



MEDIA RELEASE

COUNTDOWN ON UNTIL 2009 DRIFT NATIONALS

Australia's best drifters will head to Sydney's Oran Park Raceway next month to contest the 2009 Drift Nationals.

The Australian Drift Champion will be crowned on Sunday September 20, a one-off event before the Drift Australia Series reverts to a multi-round format in 2010.

Featuring exciting on-track action and extensive off-track entertainment, the Drift Nationals will be the final major event held at the popular Sydney circuit before it closes at the end of the year.

The event will be the first under Drift Australia's new owners, Ninety Degree Entertainment, who acquired the series earlier this year, having previously run the successful Driffest event at Calder Park in 2007.

"We are extremely excited by the potential of Drifting in Australia, and are fully committed to its development," Drift Australia director James Fava said.

"With more emphasis on a total entertainment package, Driffest featured a number of aspects new to Australian motorsport events, which we're looking forward to adding to the already successful Drift Australia format.

"Our aim is to take the awareness of Drifting as a competitive sport to a whole new level and I think the 2009 Drift Nationals at Oran Park will be a great starting point leading into a full championship in 2010."

The full program of on-track entertainment is headlined by the battle to become Australian Drift Champion, with 32 drivers from around the country set to engage in the sideways, high-speed competition.

Tomorrow's stars will also hit the track in the Super Drift Series, a platform for Australia's best up and coming drifters to showcase their talent.

"The 2009 Drift Nationals will feature the best line-up of drifters ever assembled in Australia," Fava said.

"It's sure to be a sensational day of action as drivers from around Australia battle it out side-by-side around Oran Park to become the 2009 Australian Drift Champion."

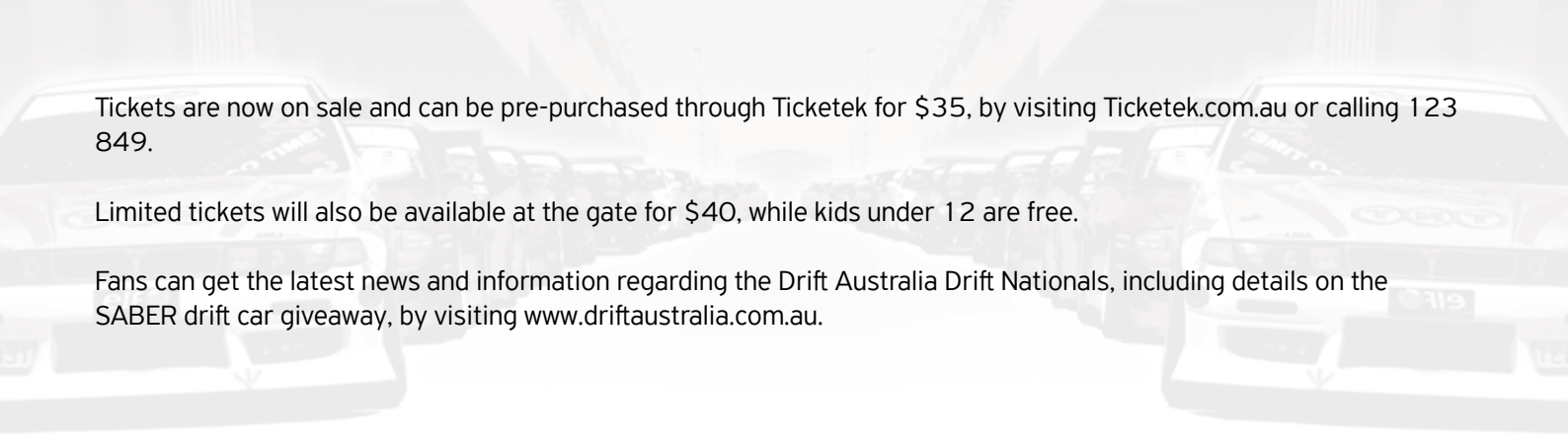
Off-track entertainment will step up for September's showdown, with a host of activities for enthusiasts.

Remote Control Drifting - a groundbreaking version of the main event - will be joined by an automotive trade show, while fans can take part in a CarWars Show featuring the best builders and modifiers in the country and a Pioneer Sound-Off.

One lucky event goer will also win their very own track-ready drift car thanks to SABER, including lessons from leading Drift Australia driver Wiehrl.

Progress on the car's development can be followed through updates on SBS' Speedweek motorsport program.

On and off-track, the 2009 Drift Nationals will feature a full day of high-adrenaline action from 9am.



Tickets are now on sale and can be pre-purchased through Ticketek for \$35, by visiting Ticketek.com.au or calling 123 849.

Limited tickets will also be available at the gate for \$40, while kids under 12 are free.

Fans can get the latest news and information regarding the Drift Australia Drift Nationals, including details on the SABER drift car giveaway, by visiting www.driftaustralia.com.au.

History of Drift

Originating in Japan, Drifting is a form of motorsport where drivers are judged on their speed, line and angle through each corner on a course.

Like extreme sports such as freestyle motocross, surfing and skateboarding, drivers are awarded points by judges, based on a number of factors.

Two cars battle at a time, with the driver who scores the most points in a battle - two passes of the course - advancing to the next phase.

Competition starts with an elimination round of 32, then progresses through Top 16, Top 8 and Top 4 rounds before two drivers battle to determine the event winner.

Since it first arrived in Australia just a handful of years ago, Drifting has become one of the fastest growing forms of sport in the country, and now has a strong following of spectator and commercial support.

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