

MEDIA RELEASE



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MASSIVE DEMAND FOR TOWNSVILLE TICKETS ON DAY ONE

V8 Supercars Australia is overwhelmed with the response from North Queensland residents for today's ticket launch of the Townsville 400 in North Queensland next July.

People in their thousands queued at Jupiters Townsville where the official ticket launch was held and Ticketek phone lines rang hot for hours with sales from all over the North. The ticket boxes were due to close at 2pm but were left open well past 5pm to make sure everybody in the queue left with a ticket.

When first day sales closed at 5pm today 9200 tickets were sold in the eight hours with more than 1000 corporate seats also being snapped up. The limited offer is expected to be extremely strong in the next two days, even before tickets go on sale to the rest of the country.

So desperate were North Queensland residents to ensure that they received premium tickets to the event, many camped out overnight while hundreds had turned up before dawn to join the queue. Fans were patient throughout with the overwhelming numbers swamping the eight outlets at Jupiters and the phone lines.

Townsville residents Andrew Smith and Ken Houghton secured a shared pole position in the line at 6am on Saturday (the previous day), waiting 27 hours until tickets officially went on sale at 9am Sunday.

Mr Smith, a motor racing supporter since childhood, was intent on being the first in line.

"I grew up watching Bathurst, and when it's finally on your own doorstep you just have to be there," Mr Smith said.

"It was worth every hour of the wait, I would have sat there for another 24 hours if I had to. It's my birthday on July 12 and I've got tickets for all my family so it's going to be a great celebration. I can't wait for July next year."

By midnight up to 50 people started camping out and by 9am the queue stretched for a kilometre.

People drove from as far as Mount Isa and Moranbah to be at the launch, taking no chances on getting the best seats available.

V8 Supercars Australia Events General Manager Shane Howard said:

"This clearly shows that bringing the event to North Queensland is an absolute winner and that the people of North Queensland are not only die-hard fans but they want elite sport on their doorstep.

"There was no doubt that today was going to be a huge success, but even we underestimated the demand from the people of North Queensland for V8 Supercar racing.

"We want to thank everybody for their patience whilst we were processing the huge numbers of tickets that were purchased in the opening hours.

"Every one of those people are now guaranteed their place at the very first Townsville 400, which we are now certain will be the largest single event in the region."

V8 Supercar driver and championship leader Jamie Whincup said:

"These are tough times for everybody from an economic perspective, but today showed how much of an appreciation the people of North Queensland have for our sport.

“As drivers coming here, we knew in some ways what to expect but I think all of us have been surprised by the response.

“We walked along the lines of fans and tried to speak to as many people as we could to get a real feeling for the atmosphere next year, which is just going to be superb.

“It’s going to have a really, really good feel about it.”

Whincup, James Courtney, Rick and Todd Kelly and Fabian Coulthard travelled to Townsville to meet and greet fans at the official ticket launch.

The V8 Supercars Australia corporate sales team was also overwhelmed by the response at today’s ticket launch, being inundated with enquiries from local businesses and groups of friends.

V8 Supercars Australia would like to acknowledge Jupiters Townsville, Ticketek, St John’s Ambulance, Queensland Police, Barrier Reef Dive Cruise and Travel and Townsville Entertainment and Convention Centre for helping make today’s launch a huge success.

The exclusive three-day offer for North Queensland to buy their tickets continues Monday November 17 and Tuesday November 18.

Tickets can be purchased from Ticketek call centres on 132 849 (tickets must be mailed to an NQ address), at Ticketek outlets in Townsville and Cairns (proof of ID required).

Ticket prices start at \$27 for Friday General Admission, with kids aged 12 and under free when accompanied by an adult.

Grandstand seats are priced from \$170 for the three days of racing.

The three-day presale ticket offer is open to residents from Rockhampton north, and west to Mount Isa including Longreach, Barcaldine, Emerald and Blackwater.

Tickets go on sale to the rest of the country at 9am on Wednesday November 19.

For more information about the V8 Supercars Townsville 400, visit www.v8supercarevents.com.au.

For Further Information:

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