



24 hours of Lemons Australia “The Gentlemen’s Endurance Event”

Press Release: 1st November 2015

24 Hours of LeMons USA was the brainchild of a local San Francisco car fanatic and an avid collector of motor vehicles, whom started his career in motorsport journalism and publishing.

Mr. Jay Lamm saw a niche in the market for a fun in-expensive way for a bunch of friends to put together and build a racecar with all the elements of professional circuit racing for a fraction of the cost and a new approach to recreational motorsport.

There is a limit on what you can spend on the car, laps are deducted for every dollar spent over and above the capped limit, for track infringements we have list of fun penalties which teams need to complete before you can get back to the track. The drivers share their time in the seat over the 24 hours, this could end up being over 2 - 3 days.

Created in 2006 with the inaugural event attracting drivers from all over the continent, the race is now in its 8th year and the schedule is 22 meets across the USA over a 12 month period, Jay currently holds the Guinness Book of World Records for the most cars on a circuit for one race event and is the largest car race event/series in the world.

Sean Herbert one of the Australian owners stumbled upon the idea when he met a guy whom mentioned he was going to attend one of the US events, unable to attend he immediately made contact with Jay the Founder to see if there we any plans to bring it down under. There wasn't.

Sean then approached an old friend Craig Claridge to see if they could team up and bring the event to Australia and New Zealand. The partnership was created and they set off to San Francisco to check out the race, sign the deal and put the wheels in motion to stage the first event in Australia.

12 months later the 1st Australian 24 Hours of LeMons was born, and the boys were underway at Wakefield Park Raceway in Goulburn NSW in October 27th 2015.

We are in the business of getting like-minded fun teams and drivers together and giving them the opportunity to experience a circuit track in the safest possible conditions. Can you last the distance?

We don't care about lap times, we care about getting you to finish the race safely in one piece with a smile on your dial. All driver will be dressed in full race wear, with harness seating and a roll cage in every vehicle as part of their safety compliance to enter a team.

24 Hours Of LeMons will have multiple dates next year with some exciting news to be launched in November 2015.



Background info and Profiles on the Owners:

Sean Herbert: Supreme Commander

Sean was brought up on an extensive rural property in southern NSW. He learnt to drive as a 7 year old and owned his first car at 9 years of age. Sean fell in love with cars and bikes and continues to enjoy all forms of motoring today.

Sean has achieved the following:

- 4000 skydives
- free fall camera man
- 1200 motor paragliding
- 400 hours paragliding
- Helicopter pilot
- fixed wing pilot
- Rotorcraft pilot
- raced MX
- raced desert rally
- races rally

Sean started Skylark Promotion in 1990, become Australia's largest aerial display company. He has trained the prince of Qatar to fly and worked personally for Richard Branson for his Australia aerial stunts team. He also invented the giant helicopter banner system for advertising in 1996 and took the system globally to 18 countries. Sean is driven by adventure, quote " cram it all in, you only get one go at living"

Craig Claridge: Race Control and Racketeering

Craig studied Hotel Management and worked in the hospitality industry before opening his own Brasserie in Double Bay, Sydney. A change in career saw Craig working in the events industry which he has continued to do so for the past 30 years. During this time he created his own business Timesquare Productions.

www.timesquareproductions.com

Timesquare Productions have produced and directed shows in fashion, skate, surf, Motocross, football and film.

Craig brings his passion for events and a great team of people to make the sure the 24 Hours of Lemons concept will flourish.

WELCOME TO THE 24 HOURS OF LEMONS " JUMP START YOUR ENGINES"

Enquiries: info@24hoursoflemons.com.au