ABOUT THE CLIPSAL 500 ADELAIDE

History
Clipsal 500 Adelaide, a round of the V8 Supercar Championship Series, is Australia's largest domestic motorsport event.

First held in April 1999 as the Sensational Adelaide 500 it was staged as a motor racing event over 3 days until being extended to 4 days in 2003.

The Adelaide street circuit was created in 1985 for a round of the FIA Formula One World Championship, bringing Grand Prix racing to Australia for the first time. In its eleven-year history as a Grand Prix circuit, the Adelaide event was the scene of some of the most dramatic moments in motorsport. Keke Rosberg's win in the inaugural race; Nigel Mansell's tyre blowing loss of the World Championship in 1986; the rain-soaked victory of Thierry Boutsen in 1989; Piquet's victory at the 500th Grand Prix in 1990 in front of former World Champions Fangio, Stewart, Hulme, Hunt and Brabham; the shortest Grand Prix in history with 14 laps of 'ice-skating' in 1991 with victory to Senna; the clash between Mansell and Senna taking both men out in 1992 with victory to Berger; Prost's last race in 1993; the Hill–Schumacher clash in 1994 giving the World Championship to Schumacher and race victory to Mansell; and the sell-out final Grand Prix in 1995 with victory going to Damon Hill are among the many highlights.

The heritage created by its Grand Prix past has well and truly been upheld with the introduction of V8 Supercar racing in 1999 with the original circuit being reduced in length from 3.78 kilometres to its current 3.22 kilometre form.

The Australian V8 Supercar Championship Series is globally recognised as the best touring car category in the world, with 5-litre V8 cars that are super fast, super spectacular and super competitive. The significance of the Clipsal 500 Adelaide as an event of true national and international renown was highlighted in 2005 when the legendary motor sport authority Murray Walker, while visiting the event for the first time, described it as the 'best touring car event in the world'.

2014 V8 Supercars Action
The 2014 Clipsal 500 Adelaide saw some of the most exciting V8 racing at the event ever with three V8 Supercar races (one of which saw the drivers racing into the sunset), new rules and a fifth marque joining the grid.

Originally only for Ford Falcons and Holden Commodores, the New Generation V8 Supercar regulations introduced in 2013 opened up the series to more manufacturers. Nissan were the first new manufacturer to join the grid with the Nissan Altima, before Erebus Racing entered three Mercedes-Benz E63 AMGs. In 2014 Volvo joined the grid with Volvo Polestar Racing and if the 2014 Clipsal 500 Adelaide event is anything to go by, Volvo is a force to be reckoned with.

Volvo Polestar Racing's, 20 year old Kiwi, Scott McLaughlin, made his epic Clipsal 500 debut with a podium finish for Race 2 on the Saturday of the event finishing second behind Red Bull Racing's Craig Lowndes.

The outright winner of the 2014 Clipsal 500 Adelaide was Holden Racing Team's James Courtney after an extraordinary 250km race on the Sunday of the event.

The racing format changed in 2014 to deliver more exciting V8 racing with three supercharged V8 Supercar races. Saturday's fixture of racing was conducted as two 125 kilometre races, with one in the late afternoon finishing at sunset. Sunday's race format included V8 Supercars qualifying, top ten shootout and the deciding 250 kilometre leg of the Clipsal 500 Adelaide.

Upgrades
In 2009 over $20 million worth of circuit upgrades, including shade for grandstand fans and a new pit building.

Awards and Recognition
The Clipsal 500 Adelaide has been recognised as a leader among major festivals and events winning numerous awards. Recently, the 2013 Clipsal 500 Adelaide event won the Major Festivals and Events category at the SA Tourism Awards.

In addition to winning numerous South Australian and Australian Tourism Awards during its fifteen year history, the Clipsal 500 Adelaide was inducted into the V8 Supercars Australia "Hall of Fame" in 2005. This was the first time an individual event has been granted this prestigious honour – it has previously been the domain of champion drivers.

To date, the Clipsal 500 Adelaide has been awarded:

- V8 Supercars Australia – Promoter of the Year, 1999 – 2005 and 2011
- V8 Supercars Australia – Hall of Fame, 2005
- Australian Tourism Awards – Winner of Major Festivals & Events, 2003/2004, 2005, 2007 and 2008
- Australian Tourism Awards – Bronze award of Major Festival & Events, 2013
- SA Tourism Awards – Winner of Major Festivals and Events, 2001 – 2008 and 2013
- SA Tourism Awards – Gold for Major Festivals and Events, 2011
- SA Tourism Awards – Silver for Major Festivals and Events, 2009, 2010 and 2012
- SA Tourism Awards – Hall Of Fame, 2003 and 2007

Off-Track Entertainment
Entertainment is paramount at the Clipsal 500 Adelaide and is renowned for daily on-circuit concerts. The 2014 concert line up featured ARIA nominated Keith Urban, who headlined a superstar concert line-up featuring; Guy Sebastian, Boom Crash Opera, Empire of the Sun, Kimbra, Bliss N Eso, Horrorshow and ALLDAY.

Another major component of the event is the Australian Defence Force with attractions ranging from spectacular air displays such as the RAAF Roulettes Acrobatic Display Team, to interactive displays on the Australian Defence Force Oval.

At Clipsal 500 time, Adelaide is party town with street parties and other forms of entertainment, all of course with a motor sport flavour.

The atmosphere of the event flows over to adjacent entertainment precincts due to Adelaide's unique street circuit combining downtown city streets and parkland areas.

The totality of the Clipsal 500 Adelaide is a weekend-long kaleidoscope of some 90 individual events including a Ladies Day Luncheon, driver autograph sessions, beach and fashion parades, exotic vehicle displays, sideshows, family entertainment and much, much more.

Event Statistics
History shows that the event has achieved remarkable attendance figures since the inaugural event in 1999. Attendance figures for the Clipsal 500 Adelaide peaked in 2008 with 291,400 for the 10 year celebrations. The 2014 Clipsal 500 Adelaide introduced new initiatives that saw a massive crowd of 273,600 patrons over the four days, with more than 23,133 grandstand seats and 102 corporate facilities constructed.

24 Superscreens were located in prime vantage points around the race circuit providing full coverage for spectators in all area.

Students at the Event
For a number of years the Clipsal 500 Adelaide has encouraged schools and students to experience Australia's largest motorsport festival with a reduced price ticket offer on the Thursday of the event. Students aged 13 years and over and teachers/guardians receive a Thursday Trackside ticket at a reduced price, whilst students 12 years and under accompanied by a paying adult are admitted free in line with our Children 12 and under free policy.

Teachers are provided with a 'Pit Stop Path' guide that outlines the major attractions for students to enjoy, whilst linking to educational units within the national curriculum. A 'Teacher / Student Handbook' references the educational teaching opportunities at the event. The 2014 event attracted over 3,000 students on the Thursday of the event.

2014 Winner
The winner of the 2014 Clipsal 500 Adelaide was James Courtney, Holden Racing Team, driving a Holden Commodore VF.