

Monday, 1 September 2025

## **Seven fires up new multi-year deal with Supercars Bathurst 1000 and more, live and free for all Australians**

The Seven Network today announced a new deal with Supercars that will see the best rounds of Australia's #1 motorsport delivered to all Australians live and free on Seven and [7plus Sport](#).

The deal covers marquee events including the iconic the Repco Bathurst 1000, the opening round, Boost Mobile Gold Coast 500 and the bp Adelaide Grand Final, plus highlights of all events.

Seven's Supercars coverage has reached more than 4.8 million Australians so far this year – up 7% on the same period in 2024 – with the Repco Bathurst 1000 still to come in October. Last year, the Bathurst 1000 reached 3.4 million people, with a national total TV audience of 1.19 million – up 3% on 2023, including a 26% jump on 7plus Sport.

The new Supercars agreement extends Seven's long and proud association with the sport. Seven broadcast Supercars from 1963 to 1996, again from 2007 to 2014, and now since 2021.

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "We're passionate about motorsport at Seven, and there's no greater motorsport in Australia than Supercars. For more than 50 years, we have worked closely with Supercars to bring innovative, world-class coverage to all Australians – live and free.

"We are very pleased about the new multi-year agreement, which comes at an exciting time for Supercars, with the first Final series later this year, the prospect of a Perth Stadium race and, of course, the addition of Toyota to the championship. The latter will be a true game changer and will take this great sport to a whole new level.

"On behalf of the entire team at Seven West Media, thank you James Warburton and the Supercars team. We are all looking forward to building on our great relationship," he said.

Supercars Chief Executive, James Warburton, said: "Seven has played such a significant role in the history of our Championship, telling the stories of our teams, our drivers and our Great Race for generations. Extending that partnership is a fantastic outcome.

"With so much innovation ahead – from our Finals series, new circuits and Toyota joining the grid – the timing of this deal could not be better.

“We’re thrilled to have Seven alongside us as we shape the future of Supercars and reach even more Australians in the years ahead,” he said.

Seven’s Commercial Director, Sport, Renee Quirk, said: “Supercars is synonymous with Seven and a very important part of our overall sport line up. This agreement reinforces our commitment to delivering world-class motorsport entertainment to fans across Australia. Supercars continues to captivate audiences with its thrilling competition and passionate community, and we are proud to announce this new deal and excited about what we are proud to announce this new deal and excited about what’s to come.”

Seven’s Head of Motorsport, Angela Rampal, said: “At such an exciting time for Supercars with Toyota joining the Championship next year, it is fitting Seven can continue being part of the journey. With the Bathurst 1000 fast approaching, this announcement only helps build the excitement and anticipation of broadcasting Australia’s Great Race on October 10 to 12.

“I can’t wait to see what opportunities lie ahead to further promote the category, its teams and its drivers through our world-class coverage, live and free on Seven and 7plus Sport.”

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**About the Seven Network**

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence across broadcast television, publishing and digital. The Seven Network alone reaches 17.5 million people a month.

The company owns some of Australia’s most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia’s most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**,

**Australian Idol, My Kitchen Rules, Dancing With The Stars, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, RFDS, The 1% Club and the TV WEEK Logie Awards.** Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: Source: TVMAP VOZ 5.0, total people full season reach to date vs same period last year (including Highlights). Bathurst 1000 race only vs the 2023 race. Bathurst reach references full event. Data: Overnight.