

**EMBARGOED UNTIL 10AM CDST ON THURSDAY 27 OCTOBER 2016**

## **Adrenalin charged Clipsal 500 Adelaide event bigger and better than ever**

Clipsal 500 Adelaide has officially launched its 2017 line up, unveiling a new television advertising campaign to introduce event icon, the 'Motorbeast'.

Produced by South Australian animation and visual effects studio, Resin, the campaign features computer generated animation to show the incredible transformation of a snarling Supercar into an Enduro-X bike, a high flying Stadium Super Truck and, finally, a concert beast complete with amps, speakers and staging trusswork.

Tourism Minister, Leon Bignell, said there was enormous excitement and anticipation in the lead up to the 2017 Clipsal 500 Adelaide.

"This week, Lonely Planet named South Australia as one of the top five regions in the world to visit and - with a packed major events calendar, including Clipsal 500 Adelaide - it's easy to see why," he said.

"We are continuing to revolutionise motorsport on and off the circuit, offering a huge field of international competitors and new race categories, in addition to home grown artists who have defined the Australian music scene.

"The State Government has invested an additional \$70 million to market South Australia nationally and internationally and to attract major events, and the launch of this campaign - combined with our feature packed program - will ensure fans flock to Clipsal 500 Adelaide, and millions more watch on television around the country.

"In 2016, Clipsal 500 Adelaide attracted more than 263,000 spectators, generating a huge \$65.6 million in expenditure. These numbers further cement Clipsal 500 Adelaide's reputation as Australia's biggest domestic motorsport event, and we want to make it more successful each year."

Tickets and hospitality for 2017 Clipsal 500 Adelaide are selling well and sales are expected to continue to be strong as a result of today's announcements.

Event organisers today revealed the full line up of racing categories and the feature packed program of entertainment for the 2017 event.

In the opening round of the 2017 season, Supercars will hit the Adelaide street circuit, returning to a 2 x 250km race format. Seven other categories of racing will also be featured on the 2-5 March program, including:

- Dunlop Development Series;
- Porsche Carrera Cup;
- The hugely popular Stadium Super Trucks - featuring Robbie Gordon (US), Sheldon Creed (US), Paul Morris (AUS), Matt Brabham (AUS) and more;
- The prestigious Australian GT Championship - featuring cars valued at more than \$15 million, and headlined by three Lamborghini Huracans (to be seen at the event for the first time);
- All-time favourite, the Touring Car Masters, celebrating their 10th visit to the Adelaide street circuit;
- The pocket rocket Aussie Racing Cars; and
- For the first time to Clipsal 500 Adelaide, Improved Production Racing.

Off the main track, there will be even more excitement. New in 2017 will be a world exclusive, bone crunching collision between Enduro-X and Supercross, with riders from both styles of racing taking on the world's first hybrid track - half Enduro-X, half Supercross, and all adrenalin and exclusive to Clipsal 500 Adelaide.

On a course that will be twice as big as it was in 2016, there will be even more of the world's toughest bike riders battling it out over a gruelling man made obstacle course – ensuring the utterly captivating event remains a sure-fire favourite for fans of all ages.

Star attractions will include Australia's own international superstar, Toby Price, X-Games gold medallist, Mike Brown (US), and this year's event winner, Mitch Harper, as well as multinational Supercross champion and Dakar top 10 overall finisher, Jay Marmont. The 2017 heart stopping attraction will also feature one of the fastest women on the planet, 13 times woman's world champion, Laia Sanz.

The program will feature incredible displays to celebrate the 50th Anniversary of the Chevrolet Camaro - with more than 40 magnificently maintained vehicles representing the American muscle car era - and the 60th Jaguar Le Mans Victory Celebration, featuring some of the most magnificent Jaguars ever built, including the oldest registered Jaguar in Australia.

The four day Clipsal 500 Adelaide event will include bars, pop up food vans, entertainment and adrenalin fuelled excitement across almost every inch of the site. Visitors will also enjoy a fabulous family fun zone and two nights of outstanding concerts - with Hilltop Hoods headlining Friday night (3 March) in their only South Australian show for 2017, and the Hunters & Collectors reuniting to perform an Australian exclusive on Saturday 4 March.

“The launch of the new campaign and the announcement of the categories - as well as the off track entertainment - really gets you excited for what is to come from the 2017 Clipsal 500 Adelaide,” said the race's reigning champion, Nick Percat.

Nick, who hails from South Australia and will join Brad Jones Racing (BJR) for the 2017 Virgin Australia Supercars Championship, said there was so much on offer both on and off the track next year, and encouraged people to buy their tickets now to avoid missing out.

“With my car promoting the event and the state at both Bathurst 1000 and the Castrol Gold Coast 600, it got people intrigued and eager for the 2017 Clipsal 500 Adelaide,” said Nick.

“All eight categories will be more competitive than ever. Each race has its own level of competition and being the first race on the calendar makes it that much more competitive to get your season off to a great start. I'll be hoping for another win at my hometown event, and one that is arguably the best on the calendar.”

Unleash adrenalin at Clipsal 500 Adelaide from 2-5 March 2017. Tickets are on sale (with prices frozen at 2016 rates until 1 February next year) at [www.ticketmaster.com.au](http://www.ticketmaster.com.au)

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