



George Souris MP

Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

Wednesday 11 September, 2013

Sydney Revs Up for New V8 Action

Western Sydney will be the home of Australia's V8 motorsports thanks to a new deal to host the Grand Finale round of the V8 Supercar Championship Series and a fan day for enthusiasts, Minister for Tourism and Major Events, George Souris, announced today.

"The new agreement for the Sydney 500, to be held at Sydney's Olympic Park and the V8 Supercar Test Day at Motorsport Park, Eastern Creek, runs for the next three years (until 2016) with an option for an extra two years," Mr Souris said.

"Besides providing a multitude of motorsports fans with a wonderful experience, these two events will also provide many jobs and inject millions of dollars into the NSW economy.

The Sydney 500 sees Ford, Holden, Nissan Mercedes-Benz and for the first time, Volvo, battle it out for the final race of the Series. The Supercar test Day allows fans to get up close and personal to the driving teams and the cars in a carnival atmosphere.

"The events are expected to attract more than 5,000 interstate and international visitors and 15,000 intrastate visitors and, over the three years, bring an estimated \$50 million to our State. It will also be seen by millions of people throughout Australia and the world thanks to a live broadcast by Channel 7," Mr Souris said.

He said that the new agreement would deliver significant exposure for the State with naming rights for the V8 Supercar Test Day presented by Sydney.com. Vignettes promoting the Sydney 500 event will feature throughout the television broadcast for other races in the V8 Supercars Championship Series with video postcards of Sydney featuring throughout the live broadcast.

"Together with the Bathurst 1000, NSW now has a trifecta of the most impressive line-up of motorsport events in the country," added Mr Souris.

Minister for Sport and Recreation, Gabrielle Upton, said the V8 Supercars is an integral event on the NSW sporting calendar.

"Sydney Olympic Park is recognised around the world as Australia's premium sporting precinct and the decision to continue to stage the V8 Supercars Championship finale there is a win for the fans and the NSW economy," Minister Upton said.

"The staging of a new event in the heart of Western Sydney at Sydney Motorsport Park for the next three years is great news," Minister Upton added.

James Warburton, CEO, V8 Supercars, said: "Securing the Sydney 500 V8 Supercars Grand Finale at Sydney Olympic Park for at least another three years will mean motorsport lovers will be able to experience a truly exciting race in a unique venue which brings the precision of the V8 drivers to a challenging course that really delivers entertainment for the fans.

"The V8 Supercar Test Day, another exciting fixture for Western Sydney at Sydney Motor Sport Park, will give fans the first reveal of the line-up of cars and drivers for the new season."

The 2013 Sydney 500 V8 Supercars Season Grand Finale at Sydney Olympic Park takes place December 6-8. Joining the race action is a range of activities for the family including The Disney-Pixar Fun Zone. Children aged 12 and under can attend the Sydney 500 track free of charge with a paying adult. Tickets for the event are on sale now.

The V8 Supercar Test Day is a free event taking place in February 2014, revealing the line-up of cars and drivers for the new V8 Supercar Championship Series. Fans can see teams from Ford, Holden, Nissan, Erebus Motorsport running AMG Mercedes and Volvo, test the cars around the former Eastern Creek International Raceway now known as Sydney Motorsport Park.