

# TOYOTA **86**

**CHAMPIONSHIP**

2019-20 SERIES GUIDE



**GR** TOYOTA  
GAZOO  
Racing

New Zealand

 TOYOTA | Believe



# FINDING THE NEXT WORLD CHAMPION

TOYOTA GAZOO Racing New Zealand is committed to developing and nurturing New Zealand's next generation of world-class drivers. Combining the latest innovations in motorsport engineering, technology and safety features, with the natural driving talent of our aspiring Kiwi drivers, we aim to provide them with the best possible preparation for intense competition on the global stage. Because we believe our drivers can beat the world.

**BEST BARS TOYOTA 86 CHAMPIONSHIP.**



**GR TOYOTA GAZOO Racing**

New Zealand

TOYOTA | Believe

## OUR MISSION

### FINDING NEW ZEALAND'S NEXT WORLD CHAMPION

*We believe we can and will do great things...*

For over 15 years, Toyota New Zealand has played a principal role in New Zealand motorsport.

We are a company driven by imagination, experimentation, humility, respect and innovation. And we believe it is people, our people, who will go the extra mile to deliver to our customers all that Toyota promises to be, today and into the future. It's about integrity.

Our actions are guided by eight core beliefs which are the differentiating point for our customers, staff, in our products and in our services. These beliefs are derived from two guiding Toyota principles of 'Continuous

Improvement' and 'Respect for People' and reflect our core values and culture to our New Zealand customers.

Our commitment in motorsport is to develop and nurture New Zealand's next generation of world-class drivers. Combining the latest innovations in motorsport engineering and composite technologies with the natural driving talent of our aspiring racers, we aim to give them the best possible preparation for intense competition on the global stage. Because we believe our drivers can beat the world.

Similarly onto its fifth season, the Best Bars Toyota 86 Championship has quickly

become New Zealand's premier saloon car championship offering competitors and sponsors a complete and cost effective package.

Moreover we can guarantee you and your team can experience the excitement, drama, and brand leverage associated with TOYOTA GAZOO Racing New Zealand.





# / HOW IT ALL BEGAN



## New Zealand's leading one-make racing series

Globally acclaimed and the focus of a fast growing passionate fan-base of owners and drivers, Toyota's 86 coupe has been rewriting sports coupe history since its international launch with a string of Car of the Year and technology awards to its name.

The 86 evokes its inspiration, the iconic AE86 of the 1980s, with superbly balanced handling, free revving engine and a performance oriented rear wheel drive format.

Internationally, the top spec GT86 model was quickly out on the race track, winning its class in grueling endurance races at Spa and the Nurburgring.

The 86 was the subject of rapturous acclaim on debut. When it arrived in New Zealand it was named Car of the Year 2012.

TOYOTA GAZOO Racing New Zealand picked up on the potential of the 86, producing a locally specified and professionally prepared race car, the TR 86. Built by TOYOTA GAZOO Racing New Zealand, the cars are designed for racing and can be certified for Targa road rallies and other competitions. But their primary purpose was clear from the outset.

Building on the globally recognised success of its unique Castrol Toyota Racing Series, Toyota devised a closely controlled one-make championship for the new TR 86, offering local race drivers the chance to be part of a close fought and exciting series that competes on New Zealand's leading race circuits.

The Best Bars Toyota 86 Championship,

like the Castrol Toyota Racing Series, plays a role in helping rising race drivers hone their skills - and with the close grids of TR 86 competitors, it brings the added bonus of dedicated media coverage and television, helping to attract sponsors at driver and team level.

The championship has its own dedicated photographer, with images posted each evening of race weekends on the TOYOTA GAZOO Racing New Zealand facebook page and the TGRNZ website.

The images accompany professionally written media releases summarising the day's on-track activity.

# / THE CHAMPIONSHIP

## Spectacular locations, exciting racing *Sensational debut...*

The championship had its debut at the new Highlands Motorsport Park in Cromwell in 2013 and has gone from strength to strength since. Six rounds and 18 races saw a hard-fought tussle for supremacy with Wellingtonian Jamie McNee named champion at the final round.

In the second season, McNee and six others returned to go head to head with new drivers for the title.

This time, it was Aucklander Tom Alexander who emerged victorious in racing at the final round in Hampton Downs.

Season three saw the TR 86's debut at the V8 Supercars event in Pukekohe with a strong field of 16 cars. A total of 27 drivers competed throughout the season with Ash Blewett achieving a record 15 podium finishes. With the last race to spare Ash secured the 2015/16 championship, 119 points clear of fellow Aucklander and rival Callum Quin.

Season four featured a close fought battle between rivals Ryan Yardley and Reid Harker. CareVets' Yardley ultimately took out the Championship in the final round setting a perfect example of how

consistency is key.

In season five Jack Milligan secured CareVets' first back to back championship win with a race to spare.

Season six produced the youngest ever Championship winner. At 15 years of age Callum Hedge continued CareVets's three year winning streak by snatching the championship from Jaden Ransley.

Now with six successful seasons of racing complete and planning underway for season seven, we are expecting to have the most drivers this championship has seen.

## Driver Support

*You will receive:*

- ✓ Comprehensive supply of genuine parts at preferential prices at every round.
- ✓ Experienced staff provide engineering and technical support at events.
- ✓ Four complimentary hospitality passes at each championship round.
- ✓ 86 Paddock facility provided at each event.
- ✓ Television, social media, web and professional PR services.

The Toyota 86 Championship takes drivers to some of the most spectacular race circuits in New Zealand.

At every round, cars are on track for practice sessions, qualifying, and at least three races.

Drivers in the championship have access to professional technical services, parts at preferential rates and excellent support

services, along with the hospitality facilities for which TOYOTA GAZOO Racing New Zealand has rightly become famous.

There are ample intervals between races to adjust and refine car set-up, host guests at the Toyota Financial Services Paddock Club over a hot drink or lunch, and to enjoy the 'buzz' of racing as part of New Zealand's premier motor racing series.

An extensive parts and panel inventory follows the championship, available at every round, and the combined knowledge of TOYOTA GAZOO Racing New Zealand and Toyota New Zealand is available to competitors who need advice on technical matters.

All of this is included in your series registration fee.









# TR 86

## THE RACE-READY TR 86 TAKES DRIVING WHERE FEW SPORTS CARS DARE TO GO - THE TRACK.



Proudly built at Hampton Downs by TOYOTA GAZOO Racing New Zealand, the TR 86 is purpose designed for the race track.

Carefully selected race specific components are added to the impressive standard specification to create a car at home on the circuit in the cut and thrust of one make competition at its best.

Each car features adjustable race suspension, race brake calipers and rotors, and Speedline 18-inch alloy wheels, fitted with Hankook semi-slick and full wet weather tyres.

Inside, a colour Motec data dash provides page after page of driver selectable performance information. The driver's environment is all race car, with a Sparco touring car race seat, six point safety harness and race steering wheel all fitted inside an FIA six point roll cage.

Currently only officially built TR 86 cars are eligible for the championship.

CAR	Toyota TR 86
ROLL CAGE	FIA-approved 6 point
ENGINE	2000cc boxer engine
GEARBOX	Factory 6 speed
DIFFERENTIAL	Torsen limited slip diff
SEATS	86-branded Sparco seats
ECU	Factory
SHOCKS	MCA adjustable
BRAKE KIT	Custom 86 race package
WHEEL RIMS	18" Speedline competition wheels
TYRES	Nexen race tyres
WEIGHT	1190kg with full tank (approx)
FUEL	98 octane
DATA	MoTeC C125 colour display / logger



## PREMIUM HOSPITALITY

Our Toyota Financial Services Paddock Club is a dedicated premium serviced mobile facility available for drivers, sponsors and guests to enjoy in a relaxed friendly atmosphere.

A two-course buffet lunch featuring local cuisine is provided Saturday and Sunday (excluding Supercars).

Tea and coffee is available in our cafe throughout the day as well as free internet access.

As an 86 competitor you will receive four complimentary hospitality passes at each championship round (additional passes available for purchase).

This is an ideal environment to host sponsors, VIPs, friends and family, to chat with other racers or just discuss tactics for the next race.

At selected rounds you will also be

rubbing shoulders with the young stars of the Castrol Toyota Racing Series - the motor racing names of tomorrow.

The Best Bars Toyota 86 Championship race calendar always includes the New Zealand Grand Prix at Manfeild, the final round of the Castrol Toyota Racing Series.

This is the finest corporate hospitality available at any race circuit in New Zealand. The commitment from the series really works to create a 'family' ambience for competitors.

Any questions or special dietary requirements contact Katrina Wardill - TOYOTA GAZOO Racing New Zealand.

Email: [kat@toyotaracing.co.nz](mailto:kat@toyotaracing.co.nz)



## PROFESSIONAL MEDIA SERVICES

Television, social media, web and professional PR services are part and parcel of the championship.

The championship has a dedicated TV package and has aired on TV3 and SKY TV extensively since season one.

Images and media information are available for use by all drivers and teams. The championship encourages drivers to use social media to add to the excitement and inform sponsors, friends and family about their on-track exploits.





# / MEDIA COVERAGE 2018/19 SEASON

## TELEVISION & LIVE STREAM BROADCAST



The Best Bars Toyota 86 Championship has featured as a support category at the NZ round of the Virgin Australia Supercars event in recent years. It is broadcasted live on SKY TV and FOX Sport (Australia), this means if included on the 2019/20 Toyota 86 calendar, the 86 Championship provides enormous overseas and local television exposure for the series, sponsors, and drivers alike.

In addition, the remaining five rounds are aired a week delayed on CRC Motorsport (TV3). CRC Motorsport screened over 27 hours of local motorsport spread over 16 shows during the 2018/19 summer including Castrol Toyota Racing Series, NZ V8 Touring Cars, V8 Utes, SsangYong, and Pro 7s. Over

these 16 CRC Motorsport Shows Total Audience Reach averages between 203,000 and 280,000 viewers per programme in the 5+ Demographic. This gives a total Audience Reach of over four million viewers over the 16 CRC Motorsport Shows.

Lastly, in the 2017/18 Speed Works Events introduced free live streaming which brought the live action direct to family, friends and fans all over the world. The live stream is available on the Speed Works Events app. We also have the Toyota 86 "Team app" which is the go-to information hub for drivers, teams, families and supporters. Both are available for Apple or Android devices.

# 27

HOURS ON LOCAL TV  
(TV3 FREE TO VIEW)

# 200k+

VIEWERS ON AVERAGE  
PER PROGRAMME  
(CRC MOTORSPORT)

# 52k

TOTAL GLOBAL LIVE  
STREAM VIEWS  
(5 ROUNDS)



## OUR WEBSITE

[WWW.TOYOTAGAZOORACING.CO.NZ](http://WWW.TOYOTAGAZOORACING.CO.NZ)

Our main infohub providing you with the latest news and results in the Castrol Toyota Racing Series and Toyota 86. Here you can find our driver profiles, round information, up to date points standings and much more.



## 2018/19 WEBSITE STATISTICS

### TOP 5 VISITING COUNTRIES

1. New Zealand
2. United States
3. Australia
4. United Kingdom
5. Japan

# 25k

USERS

# 134k

UNIQUE PAGE VIEWS

## SOCIAL MEDIA

We're on most major social media channels, but more recently we've been focusing on Instagram and our e-magazine (E-zine).

Each race weekend we publish news, behind-the-scenes pictures and videos from the pitlane and paddock utilising Facebook, and Instagram. Then our E-zine provides a weekly recap of the action.

Our feed also is made up made up of stunning shots taken by our award winning photographer Bruce Jenkins.

Check it out yourselves!

## FOLLOW US



@TGRNEWZEALAND

@TGR\_NZ

@TGR\_NZ

## 2019 FACEBOOK STATISTICS (IN SEASON)

# 887.2k

IMPRESSIONS

# 15.4k

ENGAGEMENTS

# 8,613

LINK CLICKS

# 65.4k

TOTAL VIDEO VIEWS

# 3,574

AVERAGE DAILY  
USERS REACHED

Note: The figures shown above are an analysis of our Facebook coverage from the 1st January - 31st March 2019. During this period, our total fans on Facebook increased by 6.7% on the same period the previous year.







# / TROPHY CABINET

Drivers will compete for the coveted Best Bars Toyota 86 Championship Trophy, and the Best Bars Toyota 86 Rookie of the Year Trophy.

## BEST BARS TOYOTA 86 CHAMPIONSHIP TROPHY

At the annual MotorSport New Zealand Awards function, the overall winner (highest overall points scorer from all rounds of the championship) will be awarded the Best Bars Toyota 86 Championship Trophy.

### PREVIOUS CHAMPIONS

2018/19	Callum Hedge - CareVets New Zealand
2017/18	Jack Milligan - CareVets New Zealand
2016/17	Ryan Yardley - CareVets New Zealand
2015/16	Ash Blewett - West City Motorsport
2014/15	Tom Alexander - Ken Smith Motor Racing
2013/14	Jamie McNee - ETEC Motorsport

## BEST BARS TOYOTA 86 ROOKIE OF THE YEAR TROPHY

The title of 86 Rookie of the Year will be awarded to the driver with the highest overall points.

*Note: Criteria applies*

### PREVIOUS ROOKIE OF THE YEAR WINNERS

2018/19	Callum Hedge - CareVets New Zealand
2017/18	Jordan Baldwin - Novus New Zealand
2016/17	Jack Milligan - CareVets New Zealand
2015/16	Ryan Yardley - CareVets New Zealand
2014/15	Marcus Armstrong - Neale Motorsport
2013/14	Ash Blewett - West City Motorsport

# / PRIZE PACKAGE

## UNIQUE CHAMPIONSHIP PRIZE

We are proud to announce a new prize package for the 2019-2020 Championship as we continue to provide a vital stepping stone for the country's best up and coming racing drivers.

The winner of the Championship will win a Toyota 86 road car for their efforts and will receive it at the annual prize giving in 2020. After that car is presented, there will be a draw amongst the remaining drivers in the championship who completed all of the six rounds. The winner of that draw will also win a Toyota 86 road car. The second prize car incentive is dependent on there being a minimum of fifteen cars on the grid at each of

the six championship rounds but the category is committed to growing the already good sized field even further.

"We enjoyed a fantastically competitive and closely fought championship last season, and it was the best ever for the category," says category manager Geoff Short

"We've always offered some fantastic opportunities to our drivers but this time around, to celebrate the renaming of the series and it now being part of the global TOYOTA GAZOO Racing family, we wanted to go even bigger and better. Offering two Toyota 86 road cars as prizes is very appropriate in that regard.

## TWO TOYOTA 86 VEHICLES EACH VALUED AT OVER \$40,000







*Best Bars value their partnership with Toyota NZ beyond a normal supplier client relationship, moving to a second year of premium sponsorship underlines Best Bars commitment to this partnership. It provides an excellent opportunity to be involved not only with a premium New Zealand motorsport class but team with Toyota New Zealand to find and promote emerging driver talent. The promotion and lifting of Toyota New Zealand T Customs Premium vehicle accessory range profile is a key consideration providing both companies and Toyota's customers with real value.*

John Nash, Best Bars - A division of Horizon Global





# / SEASON BUDGET



# / WHAT'S ON

## 2019/20 BEST BARS TOYOTA 86 CHAMPIONSHIP CALENDAR

Date:	Venue:	Event:
30 November - 1 December 2020	Pukekohe Park	
18 - 19 January 2020	Highlands Motorsport Park	
25 - 26 January 2020	Teretonga Park	
15 - 16 February 2020	Manfeild - Circuit Chris Amon	New Zealand Grand Prix
28 - 29 March 2020	Hampton Downs Motorsport Park	
25 - 26 April 2020*	Pukekohe Park	Supercars

\*Event details to be confirmed

## TR 86 RUNNING BUDGET

Series registration fee for six rounds	\$4,500*
Entries for six rounds	\$4,500*
Tyres - Eight tyres (at \$290)	\$5,220
Race fuel - 0.75L - 1L per lap	\$1,000
Oils	\$600
Brake pads (two sets of front pads)	\$1,000
Brake rotors	\$1,000
Gearbox maintenance	\$2,000
Consumables	\$300
TOTAL (excluding GST)	\$20,120

\*Series registration and entry discount shown. This is only available if paid in full prior to the start of season. Normal Series registration and entry cost is \$1500 per round.

## TR 86 CAR COST

New Car Purchase (excluding GST)	\$80,000
Car Lease (excluding GST)	\$20,000

Did you know...

Tom Alexander completed two Best Bars Toyota 86 Championship seasons without replacing his rear brake pads or rotors.

This budget does not include other incidentals including promotional items, repair or replacement of damaged components or insurance.





# / PARTNERS

From the very beginning, the championship has had the backing of some major brands who see the value in associating with New Zealand's leading one make race series.

Many thanks to our current championship sponsors and partners.

## OFFICIAL SPONSORS



## OFFICIAL PARTNERS



For more information please contact Geoff Short or Mark Whittaker

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