



MEDIA RELEASE

Powerful partnership charges on for Supercars and Century Batteries

Century Batteries, manufacturer of the iconic blue and yellow Australian-made battery, has today renewed its collaboration as the Official Battery of the Repco Supercars Championship.

The partnership extends until the end of 2027 and sees Century Batteries continue to be the naming rights of several broadcast and digital assets, including the Supercars' Chopper Cam and Race Previews, accompanied by virtual and track signage across the entire Championship.

Century Batteries Automotive Marketing Manager – Australia & New Zealand, Andrew Bottoms said: "We've loved our 6 years of being the Official Battery of the Repco Supercars Championship, a partnership that continues to perform extremely well across Australia and New Zealand."

"We're excited to be on board for another 3 years with Supercars and this extension of our partnership will further strengthen our position in the sport, ensuring our brand remains in the heartland of Australian and New Zealand motorsport for many years to come."

Supercars General Manager – Commercial, Jamie Black said:

"Century Batteries continuing with their partnership is fantastic for the Championship and will provide valuable support to the category as we move into an exciting new era of racing.

"This commitment to further build their support of Supercars shows that Century Batteries values our current relationship and we're thrilled to have Century Batteries and their broader team on board for the coming years."

This new agreement continues to build on Century's long-standing support of motorsport across a diverse range of categories.

Century Batteries is Australia & New Zealand's oldest and most recognised battery manufacturer employing over 600 people.

The iconic blue and yellow Australian-made battery manufacturer first became the Official Battery of the Repco Supercars Championship in 2019.