



Media Release

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Carsguide unveils unique new look

Carsguide today officially launched a new enhanced brand and logo across its website and liftout section in more than 130 News Limited community and metropolitan newspapers.

The new look carsguide presents a modern and unified approach for the brand, positioning itself to appeal to both the high end and used car markets.

The new logo is a contemporary and timeless representation of the carsguide brand, emphasising the word GUIDE, reinforcing the brand and offering a clear differentiation from its competitors. The new look is strong, modern, relevant and fresh.

With more than 20 contributing journalists and vast content, carsguide's new branding positions it as the ultimate guide for consumers at any point in the car buying or selling process, as well as a key source of information for car content seekers and contributors.

The offering allows consumers an unprecedented level of advice, options, entertainment and course a large volume of cars to choose from.

"By presenting a unified carsguide brand across more than 120 newspapers, online and carsguide.mobi, we will be able to leverage and build our brand recognition and equity," carsguide.com.au chief executive officer, Ed Smith said.

"The unified brand across all of the News Limited touch points will demonstrate to consumers the unparalleled reach of carsguide across Australia and lift the brand to a premium level".

"With impressive growth in page impressions for the site over the past year and increasing demand for leading content, carsguide.com.au has out rated its closest competitors, therefore it was a natural progression to update, improve and take us to the next level".

Carsguide.com.au worked in conjunction with Landor, who conducted the brand review and Cummins and Partners who designed the new carsguide.com.au logo.

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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 70,000 listings. carsguide.com.au is also available on mobile phone with carsguide.mobi – the business' off-deck mobile offering.

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