



## **V8 Supercars remain on Seven**

15 January 2013 – The Seven Network and V8 Supercars have reached agreement to extend their existing broadcast relationship for a further two seasons.

The new deal ensures that live free-to-air coverage of all Championship races continues in all metropolitan and regional markets.

“This is an excellent outcome for the sport and fans,” V8 Supercars CEO David Malone said.

“The extension gives great continuity heading into a very exciting 2013 season. Seven has been a great partner and we look forward to their ongoing commitment to the highest level of coverage and promotion.”

Today's agreement with V8 Supercars for its Championship season and the Supercheap Auto Bathurst 1000 builds on Seven's leadership in sports television and the network's portfolio of major sports events.

"We're pleased to extend our partnership with V8 Supercars. Seven is looking forward to continuing to work with V8 Supercars to build on the sport's success across our media platforms," Tim Worner, CEO Television, Seven Network, said.

“We have a deep connection with the sport - in particular the Supercheap Auto Bathurst 1000 which Seven first broadcast in 1963. We're ready for the launch of our new agreement and with V8 Supercars we're looking forward to this year's Championship."

The overall content package significantly enhances the sport's exposure and provides exciting new levels of engagement and experience.

“V8 Supercars is well placed for the future,” Mr Malone said.

“The certainty of a substantial television package for the next two years enables us to move forward with great clarity.”

Television ratings and event attendances increased year-on-year in 2012.

V8 Supercars will continue to produce its own broadcast coverage for the Seven Network and their other broadcast partners. For the last six years V8 Supercars has offered world class coverage and continual enhancements to the viewing experience.

The V8 Supercar season commences in just over a month's time with a pre-season test day at Sydney Motorsport Park, followed in March by the blockbuster Adelaide Clipsal 500, an event which is tipped to attract more than 290,000 spectators.

The 2013 season has been hotly anticipated with new marques and events.

Nissan and AMG will join the grid: Nissan Motorsport will field four Nissan Altimas while Erebus Motorsport will race three Mercedes-Benz E63 AMG V8 Supercars alongside long-term marques Ford and Holden.

In May V8 Supercars makes its US debut at the Circuit of the Americas in Austin, Texas.