



INNATE **MOTORSPORT** **+EVENTS**

MOTORSPORT & EVENT SPECIALISTS.

WHO ARE WE?

MOTORSPORT & EVENT SPECIALISTS

WITH AUSTRALIAN RALLY CHAMPIONSHIP COMPETITOR **ADRIAN COPPIN**
AT THE HELM, INNATE MOTORSPORT & EVENTS IS THE ANSWER TO ALL
YOUR MOTORSPORT AND AUTOMOTIVE EVENT NEEDS.

OUR PASSION RUNS
DEEP FOR MOTORSPORT.
WE COUPLE THIS
ENTHUSIASM WITH
AN UNDERSTANDING
& EXPERIENCE IN
MANAGING HIGH END
EVENTS.



'Innate Motorsport' originally formed in 2010 as an entity to manage Adrian's personal racing. With the decision to retire from full time racing and utilise Adrian and Jill's experience and knowledge of the events and motorsport industries, this resulted in a rebrand to Innate Motorsport & Events.

Adrian draws from his personal experience as a professional rally driver, along with managing factory teams for Citroen and Ford, to create successful motorsport events. Adrian's wife and business partner Jill also brings a wealth of knowledge to the company, with over 15 years in the corporate events industry. Jill's experience in corporate sales complements her event management knowledge and enables Innate Motorsport & Events to offer a well-rounded client experience.

Innate Motorsport & Events offers project management services to the rally, motorsport and automotive industries. We focus on the overall event experience, with strengths managing the commercial, operational, sporting and hospitality aspects of a project.

With experience in competitive racing, we also offer corporate and private test day management services to teams and drivers.



**"WOW, WHAT A DAY!
THANK YOU FOR
ASSISTING US IN
CREATING A UNIQUE
TEAM BONDING
EXPERIENCE FOR THE
TEAM AT OTG. THEY
HAVEN'T STOPPED
TALKING ABOUT THEIR
RIDES. THE EVENT
WAS WELL EXECUTED,
PROFESSIONAL
AND RUN WITH
EXPERIENCED,
FRIENDLY STAFF."**

**MICK SPENCER,
FOUNDER & CEO OTG
CUSTOM APPAREL**

Innate Motorsport & Events offers a variety of services within the motorsport and automotive industries.

We consult to the Confederation of Australian Motorsport (CAMS) and have experience managing a variety of roles for large international events such as Kennards Hire Rally Australia (World Rally Championship round) and National Capital Rally (Asia Pacific Rally Championship round).

01

Event Management

With relevant CAMS Clerk of Course certification, complete motorsport event management is one of the available services. Our experience covers sporting regulations, developing and managing budgets, event infrastructure and operational planning, liaison with governing motorsport bodies, local council and government communications. If not the entire event, Innate Motorsport & Events can assist your organising team with certain elements of your event. Event coordination and management of spin off events such as media days and corporate hospitality is also available.

02

Motorsport Logistics & Team Management

Whether it be a one-off event, or a championship series, Innate Motorsport & Events offers assistance in managing your team logistics. Services include travel bookings and vehicle transport management, entries and team movement plans.

03

Test Days

Private and corporate automotive or motorsport test days are available in all states of Australia. We arrange all required documentation, insurances, emergency services, and road closures. This includes onsite support with one of our qualified team members on the ground to oversee the running of the day.

04

Rally Car Ride Day

Corporate ride days offer a truly unique, exciting and unforgettable way to host clients or reward a hard-working team. Each guest will experience a HOT LAP in the navigator's seat of an AP4 Rally Car. With a professional driver at the wheel, the extreme pace and thrill of rallying can be experienced. Coupled with insights into professional rally driving, this is an experience like no other.

05

Professional Driving

Adrian Coppin started rallying in 2010, rapidly rising to be a regular competitor in the Australian Rally Championship. Appearing on the podium multiple times in the ARC, Adrian is an accomplished driver. In addition to his time in the Australian Rally Championship, Adrian has also competed overseas. Adrian Coppin is available as a professional driver to drive at your next automotive event.

06

Guided Tours & Drive Tours

Get a VIP spectating experience with our guided tours. A knowledgeable host will guide your group to the best spectating points to ensure they receive the ultimate rally experience. Tours include access to the service park and entry to any available hospitality events. We also offer guided self-drive tours to the automotive industry. Great for dealership customer events, or manufacturers launching a new vehicle.

07

Product Launches

Launching a new product or vehicle? Innate Motorsport & Events can assist by working with your PR or media teams to achieve an automotive inspired event.

RALLY AUSTRALIA

EVENT CASE STUDY

KENNARDS HIRE RALLY AUSTRALIA IS A ROUND OF THE FIA WORLD RALLY CHAMPIONSHIP (WRC) AND IS ONE OF THE WORLD'S MOST EXCITING MOTORSPORT COMPETITIONS.

It is the 14th and final round of the FIA World Rally Championship and one of only three international motorsport events in Australia. This iconic event has been held in Australia for the last 26 years and is a major sporting event supported by the NSW State Government.

Innate Motorsport & Events have been working on Rally Australia since 2015 and managed a variety of roles during this time. Initially, we consulted on sporting elements, utilising Adrian's professional knowledge of rallying, being a driver himself. When Adrian decided to retire from full time racing, the role Innate Motorsport & Events played in the management of Rally Australia increased to include Business Development, Sponsorship and Commercial management. Following the business re-brand and the addition of Adrian's wife Jill to the team, we now also consult on Corporate Hospitality and Event Operations Management.



"INNATE MOTORSPORT & EVENTS ARE HIGHLY QUALIFIED IN EVENT MANAGEMENT, COUPLED WITH INVALUABLE KNOWLEDGE OF RALLYING. THEY HAVE OFFERED A PROFESSIONAL SERVICE TO KENNARDS HIRE RALLY AUSTRALIA FOR A VARIETY OF ROLES ACROSS MULTIPLES EVENTS. THEIR EVENT MANAGEMENT EXPERIENCE ENSURES ALL ASPECTS ARE EXECUTED ON TIME AND WITHIN BUDGET."

WAYNE KENNY,
RALLY AUSTRALIA GENERAL MANAGER
SPORTING AND OPERATIONS.

**READY FOR YOUR NEXT
MOTORSPORT EVENT?**

INFO@INNATEMOTORSPORT.COM.AU

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