Supercars sparks new partnership with Jaycar Electronics

Supercars is proud to announce its new partnership with leading Australian and New Zealand electronics retailer Jaycar as the Official Electronics Parts Retail Partner of the Supercars Championship. The partnership will see Jaycar Electronics become a prominent part of the Supercars Championship from 2023.

As part of the partnership, Jaycar Electronics will own the 'Jaycar Electronics Driver's Eye' broadcast asset. The sensational new angle, broadcast from a camera installed inside the helmet of several Repco Supercars Championship drivers, will give Jaycar a unique and exclusive presence in Supercars Championship broadcasts throughout 2023.

Commenting on the new partnership, Chris Wilesmith, Jaycar Group CEO and Managing Director, said, "We are thrilled to be partnering with the Repco Supercars Championship. Jaycar has over 40 years of experience providing DIY tech solutions, and we are excited to bring our expertise to the Supercars community. Our designation as the Official Electronics Parts Retail Partner of the Supercars Championship reflects our commitment to delivering quality products and exceptional service to our customers."

Jaycar Electronics is a 100% Australian owned company with head offices in Sydney, Australia, and Auckland, New Zealand. With over 320 company-owned and regional reseller stores representing Jaycar, Road Tech Marine and Burns Co across Australia and New Zealand, Jaycar Electronics Group is uniquely positioned to make its products available to a wide audience across the continent.

"We are delighted to welcome Jaycar Electronics to the Repco Supercars Championship as our Official Electronics Parts Retail Partner," said Jamie Black, Supercars GM of Commercial. "Their strong reputation in the industry and wide range of quality products covering electronics, technology and more make them a perfect fit for our championship. We look forward to working closely with them to enhance the Supercars experience for all of our fans."