AFL Great Brent 'Boomer' Harvey to take the wheel for Lovells in the 2025 Alpine Rally

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Lovells' wildcard entry pairs sporting icon with rally classics in one of the world's oldest motorsport events.

Australian manufacturer Lovells Group today revealed Australian Football League (AFL) Hall of Fame inductee and official Lovells Brand Ambassador, Brent "Boomer" Harvey, as the surprise celebrity driver for its wildcard entry in the 2025 Alpine Rally of East Gippsland.

As the newly appointed naming rights sponsor of the Alpine Rally, Lovells will also enter a pair of classic, 1970s, Toyota TA22 Celicas – one of which will be piloted by Harvey in his motorsport debut.

The bi-annual Alpine Rally, first held in 1921, is one of the world's longest-running motorsport events and a cornerstone of Australian rallying. The four-day rally, taking place from 28-30 November 2025, attracts elite competitors from Australia and abroad, all driving classic two-wheel drive rally cars across East Gippsland's iconic gravel stages

Harvey, who holds a record 432 AFL match appearances for North Melbourne Football Club, is no stranger to high-pressure environments. His appointment as Lovells' Brand Ambassador earlier this year forms part of the company's 95th anniversary celebrations, with Harvey fronting its "Full Travel" video series which showcases Lovells suspension and towing upgrades on iconic Australian drives.

"Brent embodies performance, endurance and reliability – the same values that underpin everything we do at Lovells," said Simon Crane, Managing Director, Lovells Automotive Systems. "To have him represent us not just as an ambassador, but now as our wildcard driver in one of our historic TA22 Celicas is incredibly exciting. It ties together our love of motorsport heritage with the next chapter of Lovells' story."

Harvey said he was thrilled to take on the unexpected challenge:

"I've spent my career performing under pressure, but I've never raced a car before, let alone on gravel. To be given the opportunity to compete in one of Lovells' TA22 Celicas at the Alpine Rally is a once-in-a-lifetime experience. I can't wait to get behind the wheel and give it a good punt – don't worry, I mean the AFL kind, not the motor racing kind."

The Alpine Rally is free-to-spectate, bringing thousands of fans to the Gippsland region and creating a festival atmosphere of motorsport, community, and celebration.

Lovells' support of the rally reflects its deep connection to Australian motoring culture and its reputation for engineering heavy-duty suspension and towing systems capable of handling the harshest conditions. Founded in 1930, Lovells employs over 120 Australians and exports its products to global markets.

About Lovells: Based in Newcastle, New South Wales, Lovells Group is a global leader in premium suspension components, exporting to markets as diverse as the USA, Saudi Arabia, Norway, Greece, Kazakhstan, and Thailand.

Established in 1930, Lovells employs over 120 professionals and supplies high-quality, Australian-engineered suspension and vibration absorption products to industries including mining, emergency services, and agriculture. With state-of-the-art facilities and a focus on innovation, Lovells delivers durable suspension and towing solutions, ensuring reliability in the toughest conditions worldwide.

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