



NORTHERN TERRITORY CANNONBALL RUN

OVERVIEW

The Northern Territory Cannonball Run, which is based on the Cannonball Runs held in America in the 1970s, is set down to be run in Australia's Northern Territory on May 22nd - 27th next year. Over two hundred immaculate sports cars from Ferraris and Porsches to Mustangs and Corvettes will line up in Darwin for an epic 3700 km journey which will take them through the Northern Territory to Ayers Rock and back to Darwin for the finish.

Along the way, competitors will race the clock against times set down by motor racing legend, Allan Moffat, who is also Chief Executive of the organising body.

THE NORTHERN TERRITORY RUN

The Northern Territory Cannonball Run is set to become the most spectacular international event ever held in the Northern Territory and organisers expect that during the weeks leading up to and including the event, Darwin will resemble the carnival atmosphere of Fremantle or San Diego during the lead up to the America's Cup.

Tens of thousands of visitors are expected to pour into the Territory to enjoy the spectacle of the Cannonball Run and to experience the beauty and character of one of Australia's most spectacular wilderness regions.

As for the Cannonballers, they'll participate in one of the world's most exhilarating motoring events and will also experience the bush characters, historic pubs, stunning landscapes, and aboriginal culture of the Northern Territory along the way.

COMPETITORS

The event is open to motoring enthusiasts and those looking for adventure and excitement in one of Australia's last frontiers - the Northern Territory.

Entries are currently being received from some of Australia's most influential business executives and the business community generally. As the marketing for the event is implemented in the U.S., Great Britain, Europe and some parts of Asia, it is expected that a similar trend with entrants will emerge. In addition a sizeable contingent of media personalities, celebrities and political leaders will also compete in the event. For example, John Farnham will lead the celebrity charge with his Porsche 928, and legendary Formula One Champ, Sir Jack Brabham, is part of a team entering an immaculate Lamborghini Diablo.

MEDIA

Negotiations for television coverage of the event have commenced with all major Networks in Australia. The Nine, Seven and Ten Networks have already broadcast items to air featuring the Cannonball Run and all three Networks have indicated their interest in coverage of the event.

Negotiations with Japanese Networks are now in progress. American Cable Networks have already broadcast items in the U.S. and an agreement for coverage is to be secured with one of the major Networks for the Event.

Most major motoring writers have signed up for the event and special communications provisions have been made for national and international journalists to file daily stories for newspaper and radio.

THE ROUTE

The route taken will be the Stuart Highway south to Erldunder, and then the Lasseter Highway to Ayers Rock. Overnight stops for the Run will be at Katherine, Tennant Creek, Alice Springs and Yulara.

The route is all bitumen and the highway, which is in superb condition, has no speed limit restrictions in many parts. This will enable Cannonballers to drive their sports cars at a pace considerably faster than anywhere else in Australia - in fact probably the World.

For this reason, the Northern Territory Cannonball Run will be the very first "legal" running of a Cannonball event. The event has the support and full endorsement of the Northern Territory Government and the Northern Territory Police.

CANNONBALL HISTORY

During the 1970's in New York, a group of motoring journalists were trialling sports cars for their various magazines. The journalists, lead by Brock Yates, made a bet on which of the cars could travel the fastest non-stop across the States from New York to Los Angeles.

The idea quickly captured the imagination of the American public and in the following year Brock Yates developed it into an actual motoring event.

However, high performance sports cars travelling at speed across the United States did nothing to endear the event to the various State Police Departments and the event was outlawed.

Shortly thereafter, Hollywood produced a major motion picture based on the Cannonball Run starring Burt Reynolds, Dom Deluise, Sammy Davis Jnr, Dean Martin and many more. The movie was so successful that it, and the Cannonball Run, developed a cult following and spawned a further batch of movies such as the Smokey and the Bandit series. The Police had other ideas, however, and the event was soon effectively shut down in the United States.

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