

MEDIA RELEASE

Alice Springs Toyota Named Naming Rights Partner for the 2026 Desert Nationals

FOR IMMEDIATE RELEASE

The Central Australia Drag Racing Association (CADRA) is proud to announce **Alice Springs Toyota** as the Naming Rights Partner of the **2026 Alice Springs Toyota Desert Nationals**, a major event on the Australian drag racing calendar and host of Rounds 1 and 2 of the 2026 ANDRA Regional Sportsman Series.

The Desert Nationals has become a highlight of the Northern Territory motorsport calendar, attracting competitors and spectators from across Australia to Alice Springs for a weekend of high-octane drag racing action. With Alice Springs Toyota coming on board as Naming Rights Partner, the event is set to continue growing and delivering an exceptional experience for racers, fans, sponsors and the broader community.

CADRA President Dan Hodgins said the partnership reflects a shared commitment to the Alice Springs community and the continued development of motorsport in the region.

"We are thrilled to welcome Alice Springs Toyota as the Naming Rights Partner for the 2026 Desert Nationals. **Alice Springs Toyota** has a long-standing reputation for supporting local events, community organisations and grassroots sport, making them a perfect fit for the Desert Nationals and CADRA's ongoing commitment to grassroots motorsport.

"As the opening rounds of the 2026 ANDRA Regional Sportsman Series, the event will place Alice Springs on the national drag racing stage, bringing interstate racers, crews and supporters to Central Australia.

"Their support will help us continue to build an exciting event that showcases Alice Springs as a destination for motorsport while delivering economic and tourism benefits to the region."

The 2026 Alice Springs Toyota Desert Nationals will host the opening two rounds of the ANDRA Regional Sportsman Series, marking the start of the 2026 championship season. The event is expected to attract leading Sportsman racers from across Australia, further cementing Alice Springs' reputation as a destination for major motorsport events.

In addition to ANDRA Regional Sportsman Series championship points, competitors will also be racing for valuable National Drag Racing Championship (NDRC) points, further increasing the significance of the event on the national drag racing calendar. The inclusion of NDRC points is expected to attract strong interstate participation as racers look to gain an early advantage in both championship campaigns.

The 2026 **Alice Springs Toyota Desert** Nationals is attracting strong interest from competitors across the country and will feature a full program of ANDRA Sportsman Championship racing, showcasing some of Australia's best Sportsman competitors.

Alice Springs Toyota Dealer Principal Kristian Fox said the company is proud to support an event that brings people together and highlights the spirit of Central Australia.

"The Alice Springs Toyota Desert Nationals is a fantastic event that showcases determination, performance and community spirit.

"Supporting local sporting clubs and community organisations is important to us, and as motorsport enthusiasts, we're proud to be involved with an event that brings competitors and spectators from across Australia to Alice Springs.

"We're excited to partner with CADRA and help ensure the event continues to grow and succeed. We look forward to welcoming competitors and visitors to Alice Springs for what promises to be an outstanding weekend."

CADRA would like to thank Alice Springs Toyota for its commitment to local motorsport and its confidence in the future of the Desert Nationals.

Entries for the 2026 Alice Springs Toyota Desert Nationals are now open, with competitors encouraged to secure their place early for what is shaping up to be one of the biggest Desert Nationals events to date.

CADRA is also pleased to advise that a limited number of sponsorship opportunities remain available for businesses looking to align themselves with one of Central Australia's premier motorsport events. Sponsorship packages offer a range of promotional and branding benefits, providing valuable exposure to competitors, teams and spectators from across Australia.

Businesses interested in supporting the event can contact CADRA via **secretary.cadra@outlook.com** for further information on available sponsorship packages.

The 2026 Alice Springs Toyota Desert Nationals will take place on Sat 29th and Sun 30th August.

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