



# Media Release

## **DICK JOHNSON RACING OPEN DAY A BIG HIT WITH FANS**

### **For immediate release**

Over 7000 fans and their families attended this year's Open Day at Dick Johnson Racing's Queensland headquarters on Sunday 27 July under Queensland's famous sunny, clear skies. A free annual event for DJR fans, the day boasted non-stop entertainment and activities.

As a major sponsor of the DJR team, PAYCE also had a strong presence and took the opportunity to display its new corporate branding which features heavily on both team cars.

The day featured a variety of stalls from auto products and motoring suppliers to lifestyle offerings such as the latest top of the line luxury motorhome. Hot Tomato Radio FM was onsite to add audio ambience to the day and a special prize draw for the crowd. Attracting families from around Queensland, young and old were catered with the Race Centre Simulator Rides while the little ones enjoyed the free jumping castle and face painting.

Showtime FMX stunt motorcycle riders had people in awe with their death-defying feats and local Ford car clubs showcased members' performance, vintage and street machine cars.

The day was also important for one of DJR's favourite charities, Camp Quality, and funds raised on the day will help the children's family cancer work.

V8 Supercars also participated for the first time at the Open Day and were kept busy handing out balloons and promoting coming events on the 2014 calendar.

Popular with the fans were the workshop tours where all the behind-the-scenes action takes place away from the racetrack.

Visitors were able to see where the cars are serviced, components are developed and assembled and where the colourful signage is created that gives the cars their individual identity.

PAYCE's Managing Director, Brian Boyd said Dick and his team were to be congratulated on putting together such a great event for their huge fan base.

"No one appreciates the importance and support of fans better than Dick," he said.

"Over the years, his fans have stuck by him through thick and thin and remained loyal followers when Dick hung up his helmet and swapped the driver's seat for that of team owner.

"Further evidence of this allegiance was the number of people, including kids and toddlers, proudly wearing and carrying a variety of DJR merchandise on the day."

Brian Boyd said both PAYCE and DJR had a lot in common, including a strong commitment to supporting communities and charities.

"The Open Day was an ideal way to give something back to the fans and at the same time, highlight and help the important work that Camp Quality does for young kids and their families going through hard times," he said.

A highlight of the day was the unveiling of the livery that will grace the car being prepared for the Bathurst 1000 in October.

The retro design was inspired by Dick's 1994 win and celebrates his teaming with John Bowe in the #17 EB Falcon to achieve in Dick's words "my best win there".

Brian Boyd said PAYCE was excited to be part of the Dick Johnson Racing team and was looking forward to a successful second half of the season.

**ENDS**

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