

PORSCHE MICHELIN



JUNIOR GUIDE

20 23

PORSCHE

MICHELIN
JUNIOR PROGRAMME
AUSTRALIA

OFFICIAL PARTNER



MICHELIN



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» PORSCHE CARS AUSTRALIA

WELCOME TO SEASON 2023

Motorsport has always been an integral part of Porsche's DNA and remains so, as the lessons learned on track transfer directly to our series production models. Ever since Porsche has produced sports cars, Porsche has raced them. Even the first two Porsches to reach Australian shores – a 356 coupe and cabriolet – in the early 1950s, were raced soon after.

Naturally, when you have such a rich history in a sport, milestones soon follow and in 2023, Porsche will host its 19th season of Carrera Cup Australia with both competition and awareness of Australia's premier one-make National Championship continuing to grow to its highest level on record.

Arguably at its strongest standing within the Australian motorsport landscape, Porsche Paynter Dixon Carrera Cup Australia will feature a raft of talented young drivers. These Michelin Juniors will compete against some of the best professional drivers in the country, while we also welcome back some of the region's best and most experienced semi-professional drivers in the Pro-Am division.

Not only has the Championship excelled with substantial grid sizes, but we have also been fortunate enough to secure strong sponsorship support that has allowed us to reinvest back into the drivers and teams through an extensive broadcast package, support initiatives, participation incentives and a generous prize pool.

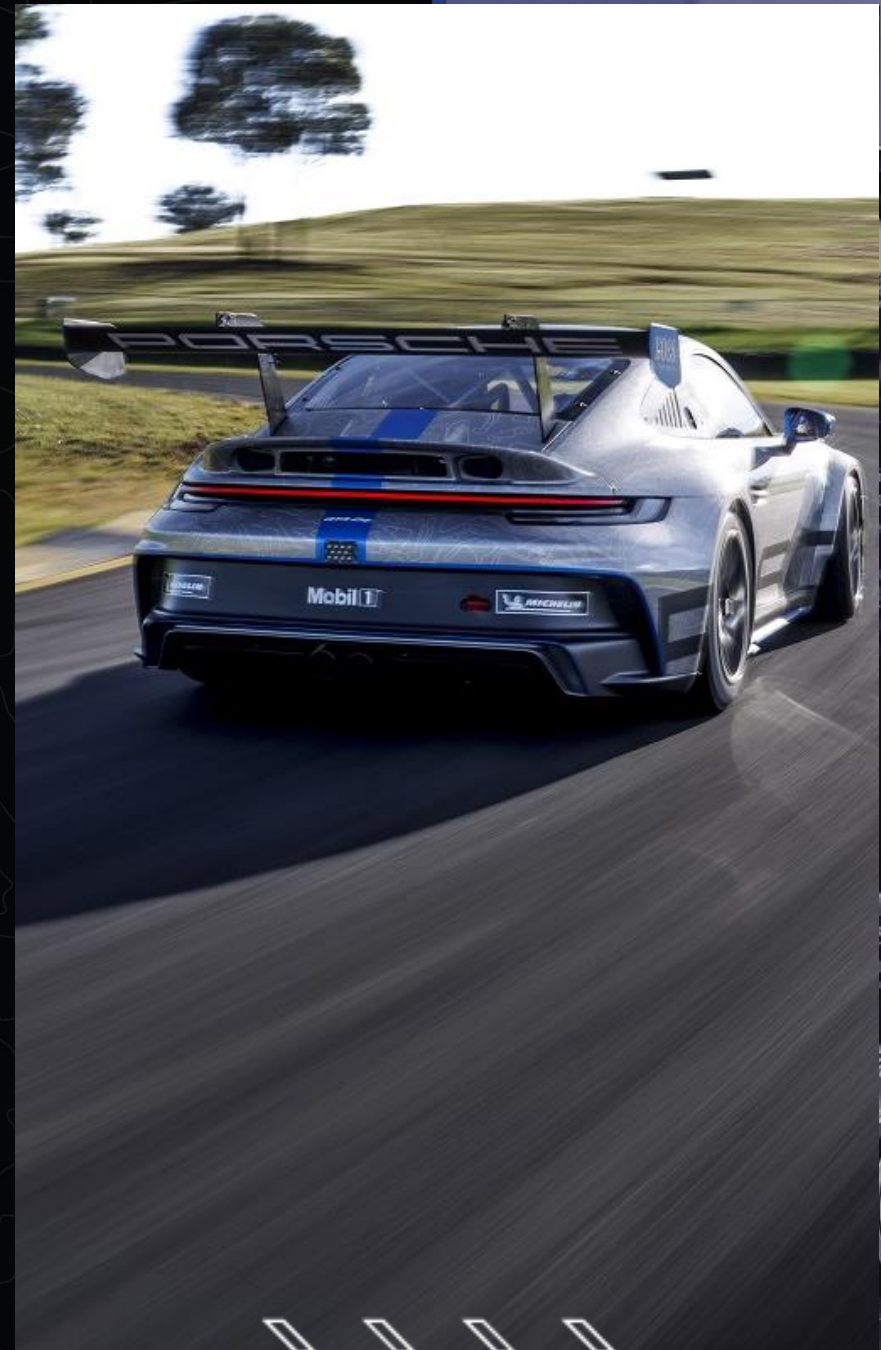
We are also proud that the Porsche Michelin Junior Programme continues to be the benchmark driver development programme in the country, with our 2016 Carrera Cup Australia Champion, Matt Campbell, serving as a pioneer for all young Australian racers to aspire to as a Porsche Factory Driver at the sports highest level

Other drivers that have progressed through Carrera Cup Australia in recent years, include the likes of Harri Jones, Jaxon Evans, David Reynolds, Nick Foster, Andre Heimgartner, Jordan Love, Dylan O'Keeffe and Cameron Hill, who have all gone on to succeed at the highest levels of the sport both locally and internationally. And we don't anticipate this success will end here as there are many talented, young racing drivers currently scaling the Porsche Motorsport Pyramid with their sights set on an international career with Porsche.

Naturally, we would like to thank all those involved in making Carrera Cup Australia a success, from the teams and drivers, event promoters, Supercars, with particular thanks to our valued series partners.



TONI ANDREEVSKI
Porsche Cars Australia
Director – Marketing & Motorsport



MICHELIN AUSTRALIA

WELCOME MESSAGE

Michelin Australia are proud to be a part of the Porsche Junior Driver Development Programme and see the 2023 group of talented youngsters continue to rise through the Porsche ranks.

With the 'Porsche Motorsport Pyramid' providing a proven pathway to incredible opportunities both locally and internationally, there is no better way for these budding drivers to write their names into the history books.

The one-of-a-kind development program provided by the Porsche Cars Australia team is quite unique, as the team make an incredible effort to help the juniors develop their skills off-track.

Focusing on health and fitness, a positive mindset, media and partnership development and more; it provides a complete package to help them achieve success across all aspects of their forging career.

With aligned-values, it is fantastic to continue our long-standing and strong partnership with Porsche Motorsport Australia. Michelin Australia wish the Juniors, and all the drivers and teams on the grid a successful, safe and competitive 2023 season.



HUGO DE-BOISCHEVALIER
Michelin Australia
Marketing Manager Oceania



03 INTRODUCTION

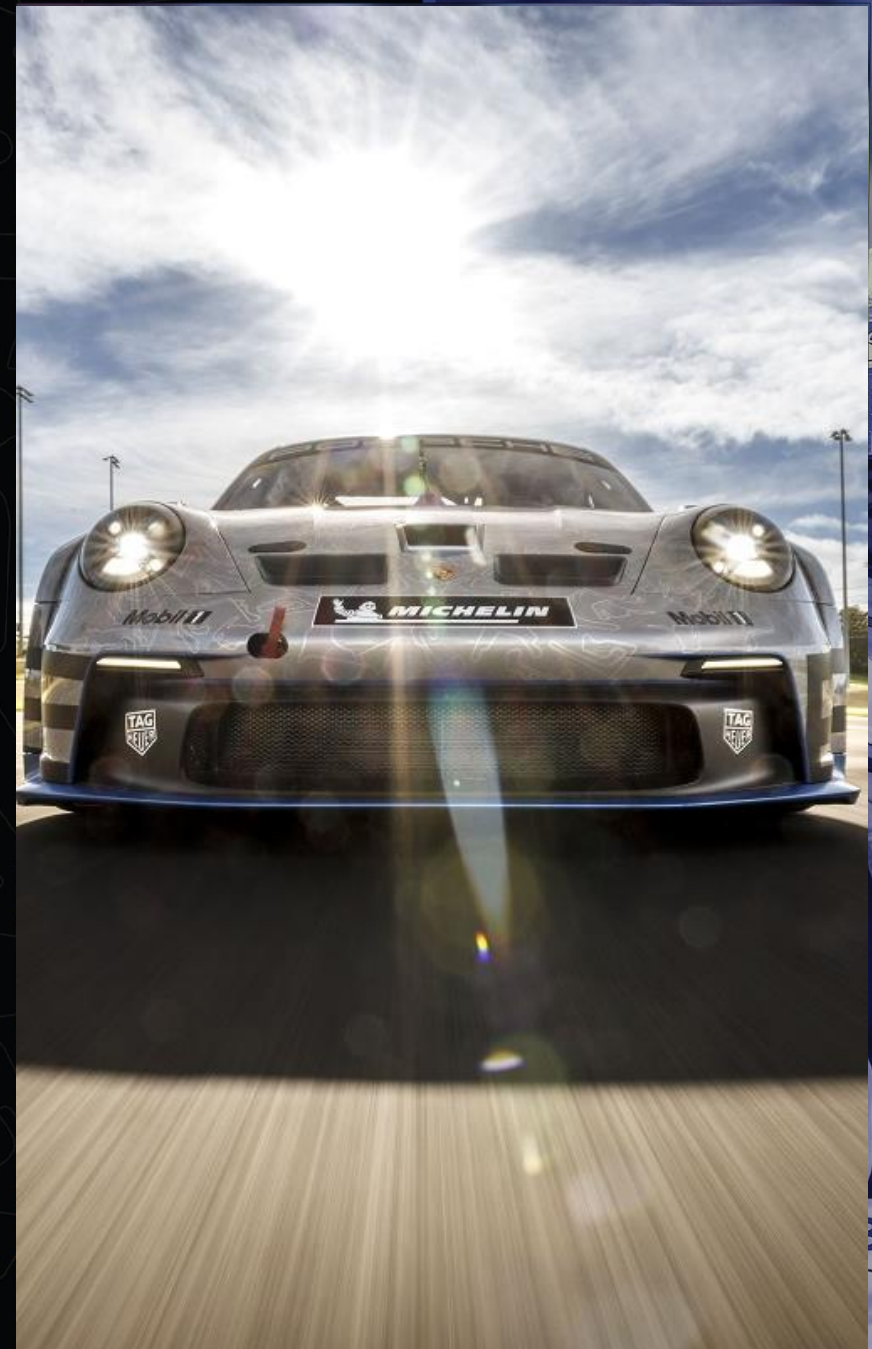
The continued support and development of the best young drivers from around the Australasian region has been a key priority for both Michelin Australia and Porsche Cars Australia for several years now.

The domestic collaboration has seen the initiative grow into benchmark driver development programme in the country and remain a vital feature of the Porsche Motorsport Pyramid.

For the 2023 season, the French tyre giant has announced that it will again support the Porsche Junior Development Programme offering eligible young drivers from the Porsche Paynter Dixon Carrera Cup Australia and Porsche Michelin Sprint Challenge series mentorship, support and training from the country's leading sports professionals and coaches.

"YOUNG DRIVERS ARE INCREASINGLY USING PORSCHE MICHELIN SPRINT CHALLENGE AND PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA AS THE SPRINGBOARD FOR THEIR MOTOR RACING CAREERS WITH THE HOPE OF AN INTERNATIONAL CAREER WITH PORSCHE."

- Barry Hay, Porsche Cars Australia, Motorsport Manager



04 PORSCHE MOTORSPORT PYRAMID

PORSCHE PATHWAY

Porsche has a key focus on young driver development, both in Australia and globally, and through its different tiers of One-Make Series, Customer and Works GT programme provides the perfect pathway for young drivers looking to forge a professional motor racing career. And its success in Australia is evident.

Porsche Cars Australia has developed a proven pathway for young Australian based racers to move through the ranks to a professional racing career. Porsche Michelin Sprint Challenge Australia acts as a strong entry-level racing series where young drivers become accustomed to the Porsche 911 GT3 Cup car before moving to the ultra-competitive Porsche Paynter Dixon Carrera Cup Australia.

Success in Carrera Cup Australia provides the opportunity for drivers to be nominated for the Porsche Motorsport Junior Programme Shootout, which is a multi-day evaluation in Europe which tests the best young racers from each international Carrera Cup series. The winner receives a position as a Porsche Junior and substantial funding towards a seat on the grid of the Porsche Mobil 1 Supercup. Impress as a Porsche Junior and a driver can become a Porsche Young Professional and compete in Porsche Motorsport's Customer GT racing programmes before progressing to a Porsche Works Driver position and become immersed in Porsche factory racing programme.



05 SUCCESS STORIES

INTERNATIONAL CAREERS

Matt Campbell was Australia's initial success story, moving from Sprint Challenge in 2014 to Carrera Cup for the 2015 and 2016 seasons, winning the Championship in only his second attempt, he then claimed victory in the 2016 Porsche Motorsport Junior Programme Shootout. Finishing third in the 2017 Porsche Mobil 1 Supercup promoted Campbell to a Porsche Young Professional in 2018, where he competed in the FIA World Endurance Championship, highlighted by a GTE-Am victory at the 24 Hours of Le Mans, before starting the 2019 season with a sensational outright victory at the 2019 Bathurst 12 Hour.

Campbell was promoted to a full factory Porsche Driver for the 2020 season and continues in that role until today, where he has been successful in the world's biggest endurance races including the Le Mans 24-Hour race. In 2023, Campbell will contest the IMSA series in North America in the new Porsche 963 including the 24 Hours of Daytona, with the support from Dane Cameron (USA), Felipe Nasr (Brazil) and Michael Christensen (Denmark),

Jaxon Evans was the second driver to rise to the top of Australia's Porsche One-Make Series to forge an international career. Racing in Sprint Challenge (2015-2016) and Carrera Cup (2017-2018), the 2018 Carrera Cup champion was successful in the 2018 Junior Programme Shootout and contested the 2019 and 2020 Porsche Mobil 1 Supercup.

Other drivers that have progressed up the Porsche Motorsport Pyramid in recent years via the Australian Junior Programme, include the likes of Nick Foster, Harri Jones, Cameron Hill, Andre Heimgartner, Jordan Love and Dylan O'Keeffe, who have all gone on to succeed at the highest levels of the sport both locally and internationally.

Globally, the progression system boasts tremendous success, with the likes of Earl Bamber and Nick Tandy moving through its ranks to ultimately claim success in the 24 Hours of Le Mans and the FIA World Endurance Championship.



06 DRIVER ELIGIBILITY

CRITERIA

To be eligible to qualify as a Porsche Michelin Junior driver in 2023:

Team Managers must submit their respective Junior driver's full name, DOB, brief racing history, contact details, dietary requirements, and emergency contact details for a parent (or guardian if below 18 years of age) to angus.thompson@porsche.com.au before 20 January 2023.

Please note: No other Junior applications for the 2023 season will be accepted after this date.

Eligible drivers must:

- Attend and complete the Porsche Junior Training Workshop in Melbourne 16-17 February 2023.
- Be born between 30.11.1999 – 01.03.2006
- Commit to a full season in either Porsche Paynter Dixon Carrera Cup Australia (8 rounds) or Porsche Michelin Sprint Challenge Australia (6 rounds).
- Grant PCA the right to use their driver image and name in the promotion of the Michelin Junior Programme.
- Commit to attendance at a range of promotional events and activities as requested by PCA.
- Comply with all elements of driver standards and behaviour policy as per the 2023 Series Sporting and Technical Regulations.
- *Commit to provision of signage positions to Michelin on their Porsche race car on the top and bottom of the rear wing, on the top of the front bonnet and inside the car on an agreed position. (Designated areas to be supplied by PCA)
- *Commit to the provision of signage positions to Michelin on the Visor of your driver helmet for the 2023 season. (Designated areas to be supplied by PCA)
- Commit to the provision to PCA of written content (race reports, season updates) upon request.

*If the above cannot be provided due to existing agreements, then an alternative benefit must be provided as agreed with PCA and Michelin.

Please note: Any driver who elects to compete in any other one-make Carrera Cup Championship or Porsche Sprint Challenge Series globally, prior to the 2023 Junior Champion being crowned on 17 September 2023, these drivers will lose their Junior status within Australia and no longer be eligible as a Michelin Junior driver for the 2023 season.



07 TRAINING FOCUS

JUNIOR TRAINING

The Junior Training Workshop is an integral part of the Porsche Motorsport Development Programme in Australia. Every year Michelin Junior drivers are invited to attend and receive professional coaching from the country's leading experts.

In 2022, the workshop combined elements of the SASR Selection Course with exciting adventure activities, designed to take the drivers out of their comfort zone and offer a unique and unrivalled opportunity for personal development. Across two days, drivers were assessed and guided by former Special Forces operators and were required to draw upon their courage, resilience and stamina to surmount a series of tough mental and physical challenges. Upon completion, drivers had a sense of confidence that they had enhanced ability to perform optimally under pressure. The techniques are invaluable for drivers in dealing with the duress and pressures in a race car.

Brad Hodge, Matt Campbell, Jaxon Evans, Joshua Rogers and Scott Pye were just some of the top drivers and presenters at the 2020 Michelin Junior Driver Training, which took place via a virtual workshop in 2020 due to the Covid-19 travel restrictions. The workshop centered around mindset, mental preparation, managing their brand, producing social media content, sponsorship, heart intelligence, resilience and coherence.

The 2019 training workshop saw the Juniors receive professional coaching on sports psychology, social media, media training, branding, sponsorship as well as nutrition and dietary advice. Drivers also received nutrition and dietary advice after completing a thorough range of physical assessments.



BRANDING REQUIREMENTS

BRANDING ASSETS

Drivers who are part of the Porsche Michelin Junior Programme Australia in both Carrera Cup and Sprint Challenge are required to provide certain branding assets on both their race car and helmet. Only drivers who follow these branding requirements will be eligible to receive Junior Programme benefits in 2023.

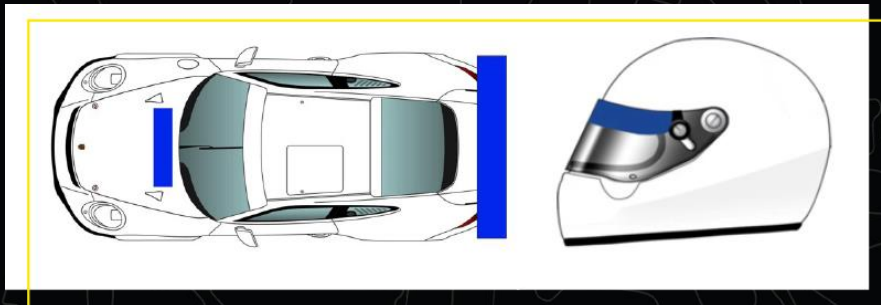
All signage will be provided by Porsche Cars Australia. Michelin Juniors can request signage for the start of the season or take delivery of the signage for application at round one of their respective series.

RACE CAR – WING AND BONNET SIGNAGE

In addition to the Series Reserved Signage, Michelin Juniors must provide signage assets on both the rear wing (top and bottom side)

HELMET – VISOR SIGNAGE

Each Michelin Junior must provide visor signage as provided by Porsche.



09 MICHELIN PRIZE POOL

RACING FOR PRIZES

Michelin Juniors will race for prizes at each Carrera Cup Australia and Sprint Challenge Australia round. The prize pool sees the top three Junior drivers from each series, receive a set of Michelin competition tyres every round, while the top placed Junior driver at each event will also receive a complimentary entry for the round. The Michelin Junior Champion, which is crowned toward the end of the 2023 Porsche Paynter Dixon Carrera Cup Australia season, will receive a trip to Germany to attend the Porsche Motorsport Night of Champions Dinner in December 2023.

MICHELIN JUNIOR PRIZE POOL

ROUND POSITIONS	PRIZES
1st	1x set of Michelin Tyres & 1 Free Round Entry
2nd	1x set of Michelin Tyres
3rd	1x set of Michelin Tyres



100 BECOMING A 2023 MICHELIN JUNIOR

JUNIOR PROGRAMME

To become a Michelin Junior in 2023, a driver must meet all entry criteria and provide all branding requirements for the Junior Programme. Michelin Juniors are also required to sign an agreement with Porsche Cars Australia before the start of the driver's respective racing series.

For more information on the Porsche Michelin Junior Programme, contact the Porsche Michelin Junior Programme Manager.

CONTACT

E: motorsport@porsche.com.au



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