

## EXPRESSION OF INTEREST

Appointment as Official Fuel Supply Partner  
Australian Rally Championship 2011 - 2013

### INTRODUCTION

The Australian Rally Championship (ARC) is now in its 45<sup>th</sup> year and undoubtedly one of Australia's most exciting annual series of events on the Australian motor sport calendar. The ARC brings the nation together through an enduring line up of Community, State and National rally events being conducted in six (6) states over a period of nine (9) months, providing unprecedented media and marketing exposure to companies who wish to align their brand with the heart and soul of the typical Aussie culture.

Through our media partnership with Network Ten and ONE HD the series is broadcast throughout Australia via of a combination of nine (9) hours delayed broadcast and highlight packages. In 2010 the dedicated ARC programs have attracted an audience of over 456,000 viewers of which just this alone offers a unique and powerful marketing platform for all companies involved.

### EXPRESSION OF INTEREST

For 2011-2013, The Australian Rally Championship (ARC) (the commercial rights holder) is seeking expressions of interest from potential fuel supply partners.

Two (2) grades of fuel for racing at two (2) different price points are being specifically sought. For the purpose of this expression of interest process these fuels have working titles of A) "Elite Rally Fuel" – up to 102 Octane and B) "High Performance Rally Fuel" – up to 98 Octane. It is possible that the ARC would consider one fuel for use by both groups.

In addition the ARC is seeking an "Event Support Fuel Partner" for the supply of pump fuels to event organisers.

Preference shall be given to a response from any supplier that proposes solutions to all categories of fuel sought. However, responses proposing supply of only one (1) type of fuel will also be considered.

The fuel must meet the specification requirements for consistency and quality demanded in a racing formula where turbocharged cars are used.



Potential partners should frame their responses against the following criteria;

- A) Level of investment the partner is prepared to invest in the Championship.
- B) The price the fuel will be offered to competitors.
- C) Any marketing leverage the partner might bring to the Championship.
- D) Legislative compliance and environmental considerations.
- E) What guarantees of fuel consistency and quality the partner can provide.
- F) What logistical considerations are associated with proposed method of delivery to competitors.
- G) What arrangements will apply to the supply of pump fuel to organisers.



All responses must be received by **5.00 pm, Monday 9<sup>th</sup> August 2010**



Any requests for further information and EOI submissions must be addressed to:

Rallycorp Pty Ltd  
 Attention: Katie Philips, Assistant to the Board,  
 PO Box 3114,  
 Wetherill Park LPO, NSW 2164.



## Further Background information

### Eligibility:

Any recognised and duly authorised supplier of automotive fuel who demonstrates compliance with the EOI requirements will be considered.



### Objectives of a fuel supply partnership:

- 1 To generate income into the ARC to enable the enhanced promotion of the series and the Sport.
- 2 To provide the competitors in the ARC with a fuel of excellent consistency and quality, compliant with Government, CAMS and FIA regulations.
- 3 To provide a fuel which meets or exceeds community OH&S and environmental standards.
- 4 To improve the logistical arrangements for delivery the selected fuel to ARC competitors, preferably reducing the volumes of fuel requiring transport by competitors;
- 5 To reduce the overall costs of fuel to competitors and organisers as a percentage of budget.
- 6 To promote opportunities to leverage advertising, media and cross promotion of the partners product with the ARC.



## Specifications:

### Elite Rally Fuel (Up to 102 Octane)

This fuel may be compulsory for use by those ARC *Level 1 Registered* competitors utilising turbo 4x4 cars (eg. Subaru WRX, Corolla Sportivo N/P, Mitsubishi Evo).

- The fuel **must** be Unleaded.
- The fuel **must** comply with CAMS Fuel Regulations – refer Schedule G - Fuel, CAMS Manual of Motor Sport. (<http://www.camsmanual.com.au/>)

These regulations identify that the fuel properties are likely to fall within the following technical limits:

- 101-102 Research Octane.
- 89-90 Motor Octane.
- 2.6%-2.8% Oxygen content (higher, up to the maximum permitted under the FIA definition, may be considered).
- The fuel must comply with the relevant Fuel Standards Determinations made under Section 21 of the Fuel Quality Standards Act (2000). Unleaded fuel which is the subject of an exemption made under Section 13 of the Fuel Quality Standards Act (2000) may be considered.
- The supplier must warrant that the fuel is legal for use on public roads in Australia (eg: during liaison stages) and accept that if the legal situation in relation to the acceptability of fuel changes at any time in the future (beyond the control of the various parties) that the supply agreement for any particular non compliant fuel will immediately become null and void.
- The competition fuels must be available in sealed drums. Supply direct from the refuel area at each ARC event would be favourably viewed very favourably, but is not compulsory.
- For more explicit information about technical requirements see Article 252.9.1 of the FIA General Prescriptions ([www.fia.com](http://www.fia.com)) for specifications for unleaded fuel permitted in motorsport. Any variations from these FIA technical specifications with regard to the fuel proposed to be supplied should be outlined in the submission.

### High Performance Rally Fuel (98 Octane)

This fuel may be compulsory for use by other ARC Registered competitors, and may be used by the Elite and Premier League Categories, Privateers' Cup, Showroom Series, Eco Rally Challenge.

The fuel sought should be a 'budget' motor sport fuel (ie: likely more expensive to purchase than road transport fuels but not as expensive as high end racing fuels)

- The fuel must be Unleaded
- The fuel must comply with CAMS Fuel Regulations – refer Schedule G - Fuel, CAMS Manual of Motorsport
- The fuel should have the following properties:
  - Minimum 98 Research Octane Number.
  - The fuel must comply with the relevant Fuel Standards Determinations made under Section 21 of the Fuel Quality Standards Act (2000).

Fuel that is the subject of an exemption made under Section 13 of the Fuel Quality Standards Act (2000) is not regarded as Commercial Fuel (as defined by CAMS) for the purposes of the present Article, but may also be considered.



- The supplier must warrant that the fuel is legal for use on public roads in Australia (eg: during liaison stages) and accept that if the legal situation in relation to the acceptability of fuel changes at any time in the future (beyond the control of the various parties) that the supply agreement for any particular non compliant fuel will immediately become null and void.
- The fuel must be available in sealed drums. In addition supply by way of tanker on event would be favourably viewed. Supply direct from the refuel area at each ARC event would be favourably viewed very favourably, but is not compulsory.
- The fuel must be acceptably priced.

### Support Fuel

Support fuel or fuels must be available from a service station pump in each State of Australia. Supply arrangements such as fuel cards would be acceptable. The EOI response should specify the amount of fuel that may be made available for this purpose.

### Additional Information

- 1 A statement regarding compliance with the proposed specifications should be included with the EOI response.
- 2 Fuel supplied must meet all relevant Australian legislative controls, noting that this includes all States and Territories.
- 3 The fuel must be available from 1<sup>st</sup> December 2010 (for testing and development purposes). The standard of the drums must be at least equivalent to that currently applying to packaged fuels supplied for use in aviation.
- 4 **An indication as to the ability to comply with each of the above criteria is required, including specific comment on a realistic commencement date.**
- 5 The fuel must be available at each round of the ARC for purchase by all competitors at ARC events. The estimated quantity is 3500 litres of "Elite Rally Fuel" and 2000 litres of "High Performance Rally Fuel" per event, based on current event volumes and entries. Quantity may increase or decrease dependant on mix of entries per event, which is not in the control of Rallycorp or CAMS.

Although it would not be compulsory, it would be envisaged that competitors would be able to utilise the control fuel at International rallies in Australia (where permitted by the applicable FIA regulations). It is envisaged that a further quantity will be able to be sold to other entrants in each event e.g. State Championships

The commitment must be to provide more than sufficient fuel for all competitors at every event. The supplier must propose a safe and practical method of distribution ideally at the refuel areas at each of the service park locations. The method of distribution must meet or exceed the safety standards of all relevant authorities. It must also comply with the current ARC regulations regarding refuel areas. It must recognise the practicalities applying to refuel time available within a normal rally itinerary.



- 6 Suppliers can assume reasonable co-operation from event organisers in providing suitably sized, marked out and located refuel areas. Any further requirements of Organisers by suppliers, such as supply of marshals or firefighting equipment, should be clearly set out in the expression of interest. Suppliers that reduce the demand on Organisers may receive preference.
- 7 The fuel must be readily available for purchase by competitors between events, for testing purposes. Prospective tenderers should note that competitors may originate from all states, so an efficient and effective distribution mechanism must be proposed as part of the tender. If this distribution method is proposed to be by drums, the quality of the drums must be at least equivalent to that currently applying to drums used in the aviation industry.
- 8 It is desirable that the fuel will be made available to other CAMS rally license holders under identical conditions to those pertaining to the ARC competitors outlined in 7, above. Potential suppliers should indicate if this is possible, and if so, what conditions (if any) would apply to this option.
- 9 The tenderer must provide fuel-screening services at each ARC event. The ARC Technical Commissioner will make the selection of vehicles for testing, and the results of the testing must be returned to the Technical Commissioner as soon as possible.

### Other

Price will be a criterion in the decision to appoint an official fuel supplier. The fuel-selling price (to the competitor) is expected to be in the region of the public retail price for fuels for motorsport. A higher price is expected for "Elite Rally Fuel" though price remains a major criterion.

The agreement with the successful tenderer for each fuel will be exclusive, and will run for a period of up to three (3) years.

Information on any 'carbon neutral' or other environmental offset program that may be available would be favourably considered. Any supplier able to provide access to an environmental offset program that would allow the ARC to leverage 'carbon neutrality' or offset the environmental impact from the use of these fuels would be viewed favorably. Details of any program should be supplied with tender.

*Rallycorp reserves the right not to go to tender nor to act in response to any expression of interest received. Rallycorp also reserves the right not to introduce a control fuel.*

Any queries should be directed to:  
 Rallycorp Pty Ltd  
 Attention: Katie Philps, Assistant to the Board,  
 0407 766 880  
[admin@rally.com.au](mailto:admin@rally.com.au)

