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EVENT REPORT

2024 FACTS & FIGURES



EVENT ATTENDANCE

28,000+

LIVESTREAM REACH

2M+

AVG SESSION TIME

25mins

YTD SOCIAL REACH

8M+

TOP AGE RANGE

25-34

TOTAL WATCH HOURS

100,000+

INTERNATIONAL CARS

11

FASTEST LAP

1:17.444

**TOP STATS
WTAC 2024**

ACTION, ACTION, ACTION!

The 2024 Yokohama World Time Attack Challenge will go down in history as the year filled with high-octane action, from practice day drama to a thrilling down-to-the-wire shootout finish! All eyes were glued to the track from start to finish, across all classes of racing.

Over 28,000+ spectators filled in Sydney Motorsport Park over the last weekend of August to witness the latest and greatest time attack and drift competition cars from around the world, and to check out some of the wildest automotive projects representing all ends of the spectrum - from McLaren GT3s and rotary-powered Commodore drift cars ripping it up in full-track drift demonstrations, to a monster-lifted Ford XC Falcon coupe in possibly one of our most diverse StylizedD car shows to date.

Rod Pobestek's outright lap record holding 'RP968' Porsche 968 improved their record time but an astounding four times during the WTAC event to set a blazing final time of 1:17.44! Records and personal bests tumbled across the field, we crowned a new Garrett International Drifting Cup champion, we saw Matt Mingay jump a truck over a drifting ute, we had our first ever EV competitor and Rodin Cars even revived a mysterious GT1 racer to compete in Pro Class. We also welcomed new and seasoned international competitors and spectators to Sydney from New Zealand, USA, Japan, Finland, Germany and South Korea, and more. The spirit of action was in the air!

The free WTAC online broadcast was live-streamed through Youtube and Facebook and amassed a total reach of 2 million+ with a combined 100,000 hours of watch time. Not only was the world tuned into the World Time Attack Challenge, they were on the edge of their seats!

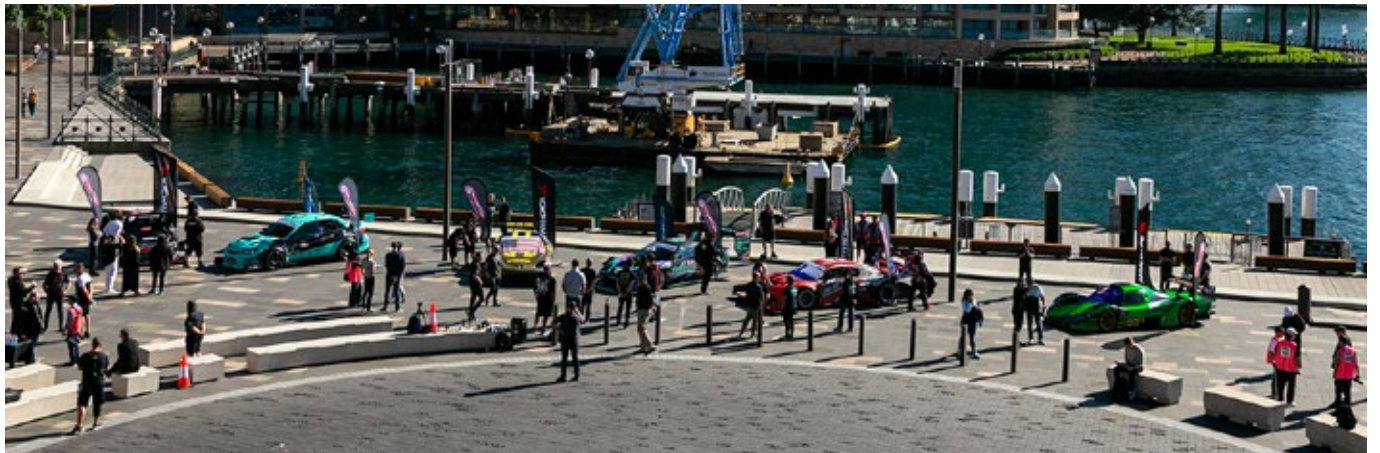
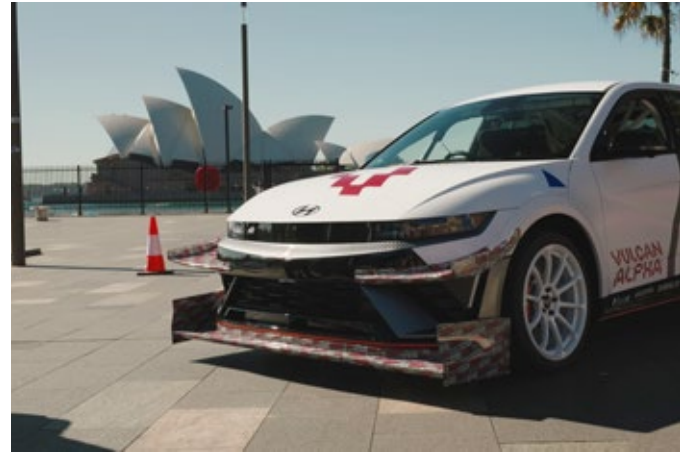
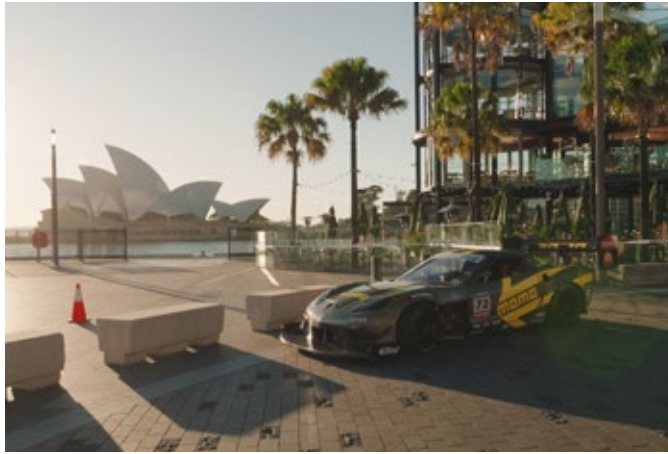




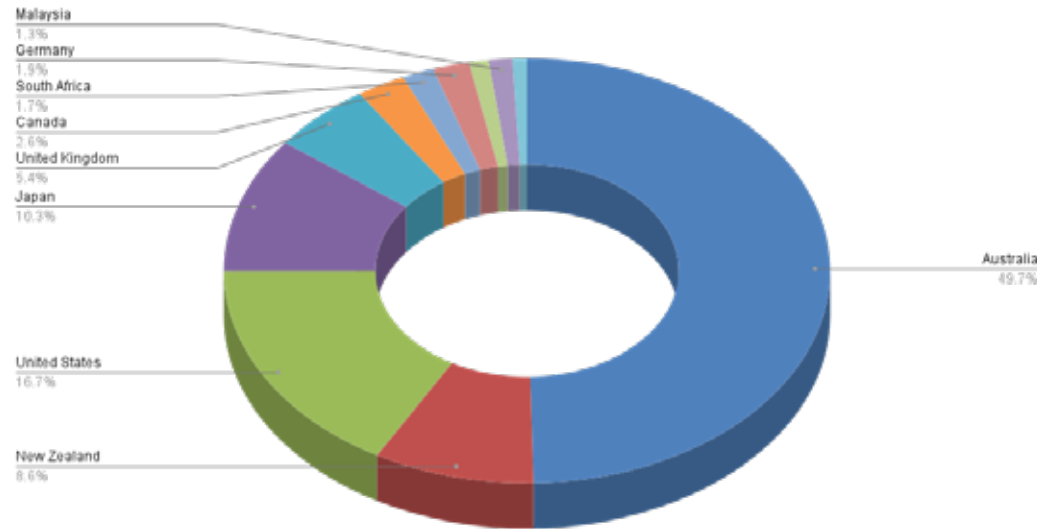






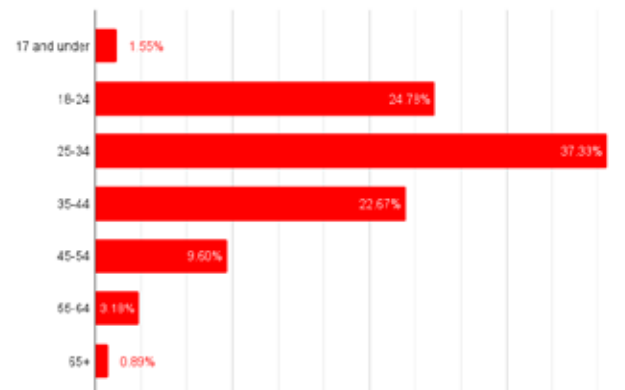
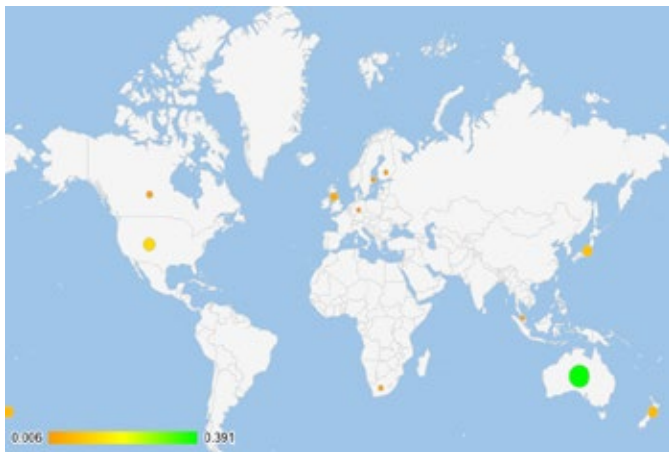


AUDIENCE DEMOGRAPHICS



Top 10 Countries

Australia	39.08%
United States	13.18%
Japan	8.12%
New Zealand	6.74%
United Kingdom	4.25%
Canada	2.04%
Germany	1.52%
South Africa	1.34%
Malaysia	0.99%
Finland	0.82%
Sweden	0.61%



Tickets Sold

Sydney Region	51.62%
Interstate	19.70%
Other NSW	12.56%
International	2.84%
Door Sales	13.29%



AUDIENCE PROFILE

Through successful strategies and a shift to delivering more content online in order to market the event towards a younger market, World Time Attack Challenge is successful in reaching the next generation of motorsport enthusiasts! More than 63% of our audience are under the age of 35, and by looking around the event year-on-year, there are many more young families making the trip out to Sydney Motorsport Park for their family-friendly motorsport day out! Furthermore, the event date in 2024 fell on a Father's Day weekend.

Although Sydneysiders represent a slight majority (51%) of our event-goers, a large portion of our ticket-holders are from regional NSW, interstate or overseas! WTAC is a bucket list international motorsport event, for visitors from far and wide. We have seen an uptick in visitation from USA, Japan and South Korea.

Our tech savvy audience thrive on participation and interactivity. A hands-on, self-researched generation who love the ability to get up close to the action, and even closer to see how the wheels turn. A sign of positive visitor sentiment is the sheer volume of UGC (user-generated content) created during our event. Mates blogging their trips interstate, competitors tracking their builds, international visitors documenting their visit to our beautiful harbour city - the stories are endless!

Based on the uptake of content through our channels, our people also enjoy diving into the techy bits. It's their language! The future potential to communicate with this demographic is endless as their tastes are diverse and they want the freedom of choice. The choice to geek out in their genres and do their own research into what they personally enjoy, our people aren't afraid of being car nerds - they thrive on it!



LIVE AND FREE!

The free two-day World Time Attack Challenge online broadcast is live-streamed through Youtube and Facebook and amassed a total reach of **2 million+** with a combined **100,000 hours** of watch time.

Continuing to increase production value year-on-year, our broadcast provides more information being streamed at home to viewers than ever and new camera angles and features to ensure viewers have one of the best seats in the house. In 2024, we introduced a new FPV (first-person view) drone to the shootout, our most intense yet, covered like never-before.

The WTAC online broadcast has increased international interest and participation, and has been invaluable in bringing Australian motorsport personality and brands to a new global audience. This interest is evidenced by an average viewing session duration time of around **25 minutes**.

From direct commercial partners of WTAC, to partners and sponsors of drivers and cars, the livestream enables commercial branding and messaging to reach our audiences live through the duration of the event, providing a direct touch point to tens of thousands of potential customers globally. The WTAC broadcast has quickly becoming the first entry point to the sport for many of our future participants.





ROAD TO WTAC SERIES

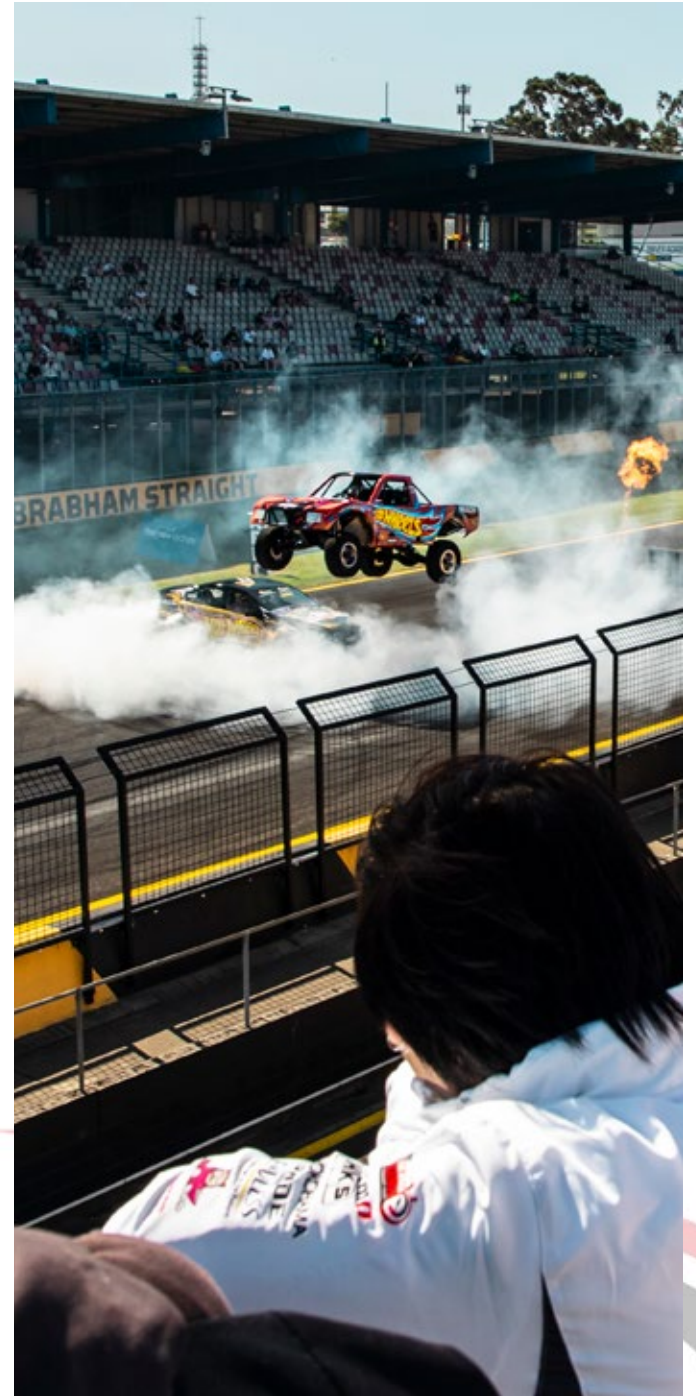
Our **Road to WTAC Youtube series** began in 2019 as a way to tell more stories from top teams in the lead up to the event. In 2024, World Time Attack Challenge partnered with Supercheap Auto as the presenting sponsor of the video series, adding to the series' profile and opening up viewership to a new audience.

The 2024 season of Road to WTAC presented by Supercheap Auto featured eight 12-17 minute episodes shot across three states, featuring stories from some top teams as well as well as spotlighting some long-time competitors and new faces in the paddock. Places visited include Queensland Raceway and Winton Raceway, VIC.

The first episode of Road to WTAC 2024 was released strategically after the release of the two-part WTAC documentary 'One Perfect Lap' which recounted the 2023 event, to capture new interest in the event. This year's series and supporting video and social activity **increased channel subscribers by over 26%** from the previous event.

We will continue this series in 2025 with plans for even greater story capturing capability as well as refinement in production and format to further draw interest into time attack racing and the teams and personalities that make up the fabric of our sport.





2025 AND BEYOND

World Time Attack Challenge continues to evolve as a form of motorsport and as an event. As our cars reach records and levels of engineering we never thought possible when the event was created, we must move forward with the times and introduce a new revised ruleset in the interest of fair competition and sustainability of the sport of time attack.

Written with feedback from the Australian time attack community and respected experts in the field, this new ruleset officially sets a line in the sand for a new era of the sport. Hopefully with further freedoms and clarity in definitions, the flame is re-ignited for creative car designers and engineers. All eyes will be on these new classes and we welcome a new wave of builds to compete with the incumbent.

As crowds make their way back to Sydney Motorsport Park in August for WTAC 2025, they will be greeted with more to do and more to see than ever. With the support of the greater automotive community, we aim to improve the customer experience for all, to nurture a new generation of automotive enthusiasts and to keep our promise to our returning fans that we always do our best to put on the best show we possibly can!

As our automotive landscape changes with the diversity of modification and customisation available, the latest and greatest in mechanical and aerodynamic technology, the advent of EV supercars and many other things we cannot predict, WTAC aims to always be the melting pot of the culture where all are welcome.

THANK YOU

Please don't hesitate to contact us if you have any further enquiries or questions!

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