



Media Release

PAYCE ATA CHALLENGE ANNOUNCED FOR MUSCLE CAR MASTERS

August 27th 2014 : For immediate release

Leading Australian property developer, PAYCE, has joined forces with Australian Trans-Am ahead of their maiden interstate event at the 2014 Muscle Car Masters at Sydney Motorsport Park.

PAYCE has been transforming places since 1978 and is now recognised as an award winning leader of innovative design and urban renewal. Creating inspirational lifestyle developments and quality residential, that both infuses suburbs with new life and helps bring people together.

Managing Director of PAYCE, Brian Boyd was pleased to support the Queensland-based category and looks forward to the 'PAYCE Australian Trans-Am Challenge'.

"At PAYCE we like to celebrate our early history and success as we look to the future to create new exceptional places where people can live, work and play," he said.

"Australian Trans-Am holds respect for us for the opportunity it provides people to reflect and revere the performance of these American vintage cars, many which hail from around the time PAYCE was launched," said Brian Boyd.

With new cars hitting the track every round, the Australian Trans-Am category is quickly gaining a reputation as a no-nonsense pony car battleground.

Category Director, John English is proud to be associated with a quality brand for this event.

"PAYCE has grown since 1978 to become a major player in the Australian property market. The linking of PAYCE brand mirrors the growth of the Australian Trans-Am category which is going from strength to strength to the stage where we are now on the program at the Australian Muscle Car Masters at Sydney Motorsport Park in September, which we hope will be the first of many.

"Our high standard of car presentation and a quality field of fire-breathing muscle cars will proudly wear the PAYCE brand for our first foray interstate to compete in the PAYCE Australian Trans-Am Challenge," John English said.

Former V8 Supercar driver, Ian Palmer is looking forward to racing his 1970 Plymouth Barracuda at Sydney Motorsport Park.

"I love Sydney Motorsport Park, I haven't raced there for four years, it will be very good and with crowds of 50-60,000 people, what is not to like," he said.

So come along to Sydney Motorsport Park on Father's Day (September 6-7, 2014) to see these powerful, classic American muscle cars in action.

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