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## Supercheap Auto, Red Bull and Repco are the brands most firmly associated with the V8 Supercars and Bathurst 1000

The latest research from Roy Morgan shows three key brands (Supercheap Auto, Red Bull and Repco) stand out as associated most strongly with Australia's V8 Supercars Championship which includes the 68<sup>th</sup> running of the Bathurst 1000 this weekend.

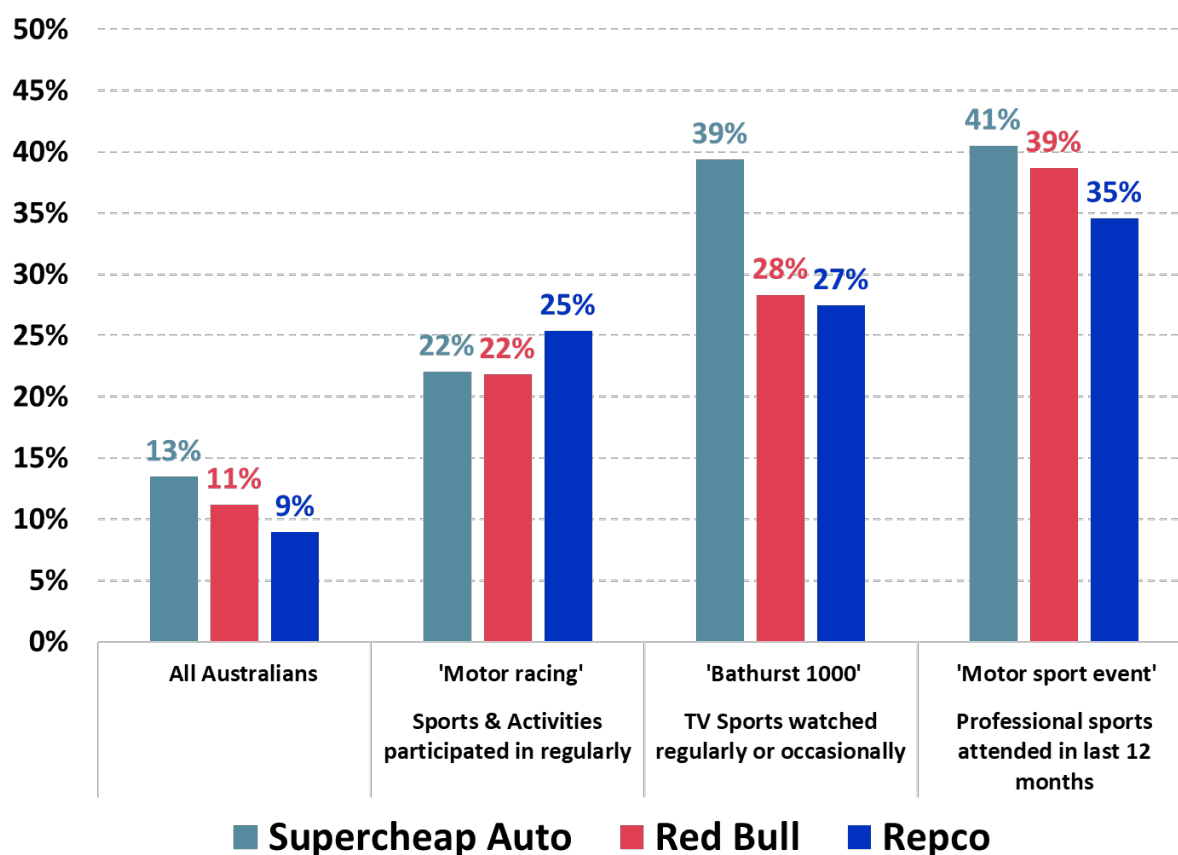
The Bathurst 1000 is the highlight of the V8 Supercars Championship and takes place annually at the famous Mount Panorama racetrack in regional New South Wales. In the year to June 2025 almost 2.6 million Australians aged 14+ said they watched the Bathurst 1000 – equivalent to 11.3% of Australians.

Supercheap Auto, which was the naming rights sponsor for the Bathurst 1000 for 16 years from 2005–2020 is associated with V8 Supercars by 13% of Australians (3.1 million) – despite their sponsorship now ending. Red Bull, naming rights sponsor of the most successful V8 Supercars team since 2013, is associated with the V8 Supercars by 11% of Australians (2.6 million).

In a clear third place is Repco, naming rights sponsor of the Bathurst 1000 for five years since 2021, and associated with the V8 Supercars by 9% of Australians – equivalent to 2.1 million people.

Other brands associated with V8 Supercars include Ampol, Dunlop and Mobil (6% of Australians for each), Beaurepaires (5%), Boost Mobile (4%), and Armor All, BP, Coca Cola, Coates Hire and Jim Beam (all 3%)

### V8 Supercars brand association for motorsport attendees, players and Bathurst 1000 viewers



**Source:** Roy Morgan Single Source, July 2024 – June 2025. **Base:** Australians 14+. n=67,653.

## Motor Sport devotees have far higher recognition for leading V8 Supercars brands

For those more invested in the sport, the three brands dominate association with V8 Supercars.

Among those participating in motor racing regularly, a quarter, 25%, mention Repco as associated with V8 Supercars, just ahead of both Supercheap Auto and Red Bull – both mentioned by 22% of this cohort. No other brand is mentioned by more than 15% of this group.

Of the almost 2.6 million Australians that said they watched the Bathurst 1000 in the 12 months to June 2025, almost two-fifths, 39%, mention Supercheap Auto as associated with V8 Supercars significantly ahead of both Red Bull (28%) and Repco (27%). No other brand is mentioned by more than 20% of this group.

However, the highest brand recognition is amongst those who attended a motor sport event in the 12 months to June 2025 with 41% naming Supercheap Auto, just ahead of Red Bull (39%) and Repco (35%). No other brand is mentioned by more than 30% of this key cohort.

**Michele Levine, Chief Executive Officer, Roy Morgan, says this week's Bathurst 1000 is set to attract crowds of hundreds of thousands as well as an extensive viewership around Australia, a valuable opportunity for brands to put their names in front of millions of potential customers:**

*"The Bathurst 1000 is the highlight of Australia's annual Supercars Championship, this year contested over 13 rounds between late February and the last Sunday of November.*

*"The 68<sup>th</sup> running of the 'Great Race' takes place this Sunday at Mount Panorama in regional New South Wales with the supercars set to complete 161 laps of the 6.2 km circuit covering a total of 1,000km. The race record time was set last year – the first time the race has been won in under six hours.*

*"The three key brands Australians associate with the Supercars Championship are former Bathurst 1000 naming rights sponsor Supercheap Auto (13%, 3.1 million people), Red Bull (11%, 2.6 million) and current Bathurst 1000, and Supercars Championship, naming rights sponsor Repco (9%, 2.1 million).*

*"All three brands are, or have been, heavily involved with the sport – especially Supercheap Auto (Bathurst 1000 naming rights sponsor for 16 years: 2005-2020) and Red Bull (major sponsor of the most successful team, Triple Eight Race Engineering as Red Bull Ampol Racing for 13 years: 2013-2025).*

*"Compared to these long-term sponsorships, Repco is a relatively new name in the sport and has been the naming rights sponsor of the Bathurst 1000, and the overall Supercars Championship, for four years since 2021. Repco's naming rights sponsorships are set to run for at least another three years until 2028.*

*"Amongst those most committed and interested in the sport, the recognition of key brand names soars – especially among those who attend the sport or watch on TV. For those who watch the Bathurst 1000 on TV, 39% associate Supercheap Auto with V8 Supercars, 28% name Red Bull and almost as many, 27%, name current naming rights sponsor Repco.*

*"For attendees at motor sport events, brand association increases even further – up to 41% for Supercheap Auto, 39% for Red Bull, and 35% for Repco – indicating the large value available to brands for sponsoring a sport with the most committed and passionate followers of the sport.*

*"The fact Supercheap Auto is still associated with the Supercars Championship by so many Australians, even after their long-running naming rights sponsorship has ended, is a great example of the powerful association that comes from sponsoring an event for a long-period of time – a real 'halo effect'."*

**For comments or more information about Roy Morgan's sports data, please contact:**

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Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 65,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | Percentage Estimate |            |            |           |
|-------------|---------------------|------------|------------|-----------|
|             | 40%-60%             | 25% or 75% | 10% or 90% | 5% or 95% |
| 1,000       | ±3.0                | ±2.7       | ±1.9       | ±1.3      |
| 5,000       | ±1.4                | ±1.2       | ±0.8       | ±0.6      |
| 10,000      | ±1.0                | ±0.9       | ±0.6       | ±0.4      |
| 20,000      | ±0.7                | ±0.6       | ±0.4       | ±0.3      |
| 50,000      | ±0.4                | ±0.4       | ±0.3       | ±0.2      |