



RP968 SETS OFFICIAL SMSP
OUTRIGHT LAP RECORD
1:17.860



**MORE
THAN
FAST.**



feel new sydney

YOKOHAMA
**WORLD TIME ATTACK
CHALLENGE**

**2023 EVENT REPORT
FACTS & FIGURES**



A RECORD BREAKING YEAR

In 2023, the RP968 topped the timing with a phenomenal 1:17.860 lap - solidifying World Time Attack Challenge Sydney as the top time attack event anywhere in the world, and the gold standard benchmark for time attack competition globally. Each year we see records tumble in most classes and this year was no different.

With an incredible 40% of attendance being from interstate, regional or overseas origin, Sydney welcomed back the world in style, and international competitors and guests from the USA, NZ and Japan witnessed our largest attendance ever - **35,000 over the weekend**, up from our previous record of approximately 25,000.

To support the time attack action, our Garrett International Drifting Cup, Turbosmart Flying 500 Head to Head, Shannons Stylized Show and Shine and activations from Hyundai Australia, Red Bull, Exedy Drift Team and Ryan Tuerck's Formula Supra put the icing on cake on our biggest and fastest event ever.

We look ahead to 2024 as a new frontier in the world of time attack racing, we have now claimed bragging rights at the track, the challenge is set for the world - who can knock our Australian champion off the top step?



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THE RISE OF THE FESTIVAL

At our core, putting time attack racing on the world stage will always be our primary focus, however we have seen our event evolve and adapt to become much much more, and the demands for the weekend to be more of an all-encompassing festival have been fulfilled with incredible off-track activations, on-track non-race demonstrations and even an activation in the sky!

Interest pieces made famous by social media such as Ryan Tuerck's Formula Supra, Mike Burrough's Honda-powered Ferrari and a guest drive from Jeremiah Burton of Donut Media (one of the world's largest automotive YouTube channels) opens the door for enthusiasts of all levels. They are able to see, meet and hear creations they have only seen online, exclusively at WTAC.

From general interest to hardcore technical details, WTAC creates an environment that welcomes all who have even a slight interest in the automotive market. From weekend tinkering to professional race development, we accommodate it all!

Our trader activation area allowed the crowd to engage with highly-respected brands and companies in the Australian and global market, and to get up close and personal to the products and applications. New product launches, new sponsored builds, even a newly released vehicle - the crowd know to expect the latest and greatest from our 'trader alley' and our daytime demonstration sessions.



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LIVESTREAM & SOCIAL STATS

WTAC produces a two-day TV-quality online livestream for free global viewership for those that are unable to attend in person. See history being made live anywhere you are in the world! The 2023 WTAC Live Stream was broadcast through these streaming channels:



YOUTUBE
16K+ SUBSCRIBERS



FACEBOOK
345K PAGE FOLLOWERS



TWITCH
1.4K SUBSCRIBERS

4.5 MILLION+ - WEEKEND SOCIAL REACH

515,000+ - UNIQUE VIEWERS

1.1 MILLION+ - COMBINED EVENT DAY STREAMS

25 MINUTES - AVERAGE SESSION TIME

5.8 MILLION+ MINUTES - TOTAL WATCH TIME



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Keiichi Tsuchiya, the legend also known as the Drift King.

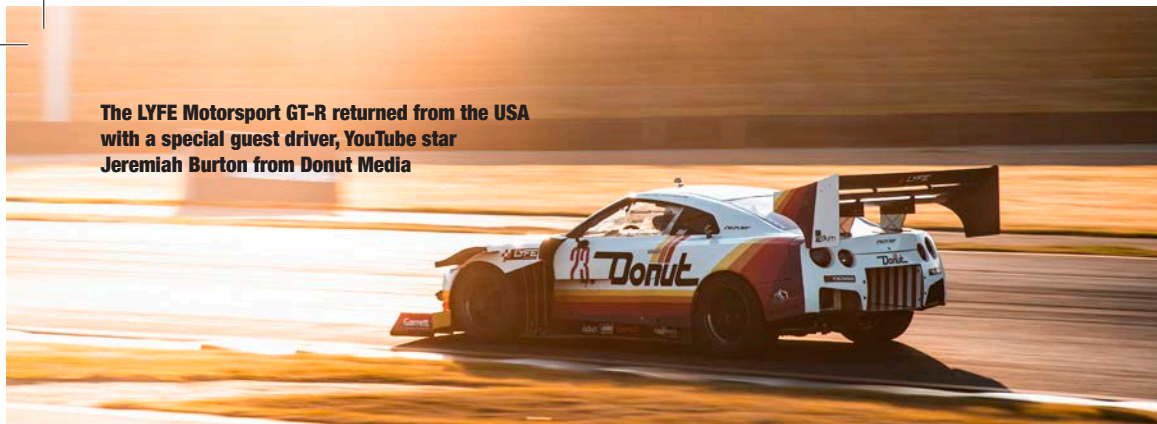


Oh my stars! L-R: Glenn Sarangapay from Birds of Tokyo, Red Bull pro drifter Mad Mike and Supercars driver and pilot of the Tanuki S13, Tim Slade

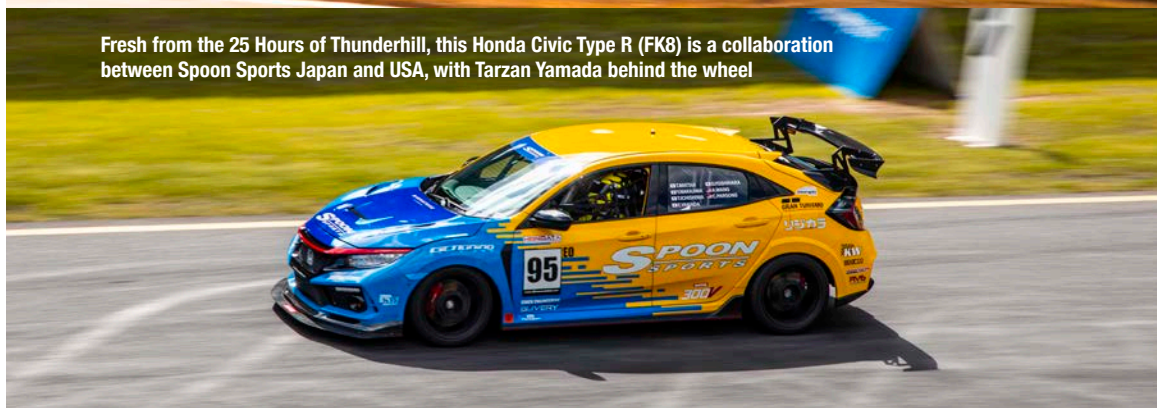


Madness? Yes. The Exedy Drift Team drifted around a TANK!

The LYFE Motorsport GT-R returned from the USA with a special guest driver, YouTube star Jeremiah Burton from Donut Media



Fresh from the 25 Hours of Thunderhill, this Honda Civic Type R (FK8) is a collaboration between Spoon Sports Japan and USA, with Tarzan Yamada behind the wheel



A record was broken in Plazmaman Pro Am Class - the most entries in the class, ever!



Matt Hall (AUS), the most successful air race pilot in modern history, visualises his path over the skies of WTAC

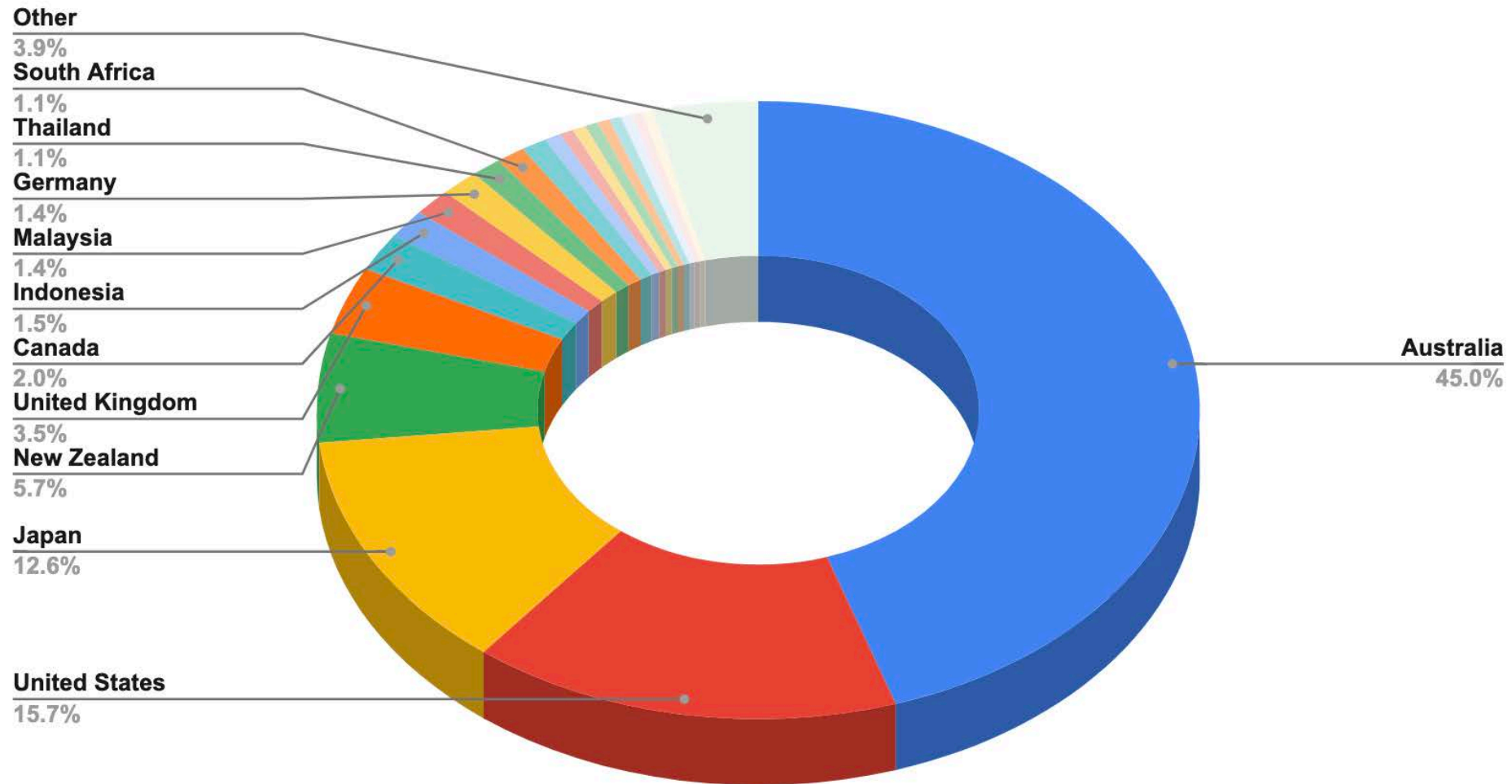


Mike Burroughs (USA) of Stanceworks has built an incredible following for his garage-built Honda-powered Ferrari 308, the '244GTK'



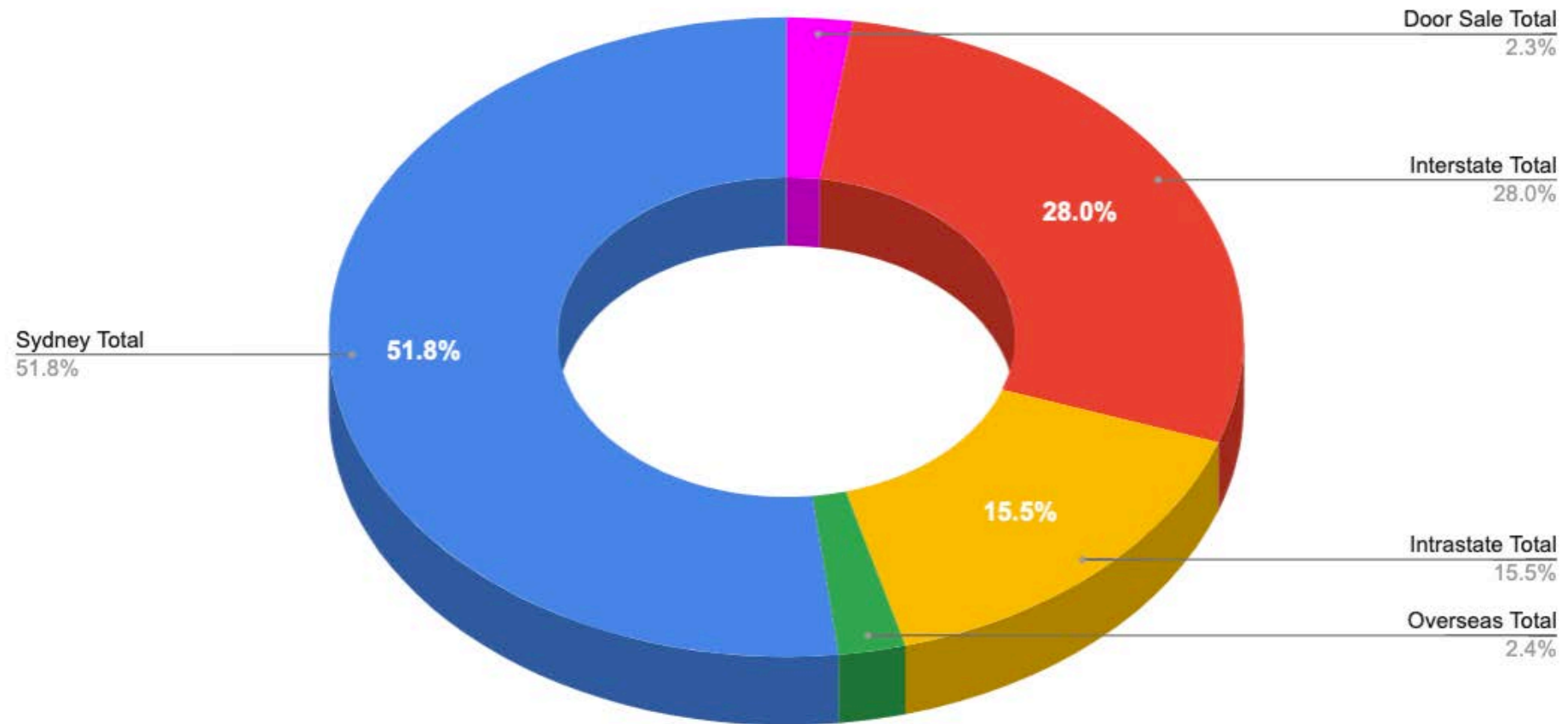


WHERE ARE OUR VIEWERS FROM?



As we invited top tier guests from the USA, Japan and NZ, we saw boosted viewership of our online livestream from these countries. The timing of our shootout, the 'grand final' of our event, has extended into the evenings, the livestream now reaches many countries in their optimal viewing hours, allowing for longer sessions and further social discussion to be had around the broadcast.

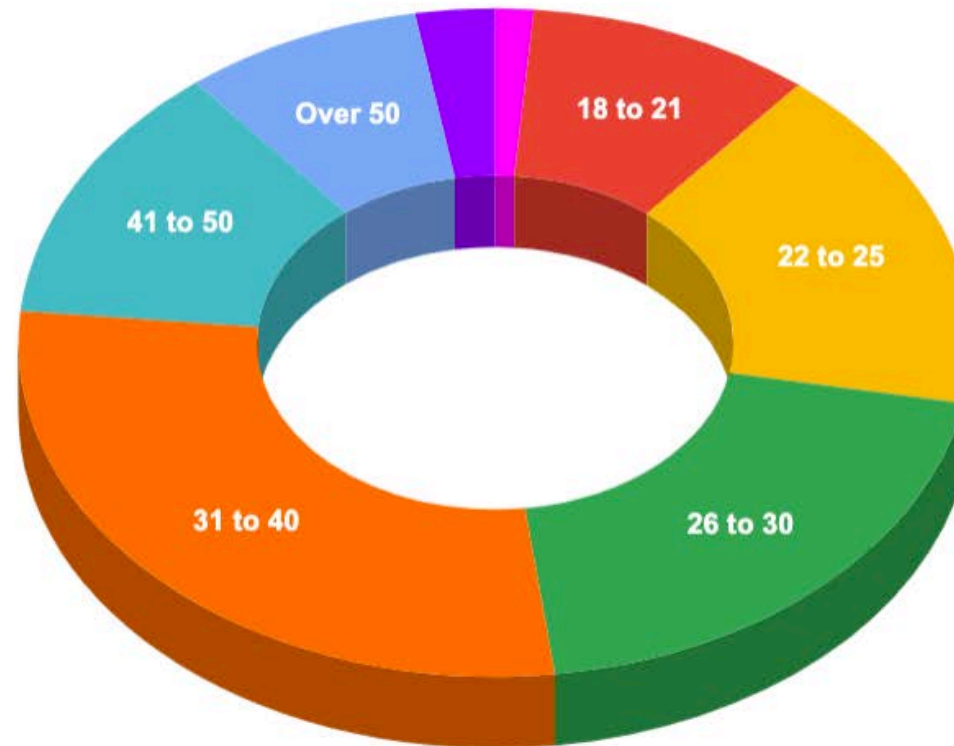
WHERE ARE OUR VISITORS FROM?



A large portion of visitation at World Time Attack Challenge originates outside of the Sydney area, showing that WTAC has become a destination event. In the words of many international competitors, 'this is a bucket list event!' We continue to aim for growth in attendance from all regions and have seen an uptake in competitor interest from USA, Europe and other countries. Key to boosting this attendance will be attracting top-tier international talent.

AUDIENCE DEMOGRAPHICS

Under 18 18 to 21 22 to 25 26 to 30 31 to 40 41 to 50 Over 50 Unknown

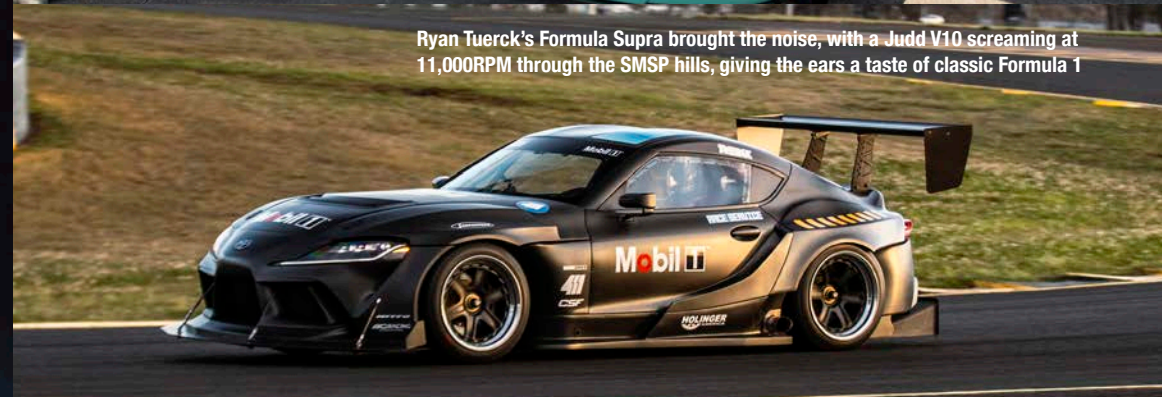


Additional to the interstate/ regional and overseas growth, our demographic is also getting younger. An improvement in the audience share in the 18-25 bracket can be attributed to WTAC's success in marketing to a new generation of motorsport event-goers, most of which would have fallen into the Under 18 category at our last international event. Building our audience in this age bracket can assist in a sustainable visitor base as well as influencing future purchasing decisions and solidifying brand value in later years. We have also seen an increase in Under 18, denoting the rise of families attending which can be attributed to increased general interest content and promoting a family-friendly day outing for the Father's Day weekend.

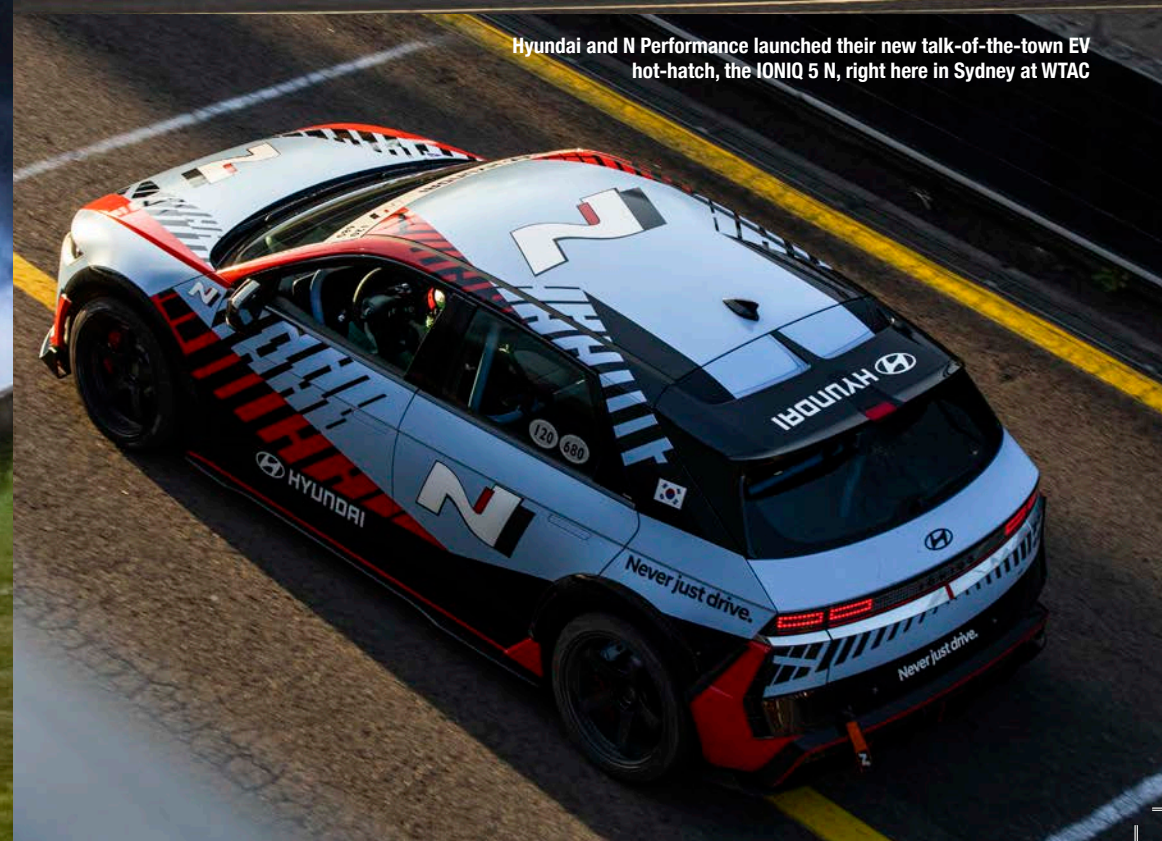
A full blood moon lit the skies as the Garrett International Drifting Cup entertained crowds deep into the night



Street style and performance were represented well at the ever-popular Shannons Stylized Show and Shine



Ryan Tuerck's Formula Supra brought the noise, with a Judd V10 screaming at 11,000RPM through the SMSP hills, giving the ears a taste of classic Formula 1



Hyundai and N Performance launched their new talk-of-the-town EV hot-hatch, the IONIQ 5 N, right here in Sydney at WTAC



THANK YOU

Please don't hesitate to contact us if you have any further enquiries or questions. As the future of WTAC moves beyond breaking records, we hope you will join us in achieving your own goals, here with us in Sydney.

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