



Friday, 20 February 2015 | www.bathurst12hour.com.au

DATE, SEVEN NETWORK TV CONFIRMED FOR 2016 LIQUI-MOLY BATHURST 12 HOUR

- Seven Network to return to televise the race on free-to-air television
- First week in February locked for Australia's around-the-clock 12-Hour classic

DUBBED by some as endurance racing's new 'Summer Classic', the Liqui-Moly Bathurst 12 Hour will continue in its prime position as the traditional Australian motorsport season opener in 2016.

The stars and cars of Australian and International GT racing will return to Mount Panorama over the period 5-7 February 2016.

Following the success of this year's coverage, organisers can confirm the Seven Network will return to broadcast the Race on free-to-air television next year.

A full event schedule and specific details regarding the Seven Network broadcast will be confirmed at a later date.

"The Liqui-Moly Bathurst 12 Hour has established itself as the 'starter' of the Australian motor racing year, and we are happy to continue that trend in 2016," Event Director James O'Brien said.

"The anticipation of people attending the Event, or watching on TV, builds over the Christmas and New Year period then explodes during the first week in February.

"The opportunity to continue our relationship with the Seven Network will ensure that the race remains free-to-view to our Australian TV audience. The Network was enthusiastic about the broadcast this year and we are looking forward to partnering with Seven to grow the Event.

"While details are yet to be finalised, we can confirm the Race will again be streamed live to a domestic and international audience. Building the international component of the Event – be it through international competitors or people watching from other countries – is a key component of our plan to grow the Event."

Saul Shtein, Head of Sport, Seven Network said: "This is a great event. Bathurst is a special place and we loved being a part of this year's 12 Hour. Our audiences loved the race and we're looking forward to being the broadcast partner in 2016."

Seven's live coverage of the 2015 race dominated on Sunday, 8 February on Seven and 7mate, with coverage peaking at 730,000 viewers across metropolitan and regional markets with an average metropolitan and regional combined audience of 396,000.

Meanwhile, a record three-day attendance of over 32,000 people was up by more than 6,000 on the previous year.

Details on ticket and campground sales will be announced shortly, including information on an additional campground becoming operational.

For more information please visit www.bathurst12hour.com.au.

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