

2 0 1 9 M I C H E L I N J U N I O R G U I D E



PORSCHE
MICHELIN
JUNIOR PROGRAMME
AUSTRALIA

TITLE PARTNER





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PORSCHE CARS AUSTRALIA

WELCOME MESSAGE

We love a 'good news' story... and luckily, there have been many of late detailing the on-track successes of young Porsche racing drivers from Australia and New Zealand.

At the end of the 2016 Porsche Carrera Cup Australia season, we farewelled then-outgoing Champion Matt Campbell to the Europe-based Porsche Mobil 1 Supercup, ultimately finishing third in the series and moving to a full-time drive in the 2018/19 FIA World Endurance Championship.

While Campbell was the first driver to scale Australia's Porsche Motorsport Pyramid, others had preceded him from other markets – drivers like New Zealander Earl Bamber and Briton Nick Tandy both graduated through Porsche One-Make Series to ultimately capture victory in the 24 Hours of Le Mans and, in the former's case, an FIA World Endurance title. For Porsche, this proven pathway and development of future racing professionals is a vital element to its Works and Customer GT racing programmes.

This is why we're thrilled to announce a new-look Porsche Michelin Junior Programme Australia for the 2019 season. With a wealth of young racing talent rising through Porsche's two racing series – Porsche Michelin GT3 Cup Challenge Australia and Porsche Carrera Cup Australia –

we hope to see many more young racers achieve their racing dreams via the Porsche Motorsport Pyramid.

One such driver is Jaxon Evans, the reigning Carrera Cup Australia Champion and Michelin Junior winner will himself move to Europe to chase his racing dream. Upon winning the Porsche Motorsport Junior Programme Shootout last season, Evans will now be our latest Carrera Cup graduate to tackle Porsche Mobil 1 Supercup as a Porsche Junior. And we will be following his progress closely.

Thanks to a tremendous partnership with Michelin Australia, we have been able to unveil another comprehensive Porsche Michelin Junior Programme, offering approximately \$300,000 in prizes in 2019 for Michelin Junior drivers in GT3 Cup Challenge and Carrera Cup.

We sincerely look forward to working with Michelin Australia in supporting young drivers climbing the Porsche Motorsport Pyramid in 2019. And hopefully, the nurturing of today's Michelin Juniors will bear fruit in tomorrow's motorsport headlines.



TONI ANDREEVSKI
Porsche Cars Australia
Director – Marketing & Motorsport



MICHELIN AUSTRALIA

WELCOME MESSAGE

MICHELIN is once again proud to support the Junior Programme in 2019. The local partnership we have built with Porsche provides the Australian motorsport community with the most successful driver development programme currently available.

Our goal is to fast track young and talented drivers from this region to the highest level of Motorsport on the world stage.

This year, we have made some improvements to the programme to benefit every junior looking to grow on and off the track. On top of driving skills, mental and physical fitness, the programme includes development courses on communication and social media.

Le Mans 24Hr winners Matt Campbell and Earl Bamber are providing a clear picture of what global success looks like with Porsche and Michelin. We wish our 2018 Michelin Junior Jaxon Evans the same fortune and look forward to welcoming and growing the class of 2019.



SWAROOP TULSIDAS
Michelin Australia
Marketing Manager Oceania



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INTRODUCTION

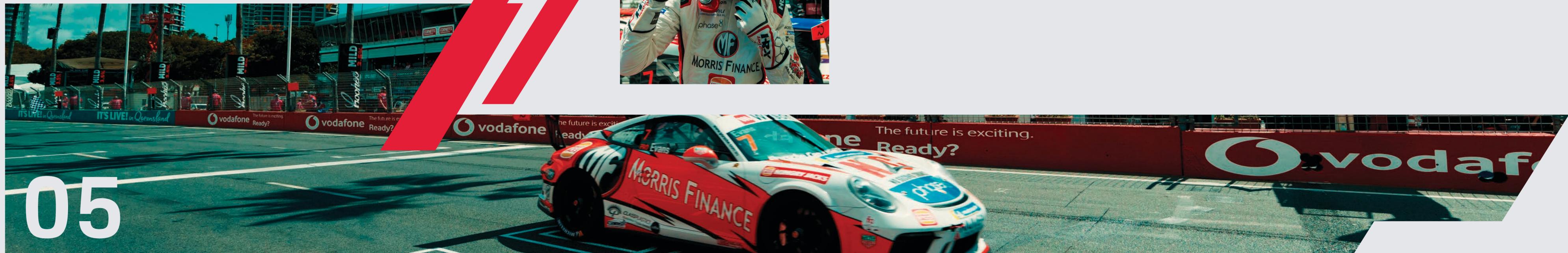
In 2019, Porsche Cars Australia has teamed with Michelin Australia to provide the brand's most comprehensive driver development Junior Programme to date, using the Porsche Motorsport Pyramid to springboard young talent to an international racing career with Porsche.

The Porsche Michelin Junior Programme Australia will celebrate its fourth season in 2019. The Junior Programme started in 2016 and across two seasons provided support to one driver in GT3 Cup Challenge.

In 2018, the Junior Programme expanded to support four drivers in Carrera Cup and three drivers in GT3 Cup Challenge.

Porsche and Michelin have changed the format in 2019 to include all eligible young drivers across both GT3 Cup Challenge and Carrera Cup into the Junior Programme as Michelin Juniors, all able to claim prizes from the Michelin Prize Pool, valued at approximately AUD\$300,000.

This Michelin Junior Guide outlines all eligibility criteria and benefits of being part of the Porsche Michelin Junior Programme Australia.



PORSCHE MOTORSPORT PYRAMID

PORSCHE PATHWAY

Porsche has a key focus on young driver development, both in Australia and globally, and through its different tiers of One-Make Series, Customer and Works GT programme provides the perfect pathway for young drivers looking to forge a professional motor racing career. And it's success in Australia is evident.

Porsche Cars Australia has developed a proven pathway for young Australian based racers to move through the ranks to a professional racing career. GT3 Cup Challenge Australia acts as a strong entry-level racing series where young drivers become accustomed to the Porsche 911 GT3 Cup car before moving to the ultra-competitive Carrera Cup Australia.

Success in Carrera Cup can get a driver nominated for the Porsche Motorsport Junior Programme Shootout, which is a multi-day evaluation in Europe which tests the best young racers from each international Carrera Cup series. The winner receives a position as a Porsche Junior and substantial funding towards a seat on the grid of the Porsche Mobil 1 Supercup. Impress as a Porsche Junior and a driver can become a Porsche Young Professional and compete in Porsche Motorsport's Customer GT racing programmes before progressing to a Porsche Works Driver position and become immersed in Porsche factory racing programme.

PORSCHE MOTORSPORT



PORSCHE MOBIL 1 SUPERCUP

PORSCHE PAYCE CARRERA CUP AUSTRALIA TITLE PARTNER **PAYCE**

PORSCHE MICHELIN GT3 CUP CHALLENGE AUSTRALIA TITLE PARTNER



SUCCESS STORIES

INTERNATIONAL CAREERS

YOUNG AUSTRALIAN-BASED DRIVERS ARE INCREASINGLY USING GT3 CUP CHALLENGE AND CARRERA CUP AS A SPRINGBOARD FOR THEIR MOTOR RACING CAREERS WITH THE HOPE OF AN INTERNATIONAL CAREER WITH PORSCHE.

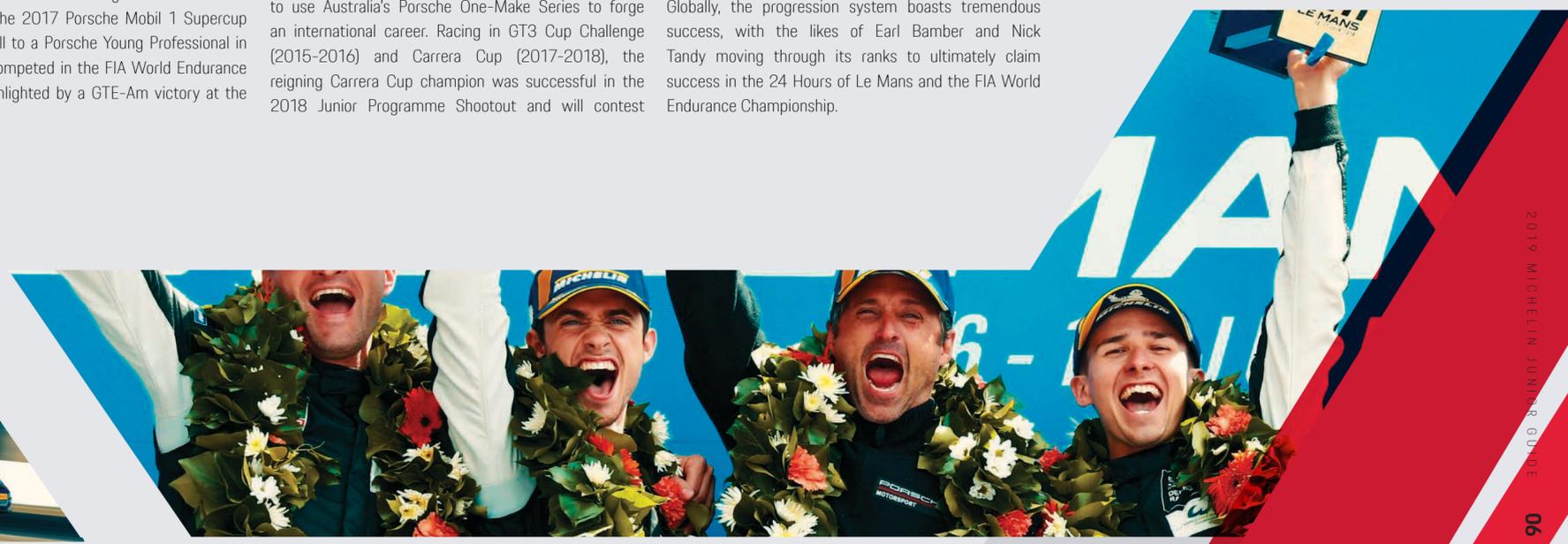
Matt Campbell was Australia's initial success story, moving from GT3 Cup Challenge in 2014 to Carrera Cup for the 2015 and 2016 seasons, winning in his second attempt, before claiming victory in the 2016 Porsche Motorsport Junior Programme Shootout. Finishing third in the 2017 Porsche Mobil 1 Supercup promoted Campbell to a Porsche Young Professional in 2018, where he competed in the FIA World Endurance Championship, highlighted by a GTE-Am victory at the

24 Hours of Le Mans, before starting the 2019 season with a sensational outright victory at the 2019 Bathurst 12 Hour.

Jaxon Evans has since emerged as the second driver to use Australia's Porsche One-Make Series to forge an international career. Racing in GT3 Cup Challenge (2015-2016) and Carrera Cup (2017-2018), the reigning Carrera Cup champion was successful in the 2018 Junior Programme Shootout and will contest

2019 Porsche Mobil 1 Supercup with the intent of replicating Campbell's move up the Porsche Motorsport Pyramid and into Porsche's Customer and Works GT programme.

Globally, the progression system boasts tremendous success, with the likes of Earl Bamber and Nick Tandy moving through its ranks to ultimately claim success in the 24 Hours of Le Mans and the FIA World Endurance Championship.



DRIVER ELIGIBILITY

CRITERIA

To be eligible to become a 2019 Michelin Junior and have access to the Michelin Prize Pool, drivers must fit all eligibility criteria. For any questions regarding eligibility criteria, contact Porsche Cars Australia.

	GT3 CUP CHALLENGE	CARRERA CUP
Be aged under 23 as of January 01, 2019	●	
Be aged under 25 as of January 01, 2019		●
Be a resident of Australia	●	●
Have paid GT3 Cup Challenge Series Entry Fees in full by due date	●	
Have paid Carrera Cup Series Entry Fees in full by due date		●
Have fulfilled all branding requirements outlined by the Junior Programme	●	●
Be eligible for a CAMS Provisional Circuit (PC) License or higher	●	
Be eligible for a CAMS National Circuit (NC) License or higher		●
Be eligible to compete in, and commit to the entire, 2019 GT3 Cup Challenge season	●	
Be eligible to compete in, and commit to the entire, 2019 Carrera Cup season		●
Must not have attended the Porsche Motorsport Junior Programme Shootout	●	●
Be approved by Porsche Cars Australia to be part of the Junior Programme	●	●



TRAINING FOCUS

JUNIOR TRAINING CAMP

All Michelin Juniors will be invited to join the Michelin Junior Training Camp, to be held in Melbourne in March, 2019.

The Training Camp will be a two-day education programme which covers key areas of becoming a professional racing driver including Communications, Media Relations and Social Media, Sponsorship, Fitness and Nutrition along with Psychology and being ready to face the mental challenges that professional race car drivers face.

Further information about the Michelin Junior Training Camp will be available early in 2019 season.



BRANDING REQUIREMENTS

BRANDING ASSETS

Drivers who are part of the Porsche Michelin Junior Programme Australia in both Carrera Cup and GT3 Cup Challenge are required to provide certain branding assets on both their race car and

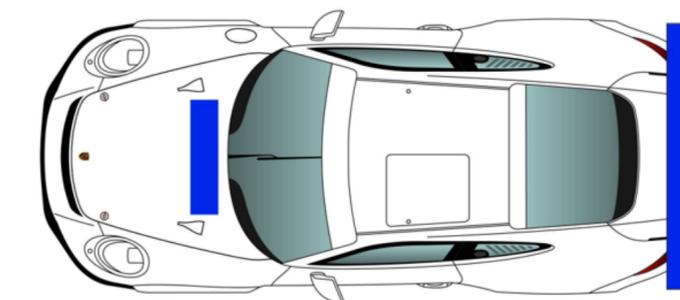
helmet. Only drivers who follow these branding requirements will be eligible to receive Junior Programme benefits in 2019. All signage will be provided by Porsche Cars Australia. Michelin

Juniors can request signage for the start of the season or take delivery of the signage for application at round one of their respective series.



HELMET – VISOR SIGNAGE

Each Michelin Junior must provide visor signage as provided by Porsche.



RACE CAR – WING AND BONNET SIGNAGE

In addition to the Series Reserved Signage, Michelin Juniors must provide signage assets on both the rear wing (top and bottom side) and top section of the bonnet. These areas are outlined on the above diagram.

MICHELIN PRIZE POOL

RACING FOR PRIZES

In a revised format for 2019, Michelin Juniors will race for prizes at each Carrera Cup Australia and GT3 Cup Challenge Australia round. At every event in both series, the winning Michelin Junior will be awarded one free set of Michelin Tyres along with one round free entry for their respective championship. Second and third place will also receive a free set of Michelin Tyres.

MICHELIN JUNIOR PRIZE POOL

ROUND POSITIONS	PRIZES
First	1 x set of Michelin Tyres & 1 Round Free Entry
Second	1 x set of Michelin Tyres
Third	1 x set of Michelin Tyres

MICHELIN SUPER ROUND

The 2019 Formula 1 Australian Grand Prix will host Carrera Cup's Michelin Super Round, which will provide the Michelin Juniors an added incentive to race towards the front. From the Albert Park round, the winning Michelin Junior will win a trip to the FIA Formula E event in Germany – the Berlin E-Prix – as a guest of Michelin Australia.



BECOMING A 2019 MICHELIN JUNIOR

JUNIOR PROGRAMME

To become a Michelin Junior in 2019, a driver must meet all entry criteria and provide all branding requirements for the Junior Programme. Michelin Juniors are also required to sign an agreement with Porsche Cars Australia before the start of the driver's respective racing series.

For more information on the Porsche Michelin Junior Programme, contact the Porsche Michelin Junior Programme Manager.

CONTACT

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