



**Media Release: 22 July, 2008**

**carsguide.com.au gets “Behind the Wheel”**

Automotive website carsguide.com.au has become the new national sponsor of Behind the Wheel, a motoring segment broadcast on more than 40 radio stations across Australia every day.

Produced by Helmes Media Solutions, Behind the Wheel focuses on issues that affect motorists, such as record high petrol prices, road safety and car maintenance tips.

Behind the Wheel host Joel Helmes says the partnership with carsguide.com.au will further the impact of the segment.

“It’s a perfect fit” Helmes says.

“When we started Behind the Wheel last year we knew it would be a great vehicle for sites such as carsguide.com.au to reach a wider audience.

“People who love cars already visit carsguide.com.au and read the carsguide inserts in News Limited’s newspapers, but with Behind the Wheel we are actually getting the message in most cases directly to people in their cars.

“It also shows that Australia’s favourite motoring segment is here for the long run.”

Carsguide.com.au editor Karla Pincott will now join Joel twice a week on Behind the Wheel to look at the latest auto news.

Joel Helmes says Pincott will add a new dimension to the segments content, “Karla adds a different dynamic with her passion for delivering stories and information that really relate to listeners.

“We are delighted to have Karla join our other expert regulars including road safety guru Russell White and the NRMA’s Jack Haley”.

Pincott welcomed carsguide.com.au’s association with Behind the Wheel.

“We have a particular focus to connect carsguide.com.au with regional Australia and Behind the Wheel is an excellent channel to help make that connection.

“I look forward to working with Joel and the Behind the Wheel team to reach drivers all around Australia with a wide range of automotive issues.”

Behind the Wheel can be heard weekdays on –

2GZ Orange 105.1fm, 2WG Wagga 1152am, 2CS Coffs Harbour 106.3fm, 2LF Young 1350am, 2LT Lithgow 900am, The River Albury 105.7fm, 4KZ 531am Innisfail, 4KZ 693am Tully, 4KZ 1620am Ingham, 4KZ 1611am Karumba, 4KZ 102.5fm Babinda, 4KZ 94.7fm Cardwell, 4KZ 88.5fm Dunk Island, 4AM Mareeba 558am and 1422am, Kool FM 98.3fm Innisfail, Kik FM 88.7fm Atherton and Mareeba, Easy mix 1026am Mackay, Crow FM 90.7fm Kingaroy, Easy Mix 1467am Mildura, 3BO Bendigo 95.3fm, 3GG Gippsland 531am, Flow FM 106.3fm Yarra Valley, Flow FM 89.3fm Marysville, 5SE Mt.Gambier, Coast FM 88.7fm Adelaide, Flow FM 99.5fm Barossa, Light & Mid North, Flow FM 98.9fm Southern Yorke Peninsula, Flow FM 90.9fm Northern Yorke Peninsula, Flow FM 97.7fm Murray Mallee, Flow FM 106.1fm West Coast Ceduna, Flow FM 99.3fm West Coast Streaky Bay, Flow FM 100.3fm Limestone Coast, Flow FM 96.5fm Border

Mallee, Flow FM 95.5fm Kangaroo Island, Flow FM 107.3fm Southern Ports, Flow FM 101.7fm Woomera, Flow FM 99.7fm Coober Pedy, Flow FM 97.9fm Roxby Downs, Radio Goolarri 99.7fm Broome, Flow FM 100.5fm Tennant Creek and 1 WAY FM 91.9fm and 94.3fm Canberra.

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