



TOYOTA GAZOO RACING AUSTRALIA

GR CUP



OH WHAT A FEELING

CONTENTS



1 Foreword

- Yasunori Suezawa, Toyota GR86 Chief Engineer
 - Vin Naidoo, Chief Marketing Officer
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3 What is TOYOTA GAZOO Racing?

4 Introduction

5 About the Series

6 TGRA Scholarship Series

7 2025 TGRA Scholarship Series Calendar

8 2025 TGRA GR CUP Calendar

9 Event Entry Costs

10 Prize Pool

11 Toyota Support

12 Partners

13 Participant Feedback

14 2024 Attendance

15 Media Coverage

16 Social Media

18 Contacts

FOREWORD



“THE GR86 IS FAR MORE THAN JUST AN EVOLUTION OF THE TOYOTA 86.”

We have used our global motorsports experience to develop a car that is perfectly suited to track days and grassroots racing. This new GR86 is more powerful, has sharper handling and response, and delivers greater agility than the previous 86. This is why it is so suited to racing.”

● **YASUNORI SUEZAWA**

Toyota GR86 Chief Engineer

TOYOTA GAZOO Racing Australia is back on the grid for 2025 and we're excited to have you on board for what promises to be a thrilling season of racing action.

With two full calendars for the TGRA GR CUP and entry-level TGRA Scholarship Series set to hit circuits across the country over the course of the year, it's going to be an exhilarating 9th season for drivers, teams and the passionate fans that follow us.

Last year, we introduced the new GR86 race car for the GR CUP and what an impact it had with lap records slashed from the season opener in Townsville to the thrilling final round on the Gold Coast.

And we're looking forward to a year of even tighter, wheel-to-wheel action as drivers, new to the series or returning for another season, battle it out in what has become widely recognised as a pathway to a professional motorsport career.

Many Toyota 86 racing graduates have already gone onto race in the highest echelons of Australian motorsport and with Toyota set to enter the Supercars Championship with a GR Supra in 2026, the opportunities have become even greater.

But whether you're racing with a professional career in mind or just for the sheer excitement and thrill of it, what we love about this series is that it offers not only the opportunity to race, to learn, and to push yourselves and your cars to the limit, but to become part of a welcoming and passionate racing community.

So for 2025, I'd like to wish all our teams and drivers the best of luck for a safe, exciting and successful season.

Drivers, start your engines!

VIN NAIDOO

Toyota Australia Chief Marketing Officer



WHAT IS TOYOTA GAZOO RACING?



TOYOTA GAZOO Racing's history extends back over more than 20 years.

Initially the brainchild of Toyota president Akio Toyoda, it began when he introduced a revolutionary system that used photos to better engage with dealers and increase customer satisfaction when launching a new vehicle. Although this was not recognised as an official Toyota activity, the Japanese word for photograph is gazō, and hence TOYOTA GAZOO was born.

In 2017, Toyota competed in the 24 hour Nürburgring race to enhance the development of its cars. While this race was taken on the belief that motorsports could help strengthen both human resources and the cars, it was also not an official Toyota activity. So rather than use the company name, it became the GAZOO Racing team.

Today, TOYOTA GAZOO Racing is a symbol of revolution and challenge: a new challenge for a new age that begins here. The challenges and insights TOYOTA GAZOO Racing team learn on the track allow Toyota to improve not just race cars, but also enhance the road cars you see today.

INTRODUCTION

The TOYOTA GAZOO Racing Australia GR CUP continues to be Australia's premier grassroots circuit racing category.

Originally established in 2016, the GR CUP has thrilled fans and offered race teams an affordable entry into the world of motorsport for the past seven years, demonstrating Toyota's commitment to supporting motorsport at all levels.

The GR CUP is an exciting platform for talented drivers to demonstrate and develop their skills and shine on some of the best circuits Australia has to offer.

It delivers true racing credibility through a tangible connection to Toyota's highly successful World Endurance Championship, World Rally Championship and Dakar Rally teams on the world stage and locally, our championship-winning TGRA Rally Team.

It is simply exhilarating, grassroots circuit racing at its finest, backed by a global force in motorsport.



ABOUT THE SERIES



● The TOYOTA GAZOO Racing Australia GR CUP is exactly what Australian motorsport needs an affordable national series run in front of Supercars team owners, talent scouts, large crowds and significant TV audiences.

The TGRA GR CUP is Australia's premier affordable motor racing series. It showcases Toyota's passion for cars and people.

Two invited professional drivers will compete against a potential field of more than 30 drivers, mentored by one full-time dedicated motorsport expert. Races share billing in selected Supercars rounds and have been sanctioned by Motorsport Australia.

Like similar one-make series races, the TGRA GR CUP demands competition adhere to a strict car setup, ensuring that driver talent, rather than team budget is key to winning.

●
2025 marks the third year of the TGRA Scholarship Series and we couldn't be more excited to welcome a host of new drivers and teams to join our ever-growing TOYOTA GAZOO Racing community.

As a second tier, entry-level series for aspiring professional race drivers or those who just want to test their own mettle on the track, it has proved an enormous success and will again be run over five state-level events in Victoria, New South Wales, Queensland and South Australia, with drivers lining up on the grid in the Toyota 86.

The Scholarship Series offers a perfect opportunity for newcomers to the sport or those wanting to graduate out of karts to learn through, and experience, the thrill of tight racing action in a safe and exciting environment.

And for those that shine, both on and off the racetrack, there's the opportunity to win what every aspiring race driver dreams of – a competition drive at Bathurst.

At the conclusion of the five rounds of the 2025 TGRA Scholarship Series, five candidates will be selected to participate in a one-day evaluation event at Norwell Motorplex, where they will undergo a series of tests with the winner receiving a fully-funded drive in the TGRA GR CUP round at Bathurst.

So, for all those young guns and girls that have joined our 86 racing community, we wish you all the very best for the season!

THE TGRA SCHOLARSHIP SERIES



2025 SCHOLARSHIP SERIES CALENDAR



**PHILLIP ISLAND
SUPER SPRINT**

1-2 MAR (VIC)



**SYDNEY
MOTORSPORT
PARK**

21-23 MAR (NSW)



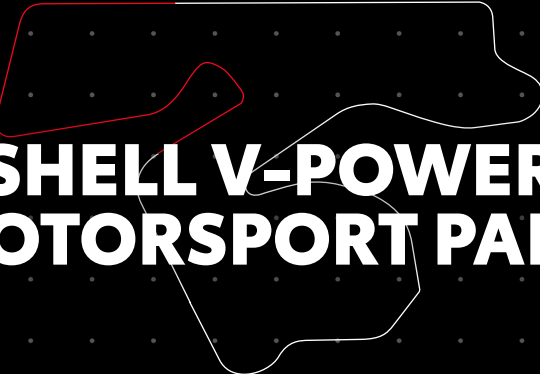
**QUEENSLAND
RACEWAY**

9-11 MAY (QLD)



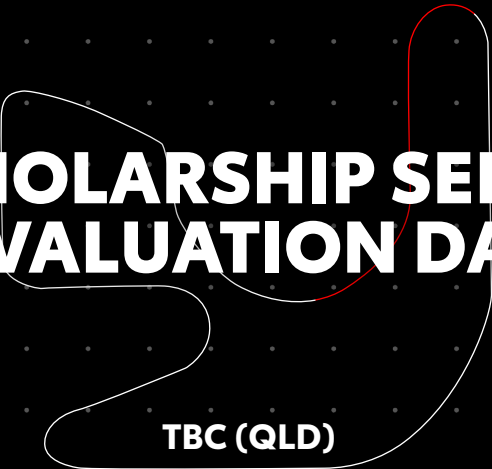
**MORGAN PARK
RACEWAY**

6-8 JUN (QLD)



**SHELL V-POWER
MOTORSPORT PARK**

22 - 24 AUG (SA)



**SCHOLARSHIP SERIES
EVALUATION DAY**

TBC (QLD)

2025 TGRA GR CUP CALENDAR

**TGRA GR CUP
SEASON LAUNCH**

30 APR (NSW)

**NTI
TOWNSVILLE
500**

11 - 13 JUL (QLD)

**IPSWICH
SUPER 440**

8-10 AUG (QLD)

**REPCO
BATHURST
1000**

9 - 12 OCT (NSW)

**BOOST MOBILE
GOLD COAST
500**

24 - 26 OCT (QLD)

**PENRITE OIL
SANDOWN
500**

14 - 16 NOV (VIC)

EVENT ENTRY COSTS

● TGRA CUP ENTRY FEE

PER SEASON - \$12,500 INCL. GST

PER EVENT - \$2,500 INCL. GST

TGRA SCHOLARSHIP SERIES ENTRY FEE

PER SEASON - \$10,000 INCL. GST

PER EVENT - \$2,000 INCL. GST



PRIZE POOL

TOYOTA IS OFFERING A TOTAL PRIZE POOL
OF \$150,000

PLACE	PRIZE MONEY
1 ST	\$50,000
2 ND	\$30,000
3 RD	\$15,000
4 TH	\$6,000
5 TH	\$5,000
6 TH	\$4,000
7 TH	\$3,000
8 TH	\$2,000

The series winner will receive the TGRA Trophy along with the 1st place prize money.

The 'Kaizen Award' is then given to a competitor who is deemed to best fit the criteria of the award. The winner will receive a money-can't-buy experience, as determined by Toyota.



TOYOTA SUPPORT

TOYOTA AUSTRALIA'S SUPPORT INCLUDES

- Acquiring a major support category to Supercars
- Motorsport Australia sanctioning
- Securing national television coverage via Supercars media
- Total series prize pool of up to \$150,000
- Category administration
- Race car research & development
- Media and public relations support
- Series logistical and spare parts support



OUR PARTNERS

TOYOTA WOULD LIKE TO THANK ALL OF OUR VALUED PARTNERS

• COMMERCIAL



Hino is an avid supporter of Australian motorsport and the accompanying developments arising from it.

The commercial vehicle specialist will supply a 700 Series SS 2848 High Roof 6x4 prime-mover to help transport category support equipment and selected cars to race rounds.



With an extensive history and legacy in motorsport, founded on performance and technology, Dunlop is proud to have been endorsed by Toyota as its partner in this exciting racing category which is thrilling Australian motorsport crowds.

Dunlop's Extreme performance Direzza Z3 was selected after exhaustive on-track evaluation by four-time Australian rally champion Neal Bates and approved by Motorsport Australia.

• RACE



The Supercars Championship (formally Australian Touring Car Championship) is the premier motorsport category in Australasia and one of Australia's biggest sports.

International expansion is occurring as the sport becomes globally recognised as the best touring car category in the world and a leader in motorsport entertainment.



Motorsport Australia has been the custodian of motorsport in Australia since 1953.

Motorsport Australia is the National Sporting Authority (ASN) for motor sport in Australia, and is delegated this responsibility by the Federation Internationale de l'Automobile (FIA).

WHAT THE DRIVERS SAY...



The TOYOTA GAZOO Racing Australia GR CUP is a thrilling motorsport category designed to nurture emerging talent in Australian racing.

With direct ties to Supercars, the GR CUP offers drivers the opportunity to work alongside some of Australia's most respected motorsport figures. Whether you're a family-run team from your garage at home, or lucky enough to be affiliated with a team from pitlane - the Neal Bates Motorsport team and Airtime Media will provide you with the support network to be a front runner in one of Australia's most competitive and demanding motorsport categories.

If you're ready for some fierce action, you can expect plenty of moments where drivers go three-wide and race for glory, all while taking their careers to the next level. It's the perfect proving ground for the next generation of Australian racing stars!

MAX GEOGHEGAN

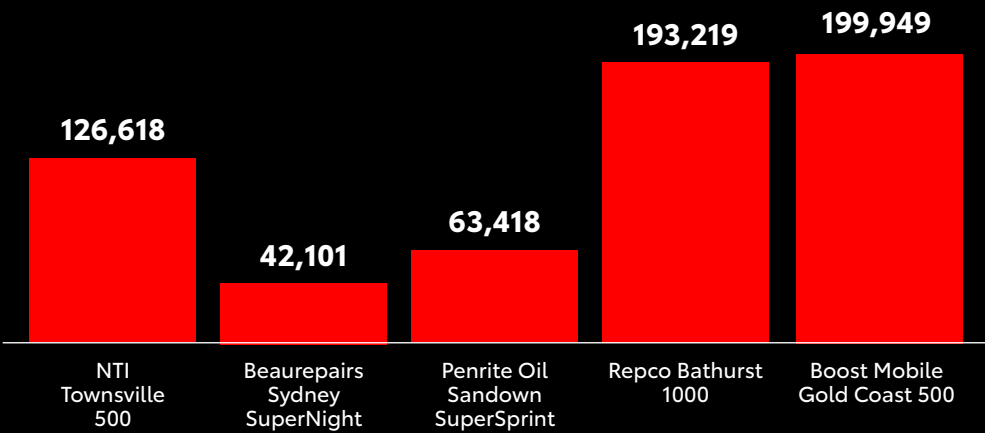
2024 TGRA CUP Champion

ATTENDANCE



TOTAL ATTENDANCE AT TGRA GR CUP EVENTS IN 2024:

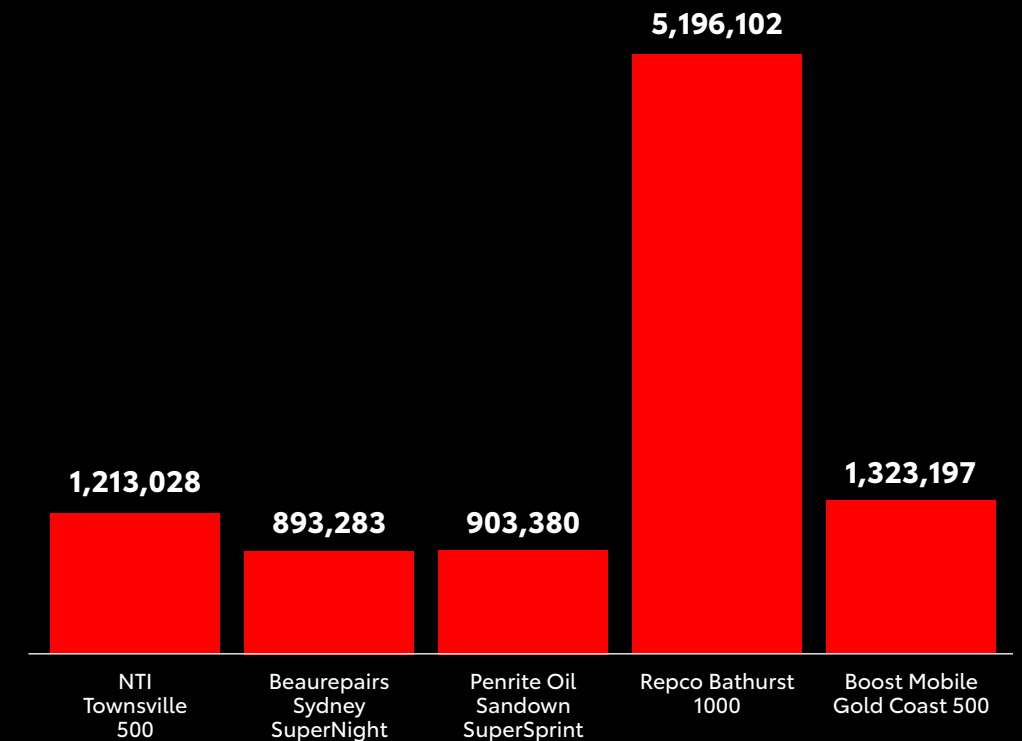
625,305



BROADCAST

TOTAL TV AUDIENCE FOR TGRA GR CUP EVENTS IN 2024:

9,528,990



TELEVISION COVERAGE



Kayo



TOYOTA GAZOO
RACING AUSTRALIA

Average Followers: 9,383



1.6K+
FOLLOWERS



13.2K+
FANS



19K+
FANS

TOYOTA AUSTRALIA
NATIONAL CHANNELS

Average Followers: 143,658



40.9K+
FOLLOWERS



130K+
FANS



358K+
FANS



55.2K+
FANS

SOCIAL CHANNELS

Follow our TOYOTA GAZOO Racing
Australia channels to keep up to date
with the latest news about the series.



@TGR_AUS



@TGR_AUS



@TGRAUSTRALIA

2024
TOYOTA GAZOO
RACING AUSTRALIA
REACH & ENGAGEMENT

2.1M+

TOTAL POST REACH
ACROSS ALL CHANNELS

273K

TOTAL INSTAGRAM
STORIES REACH

8.94%

AVERAGE ENGAGEMENT RATE
ACROSS ALL CHANNELS

447K

TOTAL INSTAGRAM
REELS PLAYS

SOCIAL MEDIA



SOCIAL MEDIA



In addition to national television coverage, Toyota is actively promoting the TGRA GR CUP with media and public relations activity. This includes the creation of race weekend video highlights packages, driver interviews and race imagery – all of which will feature on the TOYOTA GAZOO Racing social channels for teams to utilise and share.

We also encourage you and/or your team to create and share content via your own social media channels.

To maximise the effectiveness of your posts, we recommend to:

- **Create professional social media accounts**
If you haven't already, we suggest setting up dedicated racing social media accounts so you can build and maintain your professional brand while keeping your personal life out of the public eye.
- **Share your real TGRA GR CUP moments**
People want to see the reality of life as a race driver, not just a glossy facade. Keep your posts as natural as possible and give fans an exclusive 'behind the scenes' look of your personal TGRA GR CUP Series experience.
- **Engage on Social Media**
Acknowledge the people who comment on the content you share by liking or commenting back (where appropriate) – reward them for following you and encourage them to join in the conversation.
- **Build your network**
Tag your sponsors in your posts and encourage them to share your content too.
- **Include #TGRAGRCUP and @TGR_Aus**
This will help your posts get great reach and will maximise your exposure. Plus, by using the hashtag you'll be contributing to the wider TGRA GR CUP Series conversation and community.
- **Learn from the TGRA GR CUP Series mentors**
Get tips and advice on how to build a strong social media brand from the TGRA GR CUP Series mentors.
- **Showcase your raw driving talent and the quest to improve**
Motor racing has both highs and lows, so use your posts to show the spirit of competition and camaraderie in a real and tangible way. It's the trials and tribulations you endure on this highly competitive circuit that will keep your fans engaged.
- **Stay exciting but stay safe**
We support the creation of captivating and exciting content, however please be reminded that track and safety regulations are to be adhered to.

YOUR TGRA GR CUP SERIES SUPPORT TEAM

RACE ASSISTANCE

Toyota Australia appointed TGRA GR CUP Category Administrator

Paul Martin
AirTime Autosport
Email: paul@airtimeautosport.com
Phone: +61 412 175 639

Toyota Australia appointed TGRA GR CUP Technical Director

Neal Bates
Neal Bates Motorsport
Email: neal.bates@nealbatesmotorsport.com.au
Phone: +61 418 627 017

Toyota Australia Motorsports Manager

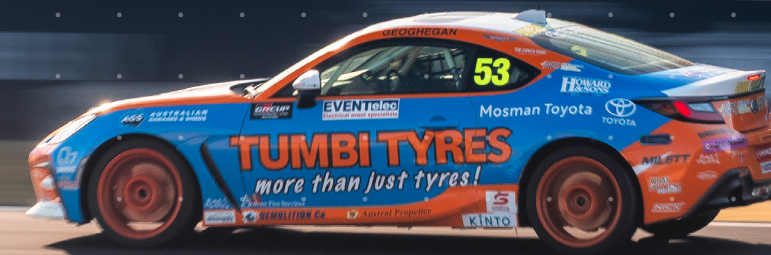
Ben Casagrande
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Email: ben.casagrande@toyota.com.au
Phone: +61 437 567 717

PR ASSISTANCE

TGRA GR CUP Public Relations

Emma Waters
Senior PR & Social Media Specialist
National Marketing
Phone: +61 409 573 880

For more information and to download the TGRA GR CUP Series
Sporting and Technical Regulations go to toyota.com.au/gazoo-racing





For updates go to toyota.com.au/gazoo-racing or follow us on:



@TGR_AUS



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