



Media Release 16th January 2012

Finke to welcome overseas racing team

The Finke Desert Race today signed a historic agreement with a Chinese Off Road Club which will see competitors from China compete in 'the Finke'.

With support from an off road team in Darwin, the Finke Desert Race has secured a vehicle for representatives of the high profile WolfPack Off Road Club to compete in the 2012 event.

Finke President Antony Yoffa, Vice President Damien Ryan and well known Alice Springs photographer Steve Strike were guests at a ceremony in Guangzhou where a formal Memorandum of Cooperation was signed.

"The opportunity to welcome competitors from China is extremely exciting" said Finke President Antony Yoffa.

Interest in off road racing in China is very strong with the WolfPack Off Road Club boasting in excess of 30,000 members - many of whom compete regularly in club events.

"We see this as a tremendous opportunity to expand the appeal of the event to one of the biggest markets in the world" said Mr Yoffa.

The agreement will also see work undertaken by both parties, with assistance from the Alice Springs Town Council and the Northern Territory Government, to establish close cultural links.

In witnessing the signing of the Memorandum by WolfPack CEO Ms Cherry Yang and Finke President Antony Yoffa, Alice Springs Mayor Damien Ryan wrote a footnote - 'two countries, two race clubs, one race'.

"With a commitment to foster closer relations in place, I look forward to welcoming visitors from China to discover the beauty of Alice Springs", said My Ryan.

Tourism NT will be approached to assist with the development of travel packages to bring motor sport enthusiasts to Central Australia.

The WolfPack Club competitors will form part of the Sinopec racing team for the 2012 event.

The NT Government provided assistance for the Finke party to travel to Guangzhou.

Media enquiries to Antony Yoffa on 0417 851 398