



MEDIA RELEASE

12th December 2011

"AASA and AMSAG form Strategic Partnership

It was formally announced today that AASA (Australian Auto Sport Alliance) and AMSAG (Australian Motor Sport Action Group) has formed a strategic partnership to provide benefits for competitors, members and rally organisers.

Mr David Aitchison, president of AMSAG said today that, "the planning for this has taken many months of negotiation, but makes a lot of sense as both organisations are for the competitors and have three main principles in common - to provide events and regulations that the members and competitors want; to build the sport from the bottom up, rather than from the top down and to provide a safe environment for the competitor to participate."

Mr Mick Ronke, Managing Director of AASA has commented that, "I am excited with the outcome of the agreement. AMSAG have proven to have the formula that works. A no nonsense approach to providing competitors with what they want. Against all odds, AMSAG have conducted their Southern Cross Rally Series since 1992 with a growing market share of the amateur rally competitors."

AMSAG bring all of their event management experience, documentation, scrutineering, clocks and radios etc to the union to ensure the continued growth of rallying at the grass roots level.

As a result of the partnership arrangements, AMSAG will adopt the AASA insurance package from January 2012, which has been found to provide exceptional cover of all aspects of motorsport insurance in Australia.

Organisers who are planning to conduct AASA permitted rally's during 2012 and wish to be part of The Southern Cross Rally Series or the Rookie Series or who just need assistance in running their own event, should make application to amsagrallyseries@gmail.com or follow the links from the Contact page on the AMSAG website www.amsag.com.au or contact Australia Auto-Sport Alliance Pty. Ltd. on (03) 5766 4235 or email info@aasa.com.au

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