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CARSGUIDE.COM.AU SIGNS AS SPONSOR FOR GEARED.COM.AU

carsguide.com.au, News Digital Media's automotive site is helping young people overturn stereotypes about their driving behaviour with its sponsorship of *GEARED.com.au*.

carsguide.com.au joins Austereo, Toyota and NRMA Free2go as partners for the website, an online New South Wales government initiative launching today aimed to engage young drivers about cars, road safety and licensing.

GEARED.com.au offers young drivers advice on issues such as buying and selling cars, car maintenance and safe driving.

Tony Burrett, carsguide.com.au: "We are very excited to be partnering with the RTA to launch *GEARED.com.au* through the cars section. Entering the automotive market for the first time can be a daunting experience, especially for young drivers who are often stereotyped to be dangerous on our roads.

"We always look for opportunities to align ourselves with initiatives to assist drivers – of any age – in finding the right car and educating them about road rules and automotive care. We look forward to working with the RTA and associated partners in bringing *GEARED.com.au* to the fore."

As part of the partnership deal, carsguide.com.au has branding rights for the 'cars' section including banner advertising and content rights on the site and in the monthly newsletter to registered users. carsguide.com.au also has the ability to run bespoke promotions and competitions throughout the site.

GEARED.com.au, is the online version of *Geared*, the RTA's young driver magazine communicating the importance of road safety to young drivers.

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About carsguide.com.au

carsguide.com.au is News Digital Media's national digital automotive brand featuring comprehensive news and reviews from Australia's leading motoring experts. Additionally, carsguide.com.au provides road tests, motoring tools and a marketplace for online classifieds. The site carries more than 75,000 listings. carsguide.com.au is also available on mobile phone with carsguide.mobi.