

Iain McDougallRace number **22**

Audi RS3 LMS



Age	30 years, date of birth 13 Jul 1991
Based in	Cheltenham, Victoria.
2022 season	Round 1, February, Tasmania – did not participate Round 2, March, Philip Island - qualified 14 th and had 3 solid races to finish 15 th overall Round 3, April, Bathurst – qualified 20 th and had 3 good races to finish 19 th overall Currently 18 th in overall standings for the season.
Comments on the last round	Iain had some technical issues with fuel feed at Bathurst but couldn't solve the issue. He was pleased to finish all races and looks forward to coming back later in the year.
Sydney experience	Iain has competed at Sydney only once before driving his MINI Challenge car in the East Coast Mini Series in 2019 where he finished the round 2nd overall. He enjoys the challenges of the circuit with its high speed 1st corner and undulations out the back of the course. He thinks the Audi's tremendous straight line speed will help him here and will try to carry that momentum into the following corners. He knows this track can be hard on tyres and hopes to be able to manage the wear throughout the weekend.
Started in TCR	2019, one event, Round 7, The Bend, qualified 10 th , finished 12 th overall
Season objective	He has committed to TCR in 2022 and will compete in all rounds from Round 2 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.
Racing history	He started racing at 12 and had 10 years in karts at club, state and national levels He moved to sports sedans in 2014 with his MINI Challenge car, won 2 championships and multiple rounds in other years. He is a front wheel drive specialist having raced the 1600cc Turbo for years
Best result - MINI	Outright Championship, Victorian 2 Litre Sports Sedans 2019, 2021 1 st Victorian Sports Sedans, Round 3, Winton, wet track, beat all the V8s
Day Job	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**

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, 12th 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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