



15 October 2009

## 2010 CLIPSAL 500 ADELAIDE LAUNCH HIGHLIGHTS

**Highlights of the launch of the 2010 Clipsal 500 Adelaide held in Rundle Mall today included:**

- Improvements to facilities in the Trackside areas of the circuit (formerly known as general admission).
- Shade again for all grandstands.
- A new entertainment and catering area called The Parking Lot.
- A new V8 Utes race for motorsport legends.
- A new Mini Challenge event.
- The introduction of the new Supersports category.
- The racing categories are: (V8 Supercars, Fujitsu V8 Supercars, Australian GT Championship, Biante Touring Car Masters, V8 Utes, Aussie Racing Cars, Mini Challenge and Supersports).
- International motorsport legend Murray Walker to again attend the event.
- The Murray Walker's Extreme Machines Car display to feature the new Ferrari Californian, a new model Lamborghini, and new model Ford Mustang and Chevrolet Corvette.
- The launch of the 2010 Clipsal 500 Adelaide grid girl uniforms.
- The launch of the 2010 Clipsal 500 Adelaide advertising campaign.
- Innovative new corporate hospitality offers suitable for one to 1,000 guests.
- SAFM's Hamish and Andy to be at the Clipsal 500 Adelaide on the Friday of the event for a VIP SAFM listener party. Details will be given via SAFM over coming months.

### **Deputy Premier Kevin Foley announced:**

- Ticket sales to the 2010 event had already reached \$3.94m with approximately 74 per cent of grandstand seats already sold through the Price Cap offer.
- In the event's history the total benefit to the South Australian economy was \$251.72 million dollars with this year's race (2009) having achieved an economic benefit of \$33.5 million dollars.

**\*Artists to appear at the four free Jim Beam TrackSounds On-circuit Concert Series to include:**

- Eskimo Joe
- British India
- Jessica Mauboy
- Wes Carr
- Tom Williams
- The 2009 Australian Idol winner
- Status Quo
- Noiseworks
- Ian Moss
- Mental as Anything

More exciting acts will be announced over the coming months.

Cont'd

**The launch was attended by V8 Supercar drivers:**

- Greg Murphy
- Steven Richards
- Dean Canto
- Shane van Gisbergen
- Will Davison
- Lee Holdsworth
- Tim Slade
- Russell Ingall
- James Courtney
- Steven Johnson

\*The event may add, withdraw, re-schedule or substitute artists and/or vary the event program

**ARE YOU READY FOR THE CLIPSAL 500 ADELAIDE 2010!**