

PACIFIC BLUE GETS REVVED UP WITH HAMILTON V8 SUPERCARS PARTNERSHIP SWAP A BOARDING PASS FOR A THREE-DAY TICKET!

Monday, 8 March 2010: Hamilton's only international airline, Pacific Blue, has become the Official Airline of New Zealand's sole round of the V8 Supercar Championship in a partnership that will see the airline offer its Guests thousands of free tickets to the three-day event.

Organisers of the ITM400 Hamilton street race on 16-18 April have signed up with Pacific Blue, who will fly in 320 drivers, teams and officials across the Tasman and for the first time, some directly into Hamilton. The partners will also jointly promote the race around New Zealand, giving away tickets to the event for eligible Pacific Blue Guests.

Pacific Blue Regional Sales Manager, Bruce Moffat, said the ITM400 V8 Supercars in Hamilton had quickly become a major event on the New Zealand sporting calendar. "The race is very well supported by locals and visitors and we're delighted to have teamed up with the organisers this year to assist with crew travel and promote the event further afield in New Zealand."

As part of the agreement Pacific Blue Guests who fly into Hamilton or Auckland between Monday 13 April and Sunday 18 April will be able to present their valid boarding pass and matching photo id at a special Pacific Blue "check-in desk" at the main entrance to the event and receive a three-day pass valued at \$79.

"Anyone who flies with Pacific Blue on these days into Hamilton from Australia, or into Auckland from Queenstown, Dunedin, Christchurch or Wellington or our many Australian and Pacific destinations, will be eligible for the free three-day pass," Mr Moffat said.

ITM400 Hamilton spokesman, Dean Calvert, said it is an exciting development to be able to fly the drivers, teams and officials on the new international services direct to Hamilton from Australia.

"Having a low fare airline flying directly into Hamilton is proving very useful. One of the challenges has always been to co-ordinate the travel needs of 15 independent racing teams, officials and media. We have been doing this for 10 years now and Pacific Blue have been absolutely exceptional in this respect – the best we have dealt with.

Hamilton Mayor Bob Simcock said it is great to see two big names associated with the city working together to provide visitors with such a unique offer.

"Since hosting the first V8 supercar street race in Hamilton in 2008, each year the event keeps getting better and better. This year's Pacific Blue/V8 Supercars offer adds another element to the street race and gives even the most unlikely of motorsport fans the opportunity to experience the excitement and adrenalin of this major event for themselves."



For further information:

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The ITM400 is the fourth round of the V8 Supercar Championship and is the largest annual sporting events in New Zealand having attracted 300,000 fans in the first two years, with around a third of them visitors.



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