



MEDIA RELEASE

Wednesday 1 November

Adelaide 500 celebrates 20 years Action-packed anniversary event set to sizzle

Adelaide 500 will deliver a massive line-up of events to celebrate the 20th anniversary of the popular race in 2018, with a bumper line-up of new categories and attractions confirmed for next March.

In 2018 fans can look forward to two new racing attractions, the **Audi R8 LMS Cup Series** and the highly-anticipated **ECB SuperUtes Series**, with both categories set to make their Australian racing debut at the Adelaide Street Circuit.

The Audi R8 LMS Cup is the world's only one-make GT3 racing series. With a field of more than 20 identical Audi R8 LMS GT3 race cars, fans can expect wheel-to-wheel racing of the highest order.

The highly-anticipated ECB SuperUtes Series represents a new automotive segment on-track and will feature the Toyota Hilux, Ford Ranger, Mitsubishi Triton, Nissan Navara, Holden Colorado and Mazda BT-50 production models upgraded for a racing spectacle.

These exciting new additions will join the **Virgin Australia Supercars** on track, supported by the ever-popular Super2 Development Series, Porsche Carrera Cup, Touring Car Masters, the high-flying Stadium Super Trucks and Improved Production Racing Cars.

South Australian Minister for Tourism, Leon Bignell made the announcements at today's media launch. He also revealed new ticketing options which will provide even more value for fans of all ages.

"The 20th Adelaide 500 will be a fabulous celebration of the past and the future. The world-class event will deliver fan favourites, while also presenting new offerings and activities. The anniversary edition is all about the fans – those who have loved and supported the event since its inception in 1999 as well as those who we hope will experience the event for the first time in 2018.

"I'm also pleased to announce today that the Adelaide 500 will provide free general admission entry for all children aged 14 and under who enter with a paying adult (up from 12 and under). We believe this new initiative, along with more ticketing options and entertainment, will prove to be a great hit with families," said Minister Bignell.



In addition to more ticketing options for families, the 2018 Adelaide 500 will see grandstand tickets frozen at 2017 prices, some reduced grandstand ticket pricing in Pit Straight, and more ticketing options for adults, students and juniors.

Local South Australian Supercars driver and 2016 Adelaide 500 winner, Nick Percat was on hand to celebrate the launch today and has been at all 19 events over the years.

“Every year I love racing in front of my home crowd, it’s a special event for me and winning the 2016 Adelaide 500 is definitely one of my career highlights.

“I remember watching the race as a kid up in a tree and being in awe of all the action. The 2018 event is going to be one not to miss and I can’t wait to get back here and be a part of the 20th anniversary celebrations,” Percat said.

Legendary Australian rock band, **Cold Chisel** will headline Friday night’s “Made in SA” concert, in a special one-off show in Adelaide.

Lead by Jimmy Barnes, Cold Chisel were determined to make it a unique show for the 20th anniversary celebrations and personally hand-picked an all-South Australian line up, inviting their friend **Kasey Chambers** and the critically-hailed rock outfit **Bad//Dreems** to join them. Two local Music SA openers will also perform.

“We’re excited to be going back to play this special ‘Made In SA’ show...Kasey is a legend and a good mate and Bad//Dreems are one of the best bands to come out of Adelaide in the last decade. Our mate Mark Opitz, who produced some of our best recordings, has made both of their albums, so we’ve got a connection to them too,” said frontman Jimmy Barnes.

International superstar **Robbie Williams** will close off the 2018 event in spectacular fashion on Sunday night, whilst the announcement of Saturday night’s bands is still to come.

Other exciting announcements made today for the 20th anniversary, which are sure to please the diehards, include a Holden 70 years of history display and a rare opportunity for fans to participate in a track walk with all eight racing categories lining up around the Adelaide Street Circuit.

The Adelaide 500 is promising further on-track and off-track entertainment announcements to follow, including the Saturday night concert act, new activations, a new family precinct and on track demonstrations, which will provide non-stop excitement and action for fans around the track.

Tickets are on sale now through www.ticketmaster.com.au

2018 Adelaide 500 Race Categories:

- Virgin Australia Supercars Championship
- Dunlop Super2 Series
- Porsche Carrera Cup



- Touring Car Masters
- Improved Production Racing
- Stadium Super Trucks
- Audi R8 LMS Cup (new)
- ECB SuperUtes Series (new)

2018 Concert line up

Friday Night "Made in SA"

- Cold Chisel
- Kasey Chambers
- Bad//Dreems
- Music SA groups

Saturday Night

- TBA

Sunday Night

- Robbie Williams