	20 MINUTES	–	2 HOURS
2	30 MINUTES	–	20 MINUTES	45 MINUTES	35 MINUTES	25 MINUTES	25 MINUTES	3 HOURS
3	25 MINUTES	25 MINUTES	20 MINUTES	40 MINUTES	25 MINUTES	25 MINUTES	–	2 H 40 MIN
4	25 MINUTES	25 MINUTES	20 MINUTES	40 MINUTES	25 MINUTES	25 MINUTES	–	2 H 40 MIN
5	25 MINUTES	25 MINUTES	20 MINUTES	40 MINUTES	25 MINUTES	25 MINUTES	–	2 H 40 MIN
6	25 MINUTES	25 MINUTES	20 MINUTES	40 MINUTES	25 MINUTES	25 MINUTES	–	2 H 40 MIN
7	50 MINUTES	–	30 MINUTES	45 MINUTES	25 MINUTES	25 MINUTES	–	2 H 55 MIN
8	25 MINUTES	25 MINUTES	20 MINUTES	40 MINUTES	25 MINUTES	25 MINUTES	–	2 H 40 MIN
								TOTAL 20H 50MIN



05 CLASSIFICATION

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

DRIVER CLASSIFICATION

DRIVERS IN CARRERA CUP AUSTRALIA FALL WITHIN TWO CLASSES – PRO AND PRO-AM. THERE ARE GUIDELINES IN PLACE TO HELP DETERMINE THE CLASSIFICATIONS 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 generally consists of former Supercars Championship drivers as well as up-and-comers who are eager to use their experienced rivals as a benchmark to prove their ability in identical 911 GT3 Cup 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.

These drivers will count only their best seven point-scoring rounds towards their Pro-Am season pointscore, both not afforded to their Pro-ranked counterparts.

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.

In 2020, the Endurance Cup will continue with six long-distance races across six events, starting at Townsville and

concluding on the streets of 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 2020 Endurance Cup Champions.



06 VEHICLE SPECS

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

RACE VEHICLE SPECIFICATIONS: THE PORSCHE 911 GT3 CUP

Introduced into Carrera Cup Australia in 2018, the latest generation Porsche 911 GT3 Cup is a precision instrument for the race track, optimised for customer motorsports. Power, aerodynamics, longevity, safety, cost efficiency – Porsche has improved every aspect. On principle. But, above all, for our customers.

The 911 represents over 50 years of motorsports history. And a major contributor to over 30,000 racing

victories. Every Porsche 911 is also the platform for a pure-bred race car – the 911 GT3 Cup. They originate from the same production line from Porsche principal production facility in Zuffenhausen. It is only once they are fully assembled that their paths diverge. The Porsche 911 GT3 Cup receives its finishing touches in Porsche Motorsport's headquarters in Weissach so that,

ultimately, it lives up to its calling: uncompromising performance on the race track.

The second generation 911 GT3 Cup (Type 991.2) will race in Carrera Cup Australia for a total of four seasons (2018-2021) before becoming available for use in Porsche Michelin Sprint Challenge Australia thereafter and a new 911 GT3 Cup model is introduced to Carrera Cup in 2022.

CONCEPT

Single-seater production-based race car
Base model 911 GT3

TRANSMISSION

Aluminium six-cylinder horizontally opposed engine, rear-mounted
Mechanical differential lock
Triple-disc sintered metal racing clutch
Pneumatic gearshift activation (paddle shift)

BODYSHELL

Lightweight construction in aluminium and steel composite.
Weld-in roll cage, certified compliance with FIA homologation regulations for safety cages.
Front lid with two air intakes for cockpit ventilation, quick-release catches.
Removable roof section in compliance with the latest FIA safety regulations.

BRAKE SYSTEM

Two independent brake circuits with brake pressure sensors for front and rear axle, adjustable by the driver via brake balance system
Multi-piece steel brake discs, internally vented and slotted, diameter = 380 mm
Racing brake pads

ENGINE

Aluminium six-cylinder horizontally opposed engine, rear-mounted
3,996 cc; stroke 81.5 mm; bore 102 mm
Max. power: 357 kW (485 hp) at 7,500 rpm
Max. torque: 480 Nm at 6,250 rpm

WEIGHT/DIMENSIONS

Total weight	1,200kg (approx.)
Total length	4,564mm
Total width	1,980mm
Total height	1,246mm
Wheelbase	2,456mm

CHASSIS/SUSPENSION

Forged control arms: Optimised stiffness; Double-shear track rod connection; Heavy-duty spherical bearings.
Wheel hubs with central locking device Racing shock absorbers, non-adjustable.
Front axle: McPherson suspension strut, adjustable for height, camber and toe; Forged and adjustable top mounts; Electrohydraulic power steering with external control function for easy car manoeuvring.
Rear axle: Multi-link rear suspension, adjustable for height, camber and toe; Forged top mounts.

ELECTRICAL SYSTEM

COSWORTH colour display ICD with integrated fault diagnostics. COSWORTH electrical system control unit IPS32.

07

FAN DEMOGRAPHICS

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

2.65 MILLION FANS
NATIONALLY

652 THOUSAND AVID
FANS NATIONALLY

GENDER SPLIT 49/51 National Gender Split

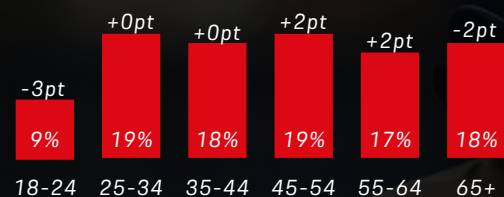
69% MALE / **31%** FEMALE

AVERAGE HOUSEHOLD INCOME

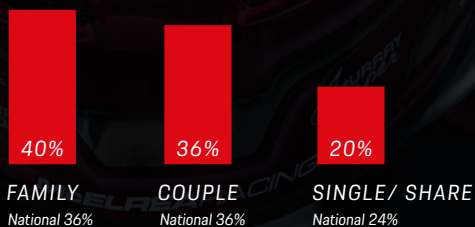
\$87.5k

+2% National Sample

AGE



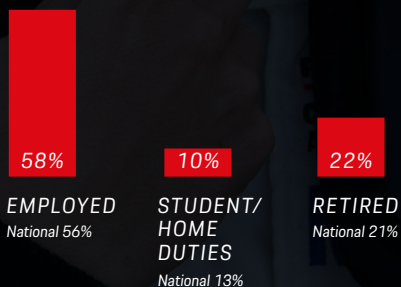
HOUSEHOLD STATUS



PAY TV STATUS



EMPLOYMENT STATUS



08

FAN DEMOGRAPHICS

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

METRO V REGIONAL SPLIT

56%

OF FANS IN METRO AREAS



44%

OF FANS IN REGIONAL AREAS



76%

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

Source: Nielsen Sports SportLink 2019 (Jan to Sep) Carrera Cup Fans n = 966

CARRERA CUP FAN INSIGHT

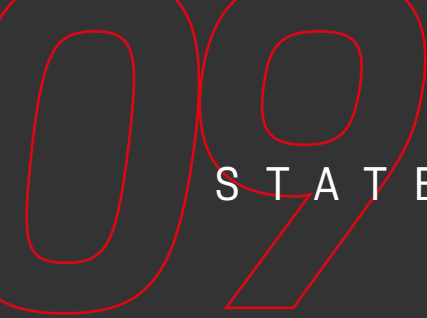
GENDER	NAT SAMPLE	CARRERA CUP
MALE	49%	70%
FEMALE	51%	30%

AGE	NAT SAMPLE	CARRERA CUP
18-24	12%	12%
25-34	18%	19%
35-44	19%	19%
45-54	18%	18%
55-64	15%	17%
65+	18%	16%

HOUSEHOLD INCOME	NAT SAMPLE	CARRERA CUP
UNDER \$60K	12%	12%
\$60K TO \$100K	18%	19%
\$100K TO \$200K	19%	19%
\$200K+	18%	18%

Source: Nielsen Sports





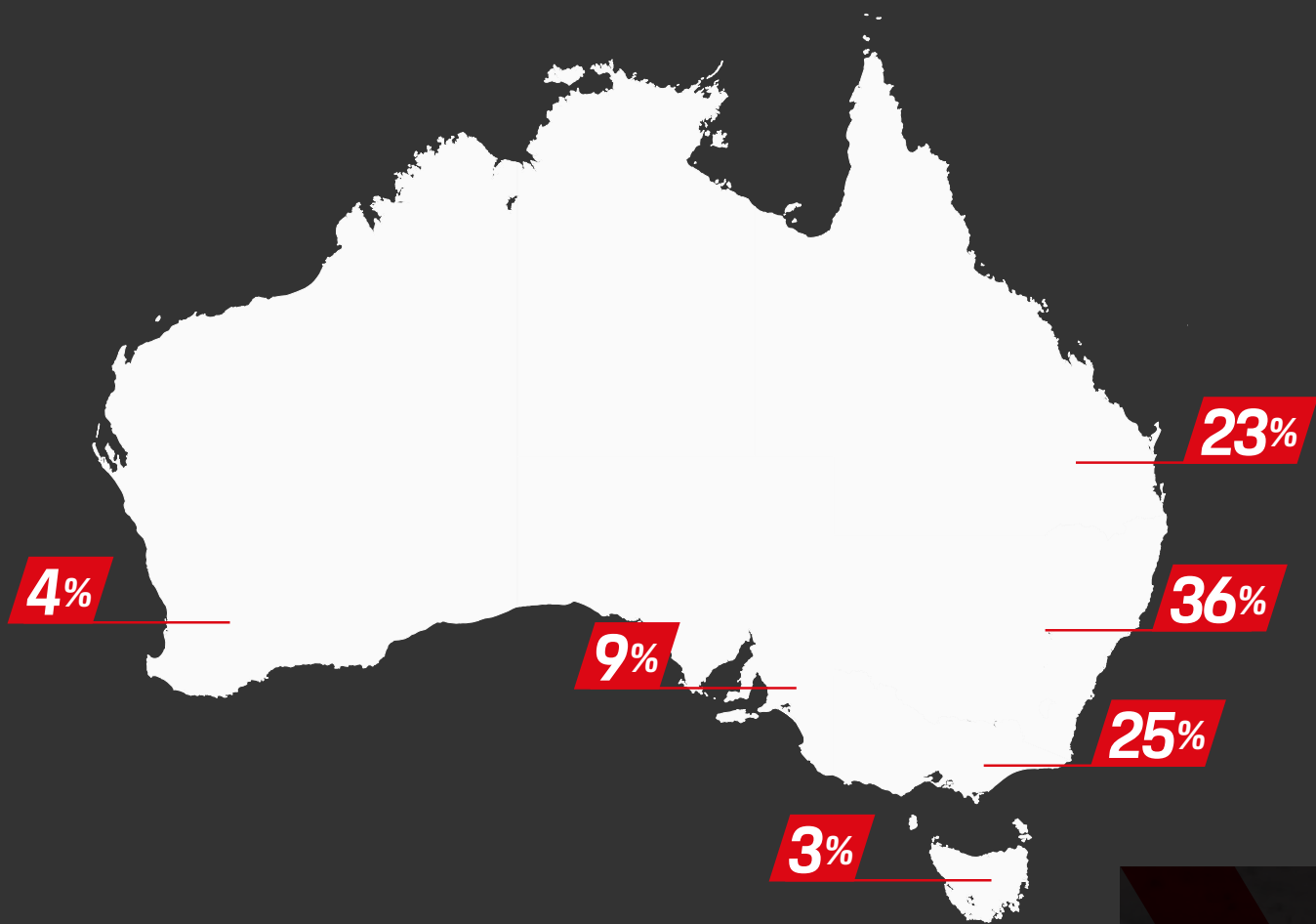
STATE OF SHARE VOICE

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYCE

80% OF THE FREE-TO-AIR RATINGS HAVE COME FROM NSW, VICTORIA AND QUEENSLAND, WITH NSW DOMINATING THE HIGHEST SHARE.

FTA Audience Share by State
Round 1 to 8, % Share



10

BROADCAST PARTNERSHIP

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

EVERY RACE LIVE, IN HD AND AD BREAK FREE ON FOX SPORTS AND KAYO SPORTS. THE 2020 SEASON WILL SEE FREE-TO-AIR LIVE COVERAGE AND REPLAYS ON CHANNEL 10 INCREASING TO RECORD LEVELS, DELIVERING A WORLD CLASS BROADCAST PACKAGE.



Competitors will again enjoy LIVE coverage of every Porsche PAYCE Carrera Cup race in 2020 including Adelaide 500, Townsville, Darwin, Sydney Night race, The Bend OTR 500, Bathurst 1000, Gold Coast 600 and all four races of the Australian Grand Prix.



Channel Ten will showcase five free-to-air rounds at each major race on our 2020 calendar including: Adelaide; Australian Grand Prix, Townsville, Bathurst and Gold Coast.

foxtel

Every race will be available on Foxtel Go and Foxtel Play.

Kayo

LIVE coverage of every Carrera Cup race.



KEY NUMBERS

8 NATIONAL EVENTS

ATTENDEES ANNUALLY

1.21+ MILLION

SOCIAL MEDIA IMPRESSIONS

2.71+ MILLION

TV BROADCAST ANNUALLY

33+ HOURS

TOTAL TV AUDIENCE

6.34+ MILLION

CUMULATIVE MEDIA REACH

2.23+ MILLION

MEDIA ASR VALUE

\$2.97+ MILLION

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

12

TELEVISION AUDIENCE

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

2019 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	NETWORK TEN	TOTAL AUDIENCE
ADELAIDE 500	334,487	756,361	1,090,848
AUSTRALIAN GRAND PRIX	253,919	846,678	1,100,597
PHILLIP ISLAND 500	250,179	---	250,179
DARWIN TRIPLE CROWN	298,384	30,718	329,102
SYDNEY SUPERNIGHT	230,945	312,693	543,638
THE BEND SUPERSPRINT	278,605	26,468	305,073
BATHURST 1000	547,274	1,252,754	1,799,028
GOLD COAST 600	403,805	521,227	925,032
		TOTAL	6,343,497

Source: Nielsen Sports

TOTAL TV AUDIENCE

2019 YTD vs 2018

6,343,497 **+8.01%**



13

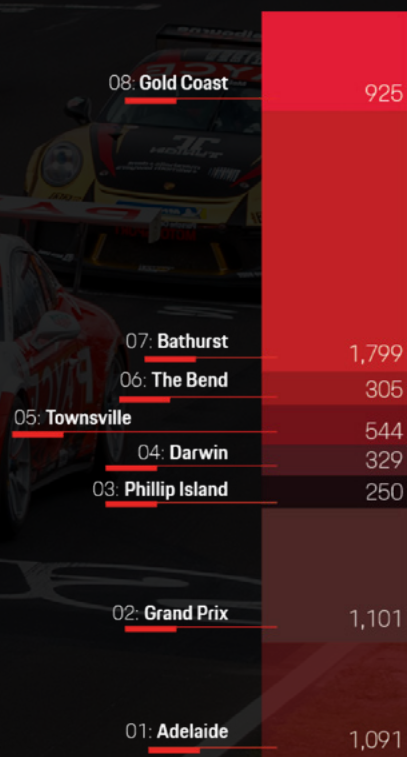
TELEVISION AUDIENCE

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

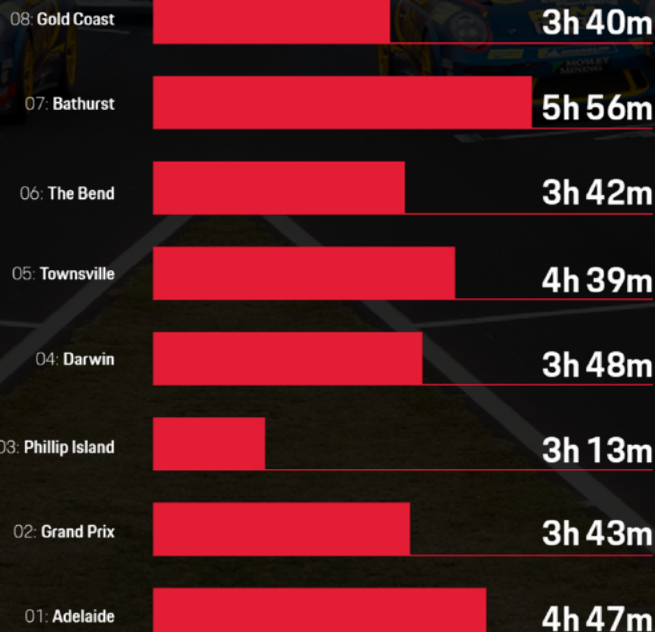
PAYCE

BREAKDOWN



6,344,000

TOTAL VIEWERSHIP OF
CARRERA CUP IN 2019



BROADCAST DURATION

Cumulative broadcast duration by round

AUDIENCE SUMMARY

Cumulative audiences by round ('000s)

33+

HOURS OF CARRERA CUP
COVERAGE IN 2019

AUDIENCE & EXPOSURE

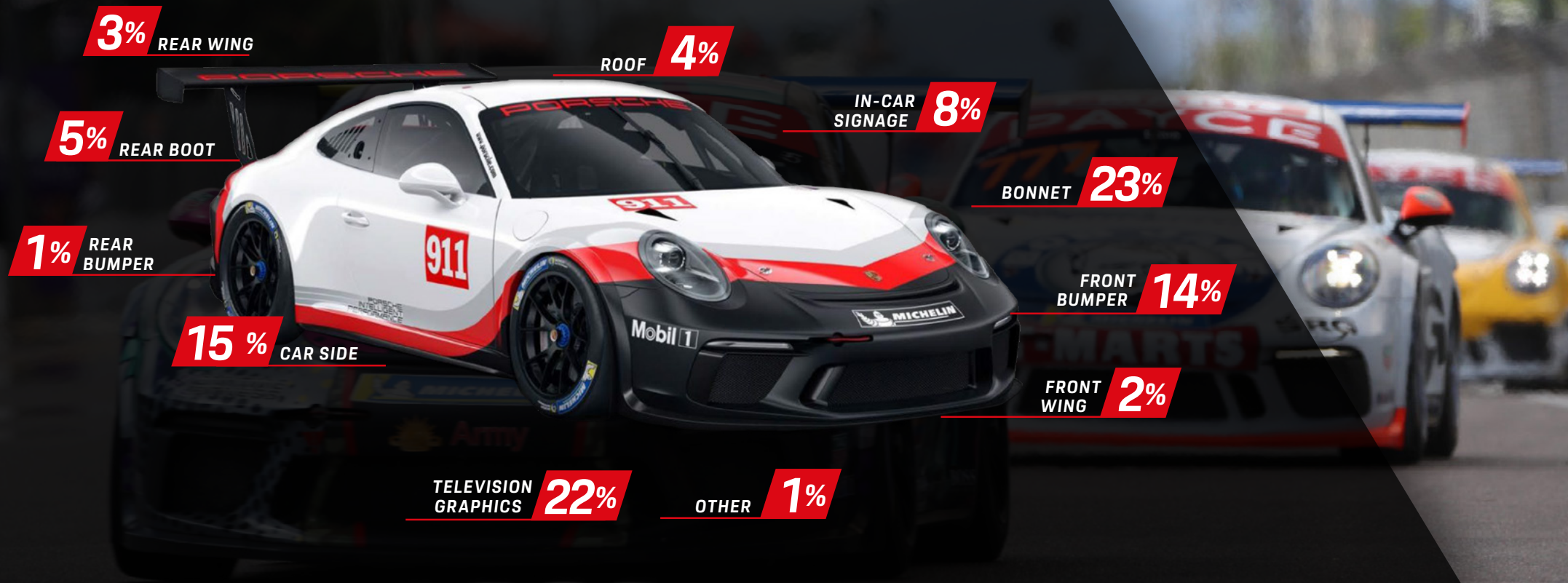
PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

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.



15 COMMUNICATIONS PLATFORMS

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

Porsche PAYCE 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.

CONTENT AGENCY: ONE9MEDIA

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
/ 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 website.

SUPERCARS.COM **COLLABORATION**

Porsche PAYCE Carrera Cup content from the 2020 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 Porsche Motorsport communications team throughout the season and disseminated to Australian motoring and motorsport media

In 2019, this generated Media Reach in excess of 2.23M with an ASR Media value in excess of AUD \$2.97M

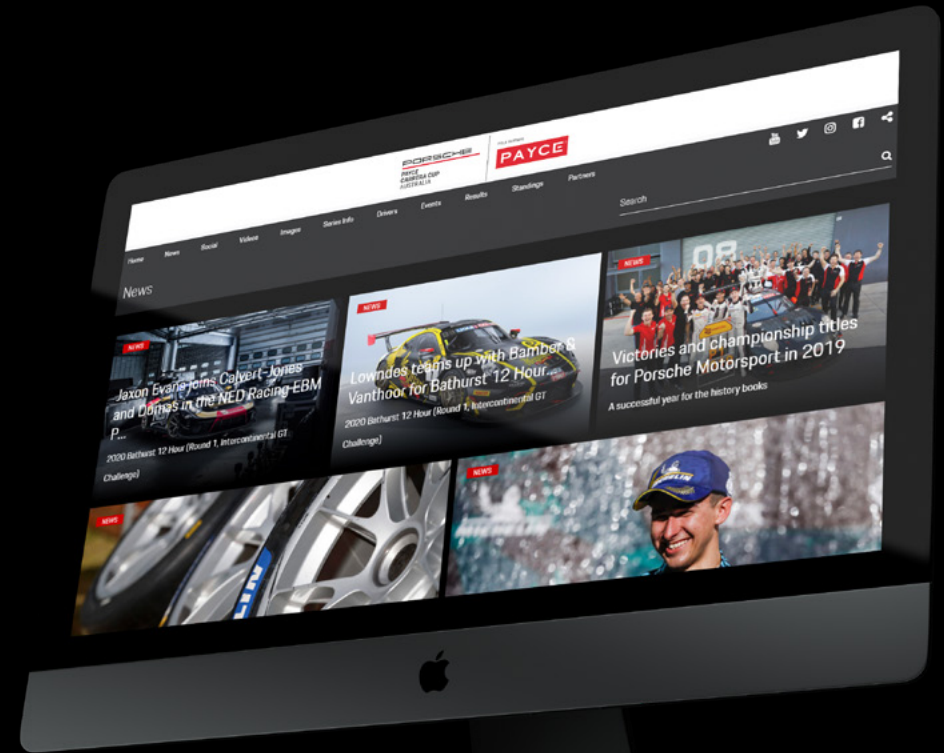
DEDICATED SOCIAL MEDIA **CHANNELS:**

@PORSCHEMOTORSPORTAU /
@PORSCHE MSPAU

Porsche Motorsport is active on Facebook, Instagram and Twitter, where you'll find all the latest news, videos and images.

2019 saw Carrera Cup's dedicated social media accounts grow at an average 25-40% organically returning 2.71M impressions.

In 2020 all content will be amplified further across new dedicated @PorscheMotorsportAU (facebook, Instagram) and @PorscheMspAU (twitter) channels.



SERVICES

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

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 2020.

The Carrera Cup Teams Lounge caters for drivers, teams, families and sponsors at each round.

Carrera Cup entrants each receive six entry passes to the Teams Lounge, while additional passes can be purchased for each event by contacting the Motorsport Assistant. Additional Teams Lounge passes are approximately AUD \$100.00 plus GST per person, per day.

The Teams Lounge facility provides two professionally prepared meals per day, while a full-time barista ensures those within the championship are provided all their coffee needs thanks to Carrera Cup series partner, Coffex Coffee Roasters.

TEAM APP

Carrera Cup uses Team App at each event to provide live communications to those within the championship. Introduced to the series in 2018, Team App provides those in the series 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.

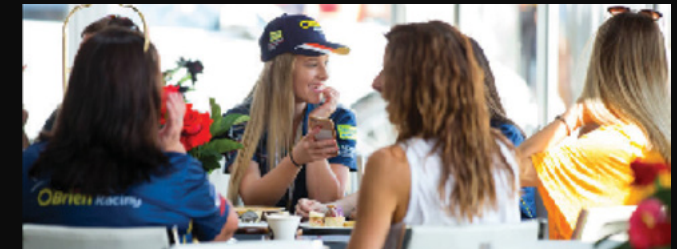
TEAM CENTRE

All technical information is housed centrally on the Team Centre, which is part of the Carrera Cup website.

Information accessed in Team Centre includes Series Info & Regulations, Parts Catalogue, Technical Information and Technical Bulletins.

Visit the Team Centre at:

www.carreracup.com.au/team-centre



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 championship.

Porsche's Parts Sales Manager 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.

SPONSORSHIP SUPPORT

The Porsche Motorsport team provides drivers and teams sponsorship reports, proposals, season and audience guides including tv ratings and fan demographics via Nielsen Sports Sponsorship reports for individual team sponsors are also tracked throughout the season and provided to each competitor.

PHOTOGRAPHIC SERVICE

Carrera Cup has a dedicated professional photographic team for 2020. The photographic professionals provide high resolution images available on both the series website and Facebook page.

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 on the Photographic Service or to access the online image database, contact the Porsche's Motorsport Communications representative.

SIGNAGE ASSISTANCE

At each Carrera Cup round, the series provides a Signage Specialist to assist with entrant's signage needs for Porsche and its teams, ensuring the Carrera Cup championship is presented to the best possible standard on track.



HONOUR ROLL

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

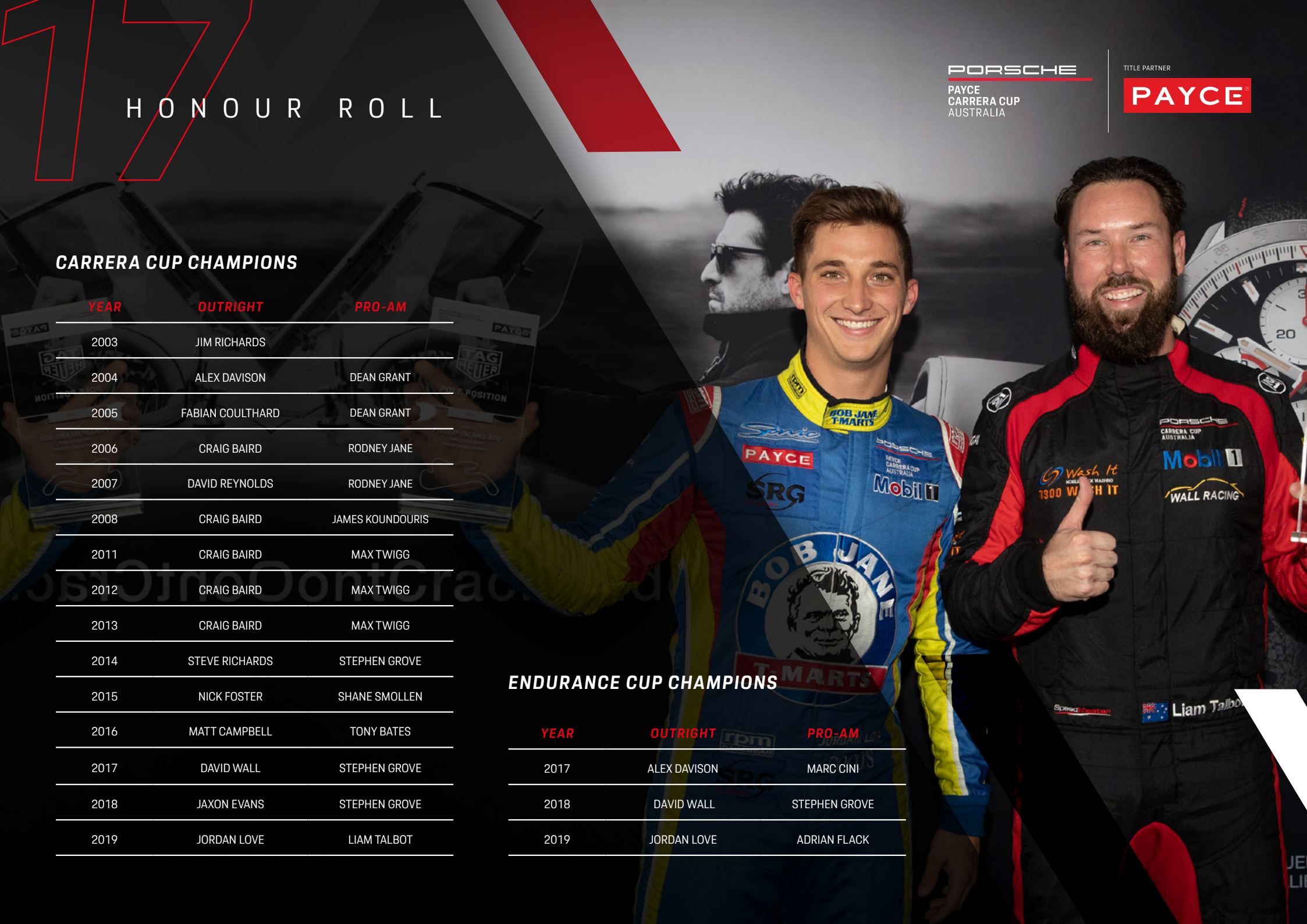
PAYCE®

CARRERA CUP CHAMPIONS

YEAR	OUTRIGHT	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

ENDURANCE CUP CHAMPIONS

YEAR	OUTRIGHT	PRO-AM
2017	ALEX DAVISON	MARC CINI
2018	DAVID WALL	STEPHEN GROVE
2019	JORDAN LOVE	ADRIAN FLACK



18 CONTACTS

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

PORSCHE CARS AUSTRALIA CONTACTS

TONI ANDREEVSKI

Director - Marketing & Motorsport

Phone: +61 3 9473 0996

Email: toni.andreevski@porsche.com.au

TROY BUNDY

Head of Motorsport

Phone: +61 3 9473 0941

Email: troy.bundy@porsche.com.au

ANGUS THOMPSON

Motorsport Communications Manager

Phone: +61 (0)403 233 548

Email: angus.thompson@porsche.com.au

MATLEENA PUKKILA

Motorsport Operations Manager

Phone: +61 3 9473 0913

Email: matleena.pukkila@porsche.com.au

STEPHEN ROBERTSON

Motorsport Sporting & Technical Manager

Phone: +61 3 9473 0603

Email: stephen.robertson@porsche.com.au

PAUL GIRT

Part Sales

Phone: +61 3 9473 0983

Email: paul.girt@porschemelbourne.com.au

19 PARTNERS

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

PAYCE

PAYCE - TITLE PARTNER

PAYCE is a leading property development and investment company. Founded in 1978, PAYCE has a proven track record in setting new international benchmarks with its landmark integrated, lifestyle developments. PAYCE has also won a reputation for not just delivering exceptional, intelligently designed

contemporary homes, but also in creating dynamic and cohesive communities. At the heart of PAYCE master plan designs are community spaces, which celebrate the best of local village, living. PAYCE earned the reputation of creating vibrant, inclusive communities by recognizing that all communities need to be connected and integrated. This success is built upon the commitment to empower and lead communities to realise their own potential, which is why innovative urban design is a central feature of all projects.

Specialists in urban renewal, the team draws on best practice design principles, critical thinking and true innovation to create quality, inspirational and one of a kind residential, commercial and retail precincts.



MICHELIN - OFFICIAL TYRE PARTNER

Porsche and Michelin have worked together for many years in a close and successful partnership which has led to the development of tyres for the German make's production models and racing cars alike. For more than 10 years, the majority of the national Porsche Carrera Cups and the international Porsche Mobil 1 Supercup featuring the 911 GT3 Cup have been run exclusively on specific Michelin tyres.

In Australia, Michelin is the Official Tyre Partner of Carrera Cup Australia along with 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, one of Australia's most extensive driver development programmes.



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.



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?

20 PARTNERS

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYCE



**MOBIL - OFFICIAL
FUEL PARTNER**

At Mobil, it's all about the details and bringing quality fuels to every driver, all across Australia. That's why we're committed to getting performance enhancing additives into every pump across Australia. At Mobil, we understand that there are lots of different things that matter to each driver when you refuel. So because of this, Mobil fuels have been developed with you and your engine in mind. Mobil fuels help keep your engine clean for better fuel economy and performance. Helping you go further. This is one more way our fuels work harder for you every day, and one more reason to refuel at Mobil. Because every drive matters.



**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 Porsche PAYCE Carrera Cup Australia and Porsche Michelin Sprint Challenge Australia series. The agreement also includes outfitting the future Porsche Formula E team. As from December 2019, the sports car manufacturer will enter the series for electric race cars with its own works team.



**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 Lounge at every Carrera Cup event.



**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.