

# MEDIA RELEASE



## bp pulse Safety Car unveiled with 2024 Indigenous livery

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The bp pulse Safety Car has been unveiled today with a striking new Indigenous livery by renowned artist, Cheryl Martin, for Supercars' third annual Indigenous round at the betr Darwin Triple Crown and NTI Townsville 500.

The artwork on the bp pulse Porsche Taycan GTS has been designed by Cheryl Martin, a Noongar woman from Western Australia, in collaboration with Yonga Solutions, an Indigenous-owned and operated creative agency.

Cheryl Martin's family has ties to bp back to the 1950s when her father worked at its Kwinana refinery in WA. Cheryl's artwork symbolizes change, resilience, and connection to the land and its fauna. The emu family depicted in her work represents familial bonds and the protective nature of her father, mirroring her own family's experiences.

"My artwork tells a story of change, resilience, and the connection to our country. It's an honour to see my work featured in bp's RAP and to share my culture with a wider audience," said Cheryl.

The artwork is inspired by natural elements and the Australian landscape. It portrays the movement and resilience of various animals, symbolising unity and the power of nature. Cheryl's work captures the essence of the earth and her country, with the emu family reflecting the transition from youth to adulthood, always staying together.

Amanda Woollard, VP Marketing, bp Asia Pacific said: "We're proud to be bringing meaningful artwork to the bp pulse Safety Car this year, through this collaboration with Cheryl Martin and Yonga Solutions."

Cheryl's artwork will also adorn bp's wildbean cafe coffee cups from June 26 to July 23 to align with NAIDOC week, with a donation from each hot beverage sold made to a First Nations not-for-profit organisation.

Supercars General Manager – Commercial, Jamie Black said: "The Indigenous livery is a beautiful representation of our commitment to celebrating Indigenous Round. We are thrilled to showcase this artwork on the bp pulse Safety Car at the Darwin and Townsville events."

Dawn France from Yonga Solutions said: "Working with bp on this initiative is a fantastic opportunity to highlight the creativity and talent within the Indigenous community. We are proud to be part of a project that celebrates and supports Aboriginal culture."

The betr Darwin Triple Crown will run 14-16 June at Hidden Valley Raceway and the NTI Townsville 500 runs 5-7 July at North Queensland's famous Reid Park street circuit.