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Well it wasn't the result we were hoping for after showing good form in practice Friday and Saturday at the Sandown 500 round for the Plus Fitness Supercar with us ending up in a 250kph high speed crash at turn 6. Fortunately our co driver, Taz Douglas was not injured however unfortunately as a result of the crash Aaren Russell did not get a chance to get behind the wheel.

From a sponsors point of view, the devastating crash had another side to it which saw our brand feature on both Channel 9 and 10, a double page spread in the Herald Sun and a sustained flow of Social Media activity relaying the story accompanied by images and video content of the crash.

In racing terms it is now 'eyes forward' for the biggest event in the Australian Motorsport Calendar, the Supercheap Bathurst 1000. In just a few weeks' time where we will be back on track with Aaren Russell and Taz Douglas once again in the Plus Fitness Supercar, rubbing paint with the likes of Craig Lowndes, Mark Winterbottom and Jamie Wincup.



See below for some of the extensive coverage we recieved as a result of last weekends crash. While it wasn't a great result there's always a silver lining and the media exposure on this particular incident had the Plus Fitness brand shown on a number of reputable channels.