

**Media Release**

**June 18, 2007**

## **CARSGuide.com.au goes mobile**

News Digital Media, Australia's fastest growing digital media publisher today launched its first off-deck mobile site (m-site) for automotive website, CARSGuide.com.au

CARSGuide.com.au teamed with digital services company, Hyro Ltd, to develop and build CARSGuide.mobi; an off-deck m-site, meaning you don't have to be with a particular mobile phone provider to be able to access the site. This makes it is accessible to all Australian mobile users who own a colour screen handset and can access mobile data.

"CARSGuide.mobi is an example of News Digital Media's off-deck strategy whereby anyone with a compatible mobile phone and data plan can access m-sites," head of mobile for News Digital Media, Rick Gleave said.

"The growing mobile advertising industry allows us to provide the m-site service for no charge, which takes away any barriers for people to access the CARSGuide.mobi site."

"Mobile advertising is a first for News Digital Media and opens a range of unobtrusive mobile advertising opportunities as customers browse mobile content that isn't intrusive like SMS advertising."

CARSGuide.mobi offers customers a simple and effective way to access information to help research, locate and purchase cars while they are away from their desks or homes.

Key features of the m-site include:

- A Dealer Locator, with embedded maps and click-to-call functionality.
- An abridged Car Buyers Guide with key tips and tricks to consider and top stories and car reviews.
- The ability to send car dealer details and car specifications directly to their mobile phones whilst searching for cars on CARSGuide.com.au.

"Extending the CARSGuide.com.au service to people who are out and about and may not have access to a newspaper or computer to buy or sell a vehicle is a real achievement for our business," chief executive officer for CARSGuide.com.au, Ed Smith said.

“The CARSGuide.com.au m-site is a simple and attractive service and customers don’t have to be with a particular mobile phone company to be able to utilise its offerings.”

“People are becoming increasingly accustomed to integrating information on their computer with their mobile phones - CARSGuide.mobi caters to this desire to access the same information from multiple channels.”

“Toyota is the major sponsor of CARSGuide.mobi, which indicates the emphasis major advertisers are now placing on the development of serious mobile marketing initiatives.”

Please see simple step-by-step instructions below detailing how to access CARSGuide.mobi on your mobile phone.

**Select one of two methods to access CARSGuide.mobi from your mobile phone:**

**Option one: via SMS**

1. Simply SMS “AUTO” to 1991 CARS (2277)
2. We'll send a link to your mobile phone. Simply click on the link and the site will launch.
3. A charge of 55c per message incl. GST applies. Charge will be added to your monthly mobile service provider account or deducted from your credit.

**Option two: via [www.CARSGuide.mobi](http://www.CARSGuide.mobi) on your mobile phone:**

1. Open a browser window on your mobile.
2. Type **www.carsguide.mobi** in the address field.
3. This will then launch the CARSGuide.mobi site.
4. Make sure to bookmark the site to make it easy for you for future visits. Try selecting "Options" and then "Bookmark".

**How much does it cost?**

CARSGuide.mobi is a free service, however if you choose to SMS to access the site a charge of 55c per SMS including GST applies. This will be simply added to your monthly mobile service provider account or deducted from your credit.

**About News Digital Media:**

News Digital Media (News Limited’s digital business) is Australia’s fastest growing digital media publisher. The operations of News Digital Media include digital properties: NEWS.com.au, FOXSPORTS.com.au, truelocal.com.au, CareerOne.com.au, CARSGuide.com.au, moshtix, taste.com.au and related activities involving News Limited newspaper and magazine websites, including; vogue.com.au and notebookmagazine.com. News Digital Media websites are highly interactive and engaging, empowering users through its tools and services to consumer content. The News Digital Media network has a diverse audience of real Australians that enables advertisers to hit many target markets.



**CARSguide.com.au**

**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 and continues to grow faster than the market, proving the fastest growing automotive site from May 2006 to May 2007. CARSguide.com.au experienced 59% growth in unique browsers within aforementioned period\*.

\* Source: Nielsen // Net Ratings Market Intelligence, Automotive Domestic - Syndicated Category May 06 - May 07.

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