

Plus Fitness Racing Set To Take On The Remainder of 2018 Virgin Supercar Championship



On the eve of the Gold Coast 600, gym giant Plus Fitness has today announced that it has secured naming rights to the Nissan Motorsport No. 7 Car for the remainder of the championship including this weekend's Vodafone Gold Coast 600, the ITM Auckland Supersprint and the Coates Hire Newcastle 500. The Plus Fitness V8 Supercar will once again feature prominent Plus Fitness branding as it is steered around the track by Supercar Drivers and Plus Fitness Ambassadors, Aaren Russell and Andre Heimgartner.

This follows on from a successful championship campaign which has seen Plus Fitness as Nissan's major partner during the entire 2018 Championship capitalising further on huge brand exposure for Plus Fitness through some of the most iconic sporting events in the nation such as the Bathurst 1000.

"We are excited to have secured our presence on the Nissan Motorsport No. 7 Car for the remainder of the 2018 Season. We have been proud supporters of Aaren Russell from back in his days in the Dunlop Series and have also supported Andre Heimgartner for a number of years in both Supercars and his Porsche campaign,"

John Fuller, Director of Plus Fitness went on to say,

"with Plus Fitness having grown in presence on the Gold Coast and New Zealand of late and with an already strong presence in the Newcastle and Hunter Region then there are a lot of benefits for both Nissan Motorsport and Plus Fitness in us having secured the naming rights for the remainder of the 2018 Championship".

This weekend sees the famous Gold Coast 600, one of the biggest events in the Virgin Australia Supercar Championship calendar. The popularity of Supercars continues to increase year on year with the recent Bathurst 1000 having an all-time high attendance of over 206,000 people as well as dominating the national sporting event TV rankings across the event. The Gold Coast 600 which runs from the 19th – 21st of October is set to attract a huge crowd at the track plus it has been pitched to drive further record breaking TV viewership and Social Media exposure.

You can watch all of the Gold Coast 600 action on Foxtel and Channel 10 across the weekend!