

**Iain McDougall**Race number **22**

Audi RS3 LMS



|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <b>Age</b>                 | 30 years, date of birth 13 Jul 1991                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Based in</b>            | Cheltenham, Victoria.                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>2022 season</b>         | Round 1, February, Tasmania – did not participate<br>Round 2, March, Philip Island - qualified 14 <sup>th</sup> and had 3 solid races to finish 15 <sup>th</sup> overall<br>Currently 19 <sup>th</sup> in overall standings for the season.                                                                                                                                                                                                                                          |
| <b>Bathurst experience</b> | <p>Iain has competed at Bathurst on three occasions driving his MINI Challenge car in the Combined Sedans support race for the Bathurst 12 hour in 2016, 2017 and 2018.</p> <p>He says “any day you can drive at Bathurst is a great day” and really enjoys the circuit. He is looking forward to using the Audi’s tremendous straight line speed coming down the mountain.</p> <p>But he will need to recalibrate his track markers to adjust to this left hand drive race car.</p> |
| <b>Started in TCR</b>      | 2019, one event, Round 7, The Bend, qualified 10 <sup>th</sup> , finished 12 <sup>th</sup> overall                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Season objective</b>    | He has committed to TCR in 2022 and will compete in all rounds from Round 2<br>His objective is to finish the year in the top 10 but knows this is ambitious because of the depth of talent and experience in the field.                                                                                                                                                                                                                                                             |
| <b>Racing history</b>      | He started racing at 12 and had 10 years in karts at club, state and national levels<br>He moved to sports sedans in 2014 with his MINI Challenge car, won 2 championships and multiple rounds in other years<br>He is a front wheel drive specialist having raced the 1600cc Turbo for years                                                                                                                                                                                        |
| <b>Best result - MINI</b>  | Outright Championship, Victorian 2 Litre Sports Sedans 2019, 2021<br>1 <sup>st</sup> Victorian Sports Sedans, Round 3, Winton, wet track, beat all the V8s                                                                                                                                                                                                                                                                                                                           |
| <b>Day Job</b>             | A sports marketing professional, he works with The AFL and has previously worked with Neilson Marketing managing their data operations for motorsport and other clients                                                                                                                                                                                                                                                                                                              |

## Audi RS3 LMS 2017



### Car history

The car was originally owned by Audi in Germany and used for demonstration runs. It was brought to Australia in 2020; the car is now owned by Challenge Motorsport and operated by MPC.

### Recent drivers

2020 Australian Grand Prix, Garth Tander, qualified pole (race weekend cancelled)  
2021, Bathurst 1000 support, Christopher Mies, 12<sup>th</sup> overall

### Livery

It is a modern interpretation of the Audi R15 which won the 2010 Le Mans race.

Audi have such a long history across all forms of racing, when it came to designing the livery, Iain wanted to provide a link to the past and also make a bold statement for the series.



### Comparing the Audi to the MINI

Both are front wheel drive, turbos, and he knows just how little grip there is in the rear tyres. The MINI is 1600 and not very aero efficient, while the Audi is 2 litre and generates good downforce. There is also 10 years difference in technology, so Iain sees the Audi as being like the MINI on steroids.

### Challenge Motorsport

Is a family-run team which operates from a factory at Williamstown in Melbourne. Iain and his dad, Brett, created the company when they started racing the MINI and are working to develop it into a sustainable business.

### Who are your sponsors

They have enjoyed great support from a number of companies over the years and are hoping they will follow to TCR. They have also started discussions with some potential commercial partners who can see the benefits and opportunities in the series.

### Working with MPC

Troy and Lee run an excellent motorsport operation and are great to work with. Iain said the MPC team have made him very welcome; they are all real racers and help to bring out his best. They won the TCR championship with Chas last year, so they know what they are doing."

### Value of TCR

ARG have worked hard to extend the reach of the Speed Series so Iain has mapped the benefits to specific companies that are interested in this audience. TCR provides great entertainment and is a terrific showcase for brands. TCR offers a sound commercial opportunity with good return on investment because it is supported by an effective media package.

### For further information contact

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