

# News Release

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**Hon Kevin Foley**

Deputy Premier

Treasurer

Minister for Industry and Trade

Minister for Federal/State Relations

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## **NEW EVENTS AND FACILITIES FOR 2010 CLIPSAL 500**

Improved facilities for patrons, new race categories, special attractions, and buoyant tickets sales for the 2010 Clipsal 500 Adelaide V8 Supercar race were announced at the event's launch in Rundle Mall today.

Speaking at the launch, Deputy Premier Kevin Foley said emphasis on improvements to the general admission areas of the circuit, newly named *Trackside*, was to be a focus for next year's event to be held from March 11-14.

"Following the installation of the new temporary pit building complex and shade for grandstand patrons at this year's event, the South Australian Motor Sport Board is concentrating on providing general admission patrons with an outdoor bistro style area with dining facilities together with a super-screen to provide a base for patrons," he said.

Mr. Foley said ticket sales worth nearly four million dollars have already been made with nearly three quarters of grandstand seats already taken under the Price Cap pre-booking option.

"That's great news but there are still plenty of seats, and there is plenty in store to build on the successes of the past in both attendance and more importantly in making sure all the patrons have the best possible experience," he said.

Mr Foley said in the event's history the total benefit to the State's economy now stood at \$251.72 million with this year's race (2009) having brought an economic benefit of \$33.5 million.

The Deputy Premier launched the event's new advertising campaign "Adelaide! Are You Ready?" and also announced three events new to the streets of Adelaide - a special V8 Utes legends race, Mini Challenge, and Supersports - would be included in the Feature race program.

"Clipsal 500 Adelaide international ambassador Murray Walker will be at the 2010 event and his Murray Walker's Extreme Machines Car display will feature the new Ferrari California, a new model Lamborghini, and the latest Ford Mustang and Chevrolet Corvette."

Artists to be appearing at the four free on-circuit concerts include Status Quo, Ian Moss, Mental as Anything, Eskimo Joe, British India, Jessica Mauboy, Wes Carr, and Tom Williams. More artists and acts are to be announced in coming months.

The launch was attended by V8 Supercar drivers, Greg Murphy, Dean Canto, Shane Van Gisbergen, Will Davison, Lee Holdsworth, Tim Slade, Russell Ingall, James Courtney, and Steven Johnson.