

PORSCHE MICHELIN

SPRINT CHALLENGE

20
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SEASON GUIDE



PORSCHE
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SPRINT CHALLENGE
AUSTRALIA

TITLE PARTNER
MICHELIN

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01 INTRODUCTION

In 2021, Porsche Michelin Sprint Challenge Australia celebrates its 13th 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. 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 of 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 Programme 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 programme 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 for 2021.

Jaxon Evans would also finish runner-up in the 2016 GT3 Cup Challenge season before going on to win the 2018 Porsche Carrera Cup Championship. Following in the footsteps of Campbell, Evans was victorious in the Junior Programme Shootout before launching into an international racing career with Porsche as an official Porsche Junior driver in the 2019 and 2020 Porsche Mobil1 Supercup.

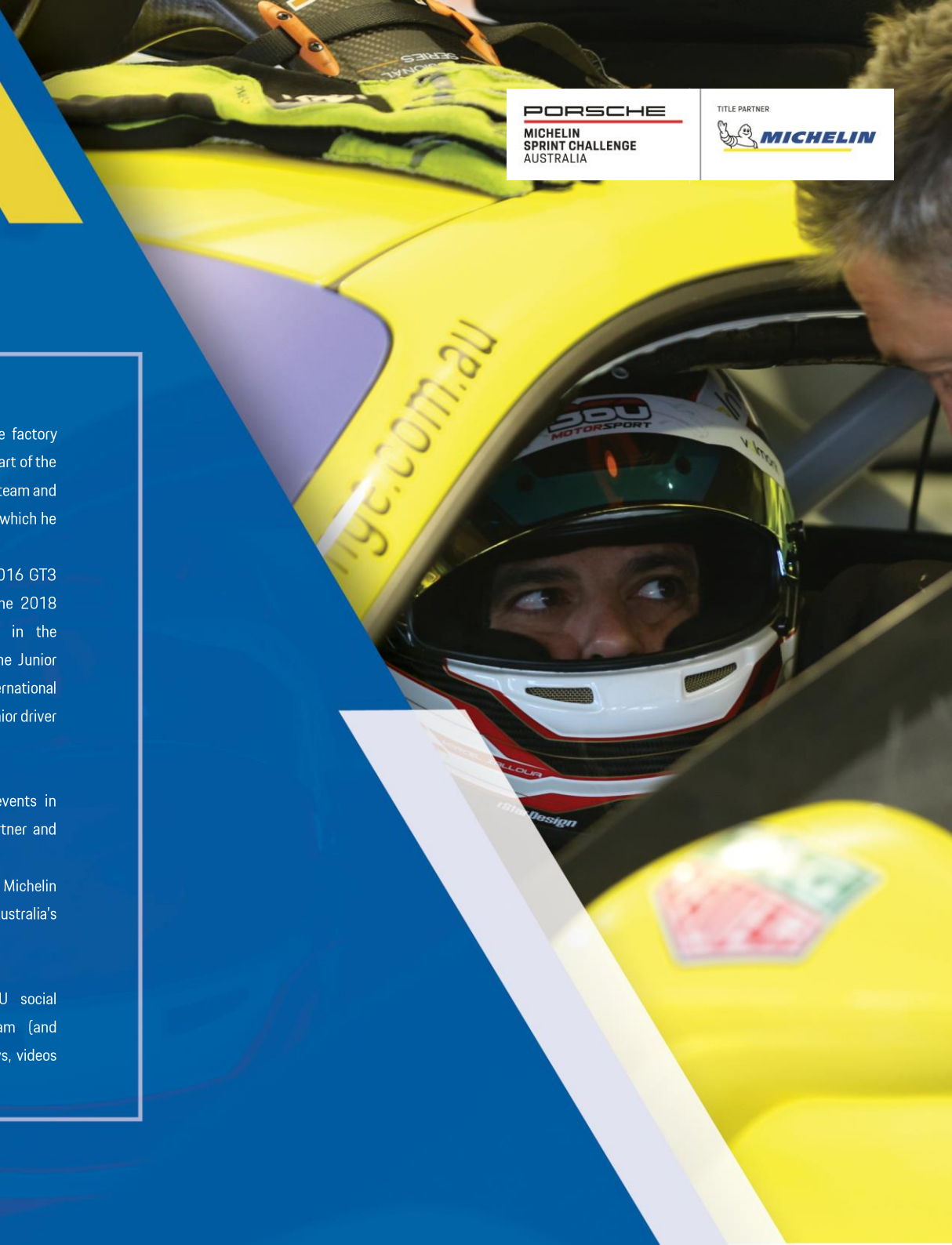
Racing at Motorsport Australia Championships events in 2021, the series retains Michelin as its Title Partner and official Tyre Supplier.

For Mobil Pro and Pro-Am racers alike, Porsche Michelin Sprint Challenge Australia will continue as one of Australia's best racing platforms into 2021.

Be sure to follow the @PorscheMotorsportAU social channels on Facebook, Youtube and Instagram (and @PorscheMspAU on Twitter) for all the latest news, videos and racing action from the 2021 season.

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RACE CALENDAR

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ROUND	EVENT	LOCATION	DATE
1	PHILLIP ISLAND	PHILLIP ISLAND, VIC	FEBRUARY 19-21, 2021
2	SYDNEY MOTORSPORT PARK	SYDNEY, NSW	MAY 01-02, 2021
3	MORGAN PARK	WARWICK, QLD	JUNE 25-27, 2021
4	SANDOWN	MELBOURNE, VIC	SEPTEMBER 17-19, 2021
5	THE BEND MOTORSPORT PARK	TAILEM BEND, SA	OCTOBER 15-17, 2021
6	BATHURST INTERNATIONAL	BATHURST, NSW	TBC

*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 teams and drivers are advised in the relevant Supplementary/Further Supplementary Regulations issued prior to each event.

Generally, the format for each round of the Series is as follows:

- Practice - Two (2) 30-minute (minimum) practice sessions (normally Friday).
- Qualifying - One (1) 20-minute (minimum) qualifying session (normally Saturday).
- Races - A minimum of sixty (60) minutes of race time shall be scheduled at each Round of the Series as detailed in the relevant Supplementary Regulations.

ROUND	EVENT	PRACTICE 1	PRACTICE 2	QUALIFYING	RACE 1	RACE 2	RACE 3	TOTAL
1	PHILLIP ISLAND	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	45 MIN	2 H 45 MIN
2	SYDNEY MOTORSPORT PARK	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	45 MIN	2 H 45 MIN
3	MORGAN PARK	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	45 MIN	2 H 45 MIN
4	SANDOWN	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	45 MIN	2 H 45 MIN
5	THE BEND MOTORSPORT PARK	30 MIN	30 MIN	20 MIN	20 MIN	20 MIN	45 MIN	2 H 45 MIN
6	BATHURST INTERNATIONAL	TBC	TBC	TBC	TBC	TBC	TBC	TBC

*subject to change

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CLASSIFICATION

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DRIVER CLASSIFICATION

DRIVERS IN SPRINT CHALLENGE AUSTRALIA FALL WITHIN THREE CLASSES – MOBIL 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.

Mobil 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.I) car, have traditionally formed the Pro class in GT3 Cup Challenge. Most recently, Harri Jones was the form Pro driver of the series, claiming the 2019

series title in a record-breaking performance across the season's six rounds. Other noteworthy Mobil Pro drivers have included Richard Muscat, Jaxon Evans, 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.I) 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.

CLASS B

The Porsche Michelin Sprint Challenge Australia series is a multi-class series, allowing drivers to compete in the older generation 997 GT3 Cup cars on an invitational basis. Regardless of whether a driver is classified as a Pro or Pro-Am, all racers competing in the 997 GT3 Cup car will form part of the Class B invitational division.



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VEHICLE SPECS



RACE VEHICLE SPECIFICATIONS: THE PORSCHE 911 GT3 CUP

Once a generation of 911 GT3 Cup cars have completed its time in Carrera Cup in Australia, it then becomes available in the Porsche Michelin Sprint Challenge Australia series.

Introduced into Carrera Cup in 2014, the first generation 991-series 911 GT3 Cup car raced in Carrera Cup for four seasons up until its Carrera Cup swansong at the Gold Coast season finale in 2017.

Thereafter, it became eligible for Sprint Challenge competition.

Sprint Challenge also features the second-generation 997-series 911 GT3 Cup car. Originally recruited for Carrera Cup competition from 2011 to 2013, the 997-series race car moved to GT3 Cup Challenge in 2014, where it was enjoyed as an outright contender.

In 2018, following the introduction of its successor to the series, the 997 GT3 Cup car owners could then contend for the Class B title.

THE PORSCHE 911 GT3 CUP (TYPE 911.I)

CONCEPT

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

ENGINE LAYOUT

Aluminium six-cylinder rear-mounted Boxer engine

POWER

338kW (460hp)

TRANSMISSION

Porsche six-speed sequential dog-type gearbox

DIMENSIONS

Length: 4,547mm Height: 1,280mm

BRAKE SYSTEM

Aluminium six-piston racing calipers in mono-bloc design at front, Aluminium four-piston racing calipers in mono-bloc design at rear

STEERING

McPherson strut at front, Multilink suspension at rear, non-adjustable Racing shock absorbers, anti-roll bar

SAFETY

Welded-in roll cage, FIA safety fuel tank, fire extinguishing system



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KEY NUMBERS

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6 NATIONAL EVENTS

ATTENDEES ANNUALLY

85,172

SOCIAL MEDIA IMPRESSIONS

345,333

LIVE STREAMS ANNUALLY

461,521*

AUSTRALIAN TV VIEWERS

703,602

Source: OzTAM & Nielsen Audience Measurement

*Source: Shannons Nationals – Sprint Challenge Rds 1,2,4,6 & 7



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2019 TELEVISION COVERAGE

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R1 - TASMANIA

LIVESTREAM AUDIENCE	N/A
TELEVISION AUDIENCE	645,000
EVENT ATTENDANCE	54,926

R2 – SYDNEY MOTORSPORT PARK

LIVESTREAM AUDIENCE	58,484
TELEVISION AUDIENCE	16,510
EVENT ATTENDANCE	4,900

R3 – PHILLIP ISLAND

LIVESTREAM AUDIENCE	59,021
TELEVISION AUDIENCE	23,288
EVENT ATTENDANCE	3,324

R4 – QUEENSLAND RACEWAY

LIVESTREAM AUDIENCE	76,846
TELEVISION AUDIENCE	18,804
EVENT ATTENDANCE	5,518

R5 – SANDOWN RACEWAY

LIVESTREAM AUDIENCE	164,275
TELEVISION AUDIENCE	N/A
EVENT ATTENDANCE	11,820

R6 – THE BEND MOTORSPORT PARK

LIVESTREAM AUDIENCE	102,895
TELEVISION AUDIENCE	N/A
EVENT ATTENDANCE	4,684



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ASSET VALUE BREAKDOWN

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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.



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

09 DIGITAL PLATFORMS



Porsche Michelin Sprint Challenge Australia provides strong communications across its website and social media platforms.

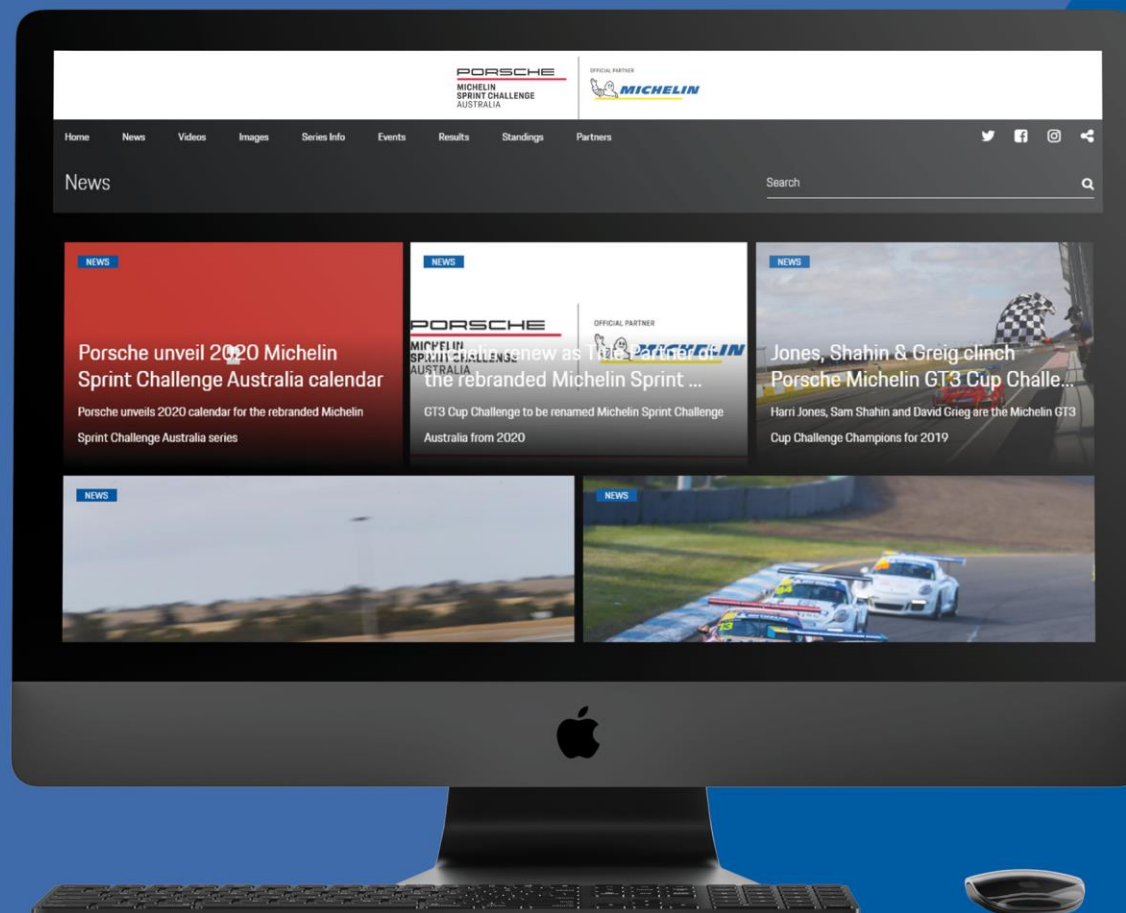
The championship's website houses all the latest news, results, standings and images from the series and is the one-stop resource for all technical information via the Team Centre.

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

 @PORSCHEMOTORSPORTAU

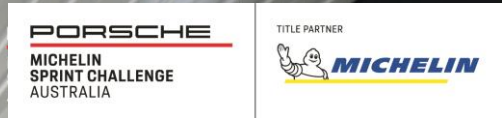
 @PORSCHEMOTORSPORTAU

 @PORSCHEMSPAU



[SPRINTCHALLENGE.COM.AU](https://www.sprintchallenge.com.au)

10 SERVICES



PARTS SUPPORT PORSCHE MOTORSPORT TRUCK

The Porsche Motorsport Truck travels to each Sprint Challenge round and provides spare parts support to those racing in the championship. 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.



TEAM CENTRE

All technical information is housed centrally on the Team Centre, which is part of the Sprint Challenge 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/>

TEAM APP

Sprint Challenge 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.



HONOUR ROLL CHAMPIONS

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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	-	-	-	-	-



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JIM RICHARDS ENDURANCE TROPHY

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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)



13 PARTNERS



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 OW- 40 grade of Mobil 1 and why it is recommended by Porsche for every service oil change.



MOBIL - OFFICIAL 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 Carrera Cup Australia and Porsche Michelin Sprint Challenge Australia series. The agreement also includes outfitting the Porsche Formula E team.

14 PARTNERS

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PAYNTER DIXON

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/>



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 along with every Sprint Challenge Australia 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.

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