



86 SERIES

OH WHAT A FEELING

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FOREWORD



The basic concept of the 86 was to build a real drivers car, where the driver can control everything themselves.

Australian drivers are young, talented and have a lot of passion. Someday I want to invite each country's champion to Japan's Fuji speedway and make a world championship with 86.

• **TETSUYA TADA**

Toyota 86 Chief Engineer & Toyota 86 Series Patron (Australia)

After four years of thrilling racing on some of Australia's most iconic circuits, the 86 racing series is back and we are committed to delivering the best grassroots circuit racing championship that money can buy.

With closer ties to our hugely successful global motorsports brand, TOYOTA GAZOO Racing, the new 2020 TOYOTA GAZOO Racing Australia 86 Series will again provide exhilarating wheel to wheel action for drivers and fans alike. The professionalism of the organisation and strong focus on mentoring and developing driver skills make it the perfect training ground for those of you who aspire to become tomorrow's champions. So whether you are returning for another season or are new to the paddock, I would like to wish all our competitors in the 2020 TGRA 86 Series the very best of luck for a safe and successful season of action-packed racing.

WAYNE GABRIEL

Chief Marketing Officer, Toyota Motor Corporation Australia Limited



INTRODUCTION



● **This year sees the beginning of a new era in Australian motorsport with the launch of the TOYOTA GAZOO Racing Australia 86 Series.**

An evolution of the Toyota 86 Racing Series that has thrilled fans and offered racing teams an affordable entry into the world of competitive motorsport for the past four years, its link to TOYOTA GAZOO Racing strengthens our commitment in supporting motorsport at all levels.

The TGRA 86 Series is an exciting platform for talented drivers to demonstrate and develop their skills and shine on some of the best circuits Australia has to offer. It delivers true racing credibility through a tangible connection to Toyota's highly successful World Endurance Championship, World Rally Championship and Dakar Rally teams on the world stage and locally, our championship-winning TGRA Rally Team.

It is simply exhilarating, grassroots circuit racing at its finest, backed by a global force in motorsport.

ABOUT THE SERIES



● **The TOYOTA GAZOO Racing Australia 86 Series is exactly what Australian motorsport needs - an affordable national series run in front of Supercars team owners, talent scouts, large crowds and significant TV audiences.**

Our aim is to become the premier affordable motor racing series in Australia, showcasing our passion for cars and people.

Two invited professional drivers will compete against a potential field of more than 35 drivers, mentored by one full-time dedicated motorsport expert. Races share billing in selected Supercars rounds and have been sanctioned by Motorsport Australia.

Like similar one-make series races, the TGRA 86 Series demands competitors adhere to a strict car setup, ensuring that driver talent, rather than team budget, is key to winning.

INDICATIVE BUDGET



● ENTRY FEE PER EVENT - \$1,500 INCL. GST

Toyota 86 manual models produced before August 2016 can be acquired by competitors in the free market and entered to race using the Control Specifications.

Taking into account pricing for the mandatory package and estimated costs for the other required components, if a competitor chooses a used 86 GT (manual) as their base vehicle, a race-ready car, complete with Dunlop Extreme performance Direzza Z3 rubber plus initial race entry fee, could be on the grid in 2020 for less than \$70,000.

TOYOTA SUPPORT

TOYOTA AUSTRALIA'S SUPPORT INCLUDES

- Acquiring a major support category to Supercars
- Motorsport Australia sanctioning
- Securing national television coverage via Supercars media
- Total series prize pool of up to \$150,000
- Category administration
- Race car research & development
- Media and public relations support
- Series logistical and spare parts support



PRIZE POOL



TOYOTA IS OFFERING A TOTAL PRIZE POOL OF \$150,000

PLACE	PRIZE MONEY
1 ST	\$50,000
2 ND	\$30,000
3 RD	\$15,000
4 TH	\$6,000
5 TH	\$5,000
6 TH	\$4,000
7 TH	\$3,000
8 TH	\$2,000

The series winner will receive the TGRA Trophy along with the 1st place prize money.

The 'Kaizen Award' is then given to a competitor who is deemed to best fit the criteria of the award. The winner will receive prizes to the value of \$35,000.

OUR PARTNERS

TOYOTA WOULD LIKE TO THANK ALL OF OUR VALUED PARTNERS

• COMMERCIAL



Hino is an avid supporter of Australian motorsport and the accompanying developments arising from it.

The commercial vehicle specialist will supply a 700 Series SS 2848 High Roof 6x4 prime-mover to help transport category support equipment and selected cars to race rounds.



With an extensive history and legacy in motorsport, founded on performance and technology, Dunlop is proud to have been endorsed by Toyota as its partner in this exciting racing category which is thrilling Australian motorsport crowds.

Dunlop's Extreme performance Direzza Z3 was selected after exhaustive on-track evaluation by four-time Australian rally champion Neal Bates and approved by Motorsport Australia.

• RACE



The Supercars Championship (formally Australian Touring Car Championship) is the premier motorsport category in Australasia and one of Australia's biggest sports.

International expansion is occurring as the sport becomes globally recognised as the best-touring car category in the world and a leader in motorsport entertainment.



Motorsport Australia has been the custodian of motorsport in Australia since 1953.

Motorsport Australia is the National Sporting Authority (ASN) for motor sport in Australia, and is delegated this responsibility by the Federation Internationale de l'Automobile (FIA).

PARTICIPANT FEEDBACK



Exciting and affordable, the TGRA 86 Series has provided an excellent platform to showcase my motorsport ambitions.

Winning at Bathurst in front of racing industry heavy hitters and a national television audience was a dream come true. If it weren't for the TGRA 86 Series being so affordable and competitive, I would be in motor racing's wilderness. I'm looking forward to another year in the TGRA 86 Series and the challenge to be fighting for race wins again.

Thank you Toyota for creating such a solid, well controlled category.

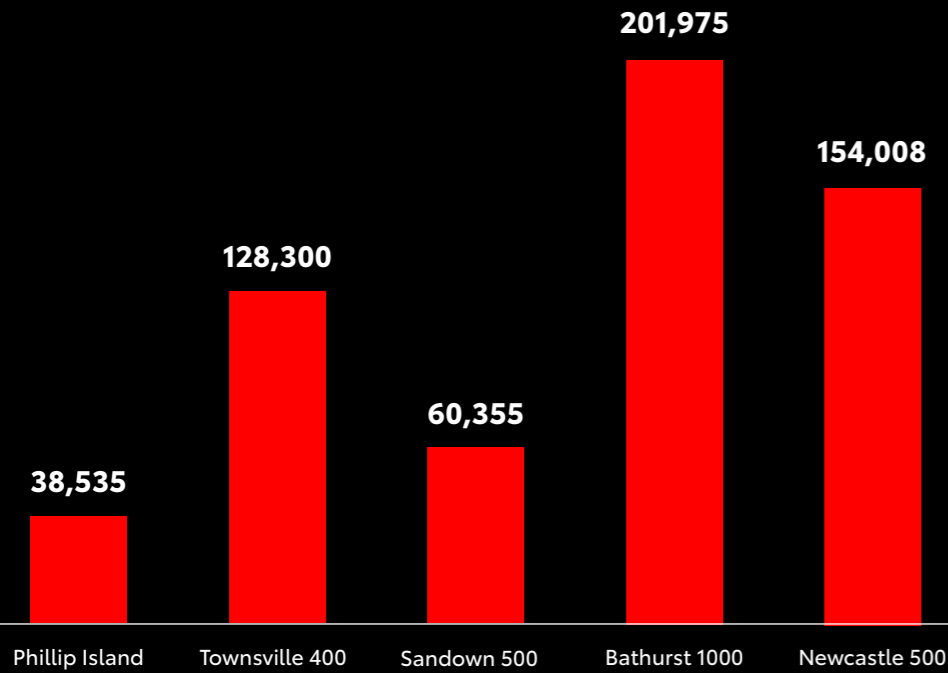
AARON BORG

2019 TGRA 86 Series Winner

ATTENDANCE

TOTAL ATTENDANCE AT TGRA 86 SERIES EVENTS IN 2019

583,173

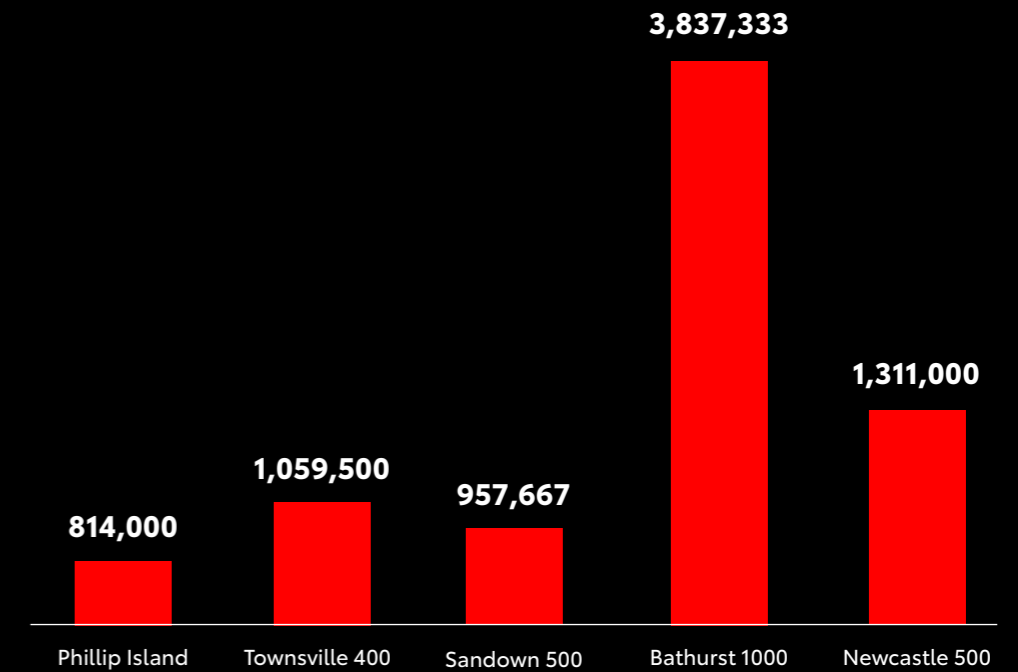


BROADCAST



AVERAGE TV AUDIENCE FOR 2019 TGRA 86 SERIES ROUNDS

1,595,900



TELEVISION COVERAGE



SOCIAL MEDIA

TOYOTA GAZOO RACING AUSTRALIA



12.2K+
FANS



1.1K+
FOLLOWERS



3.7K+
FANS

SUPPORTED BY: TOYOTA AUSTRALIA NATIONAL CHANNELS



327K+
FANS



36.7K+
FOLLOWERS



84.5K+
FANS



48.1K+
FANS

SOCIAL CHANNELS

Follow our TOYOTA GAZOO Racing Australia channels to keep up to date with the latest news about the series.



@TGRAUSTRALIA



@TGR_AUS



@TGR_AUS

2019 SEASON RESULTS

15.2K+
AVERAGE VIEWS

34.3K+
AVERAGE REACH



SOCIAL MEDIA



In addition to national television coverage, Toyota is actively promoting the TGRA 86 Series with media and public relations activity. This includes the creation of race weekend video highlights packages, driver interviews and race imagery – all of which will feature on the TOYOTA GAZOO Racing website and social channels for teams to utilise and share.

We also encourage you and/or your team to create and share content via your own social media channels.

To maximise the effectiveness of your posts, we recommend to:

- **Create professional social media accounts**
If you haven't already, we suggest setting up dedicated racing social media accounts so you can build and maintain your professional brand while keeping your personal life out of the public eye.
- **Share your real TGRA 86 Series moments**
People want to see the reality of life as a race driver, not just a glossy facade. Keep your posts as natural as possible and give your fans an exclusive 'behind the scenes' look of your personal TGRA 86 Series experience.
- **Talk back**
Acknowledge the people who comment on the content you share by liking or commenting back (where appropriate) – reward them for following you and encourage them to join in the conversation.
- **Build your network**
Tag your sponsors in your posts and encourage them to share your content too.
- **Include #TGRA86 and @TGR_Aus in your posts**
This will help your posts get great reach and will maximise your exposure. Plus, by using the hashtag you'll be contributing to the wider TGRA 86 Series conversations and community.
- **Learn from the TGRA 86 Series mentors**
Get tips and advice on how to build a strong social media brand from the TGRA 86 Series mentors.
- **Showcase your raw driving talent and the quest to improve**
Motor racing has both highs and lows, so use your posts to show the spirit of competition and camaraderie in a real and tangible way. It's the trials and tribulations you endure on this highly competitive circuit that will keep your fans engaged.
- **Stay exciting but stay safe**
We support the creation of exciting and captivating content, however please be reminded that track and safety regulations are to be adhered to.

YOUR TGRA 86 SERIES SUPPORT TEAM

RACE ASSISTANCE

Toyota Australia appointed TGRA 86 Series Category Administrators:

Craig Nayda
AirTime Autosport
E-mail: craig@airtimeautosport.com
Phone: 0408 849 744

Toyota Australia Appointed TGRA 86 Series Technical Directors:

Darryl Bush
Neal Bates Motorsport
E-mail: darryl.bush@bigpond.com.au
Phone: 0409 607 183

PR ASSISTANCE

TGRA 86 Series Public Relations

Orlando Rodriguez
Senior Product Public Affairs Specialist
National Marketing
Phone: 0413 250 507

Toyota Australia Public Relations:

Tayla Hartley
Senior Public Affairs Specialist
National Marketing
Phone: 0459 879 615

For more information and to download the TGRA
86 Series Sporting and Technical Regulations go to:

toyota.com.au/gazoo-racing





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86 Series

For updates go to toyota.com.au/gazoo-racing or follow us on:

 @TGR_AUS |  @TGR_AUS |  @TGRAUSTRALIA

