

**Drive**



OVERVIEW  
JUNE 2015



# Drive OVERVIEW

*Drive* is Australia's most authoritative source of information for consumers researching to buy a new car, and also for motoring enthusiasts that want the latest news.

With a dedicated team of experts, *Drive* is dedicated to providing informative reviews and videos of the newest cars in Australian showrooms, with the most comprehensive rating system that allows consumers to easily assess which car best suits their needs and lifestyle. Start your engine...and let's go for a *Drive*.





### *Tony Davis*

*Drive's* resident columnist takes you on a irreverant trip back in time, looking at the milestone cars and the people that created them.



# WHAT'S INSIDE

### *Cover Story*

A comprehensive news feature on the latest automotive issues, trends or technologies, consumer advice stories, an in-depth review of a significant new vehicle or a comparison test between rival cars.

### *Star and Car*

Owen Thomson interviews celebrities on the cars they drive, great adventures behind the wheel and what ticks them off on the road.

### *Quick Spin*

A light-hearted review of the latest sports cars, limited editions or quirky new cars.

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*First Drive*

A brief and informative review of a vehicle as soon as it is launched in Australian showrooms.



# WHAT'S INSIDE



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*What Car Should I Buy?*

Cameron McGavin answers a query from a reader, helping refine what is the best car for them.

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*Beauty*

An authoritative review of a new vehicle on-sale in Australia.



# WHAT'S ONLINE

## *Car News*

The latest breaking news on new vehicles, specifications, prices and consumer issues from Australia and around the world.

## *Research & Advice*

- Car Insurance
- Car Finance
- Fuel & Oil
- Compare Tyres
- Ask the Experts



## *What Car Should I buy?*

A tool for car buyers that enables consumers to narrow down their car choices based on different factors, which are judged by *Drive's* panel of experts. Consumers can ask the experts direct questions about what car they should buy based on their individual needs. It is the only site that combines this tool with the ability to seek advice from experts.

## *Car Reviews*

- New Car Reviews
- Used Car Reviews
- Owner Reviews
- Drive Car of the Year



### *Car Showrooms*

Showcasing individual manufacturer vehicle ranges, including car specifications & reviews and a unique 10 tiered rating system.



# WHAT'S ONLINE

### *Buy & Sell*

An extensive range of new and used listings capturing the final stage of a consumer's purchase cycle.

### *Drive TV*

An entertaining way of bringing the dynamism of cars to life through regular reviews, as well as regular news and lifestyle features.

### *Car Specs*

A dedicated environment where consumers are provided with all relevant information on every make and model in the market including price, fuel economy, safety rating, full specifications and reviews.



## Andrew MacLean

Andrew is Fairfax Media's national motoring editor, and one of the most experienced automotive journalists in Australia. With almost 20 years as a motoring writer, Andrew has a comprehensive knowledge of the automotive industry and has been a long-time commentator on new cars having worked in specialist magazines, newspapers, radio and digital formats.

# EDITORIAL TEAM

## Stephen Outley

Stephen is Fairfax Media's deputy national motoring editor. His career began living the dream, covering motor racing around Australia and the world. With more than a decade's experience, he has driven thousands of new cars and attended some of the world's biggest motor racing events. And yet he's still happy to talk and watch motor racing all day.



## Sam Hall



Sam is one of Australia's rising talents as a senior motoring writer for *Drive*. Sam joined the *Drive* team in 2013 from within the Fairfax network. He is also one of our most versatile writers, covering everything on four wheels - including trucks and commercial vehicles - as well as motorcycles.



## Mark Short

As a qualified mechanic with more than 20 years experience on the tools, Mark is *Drive's* technical editor and our resident nuts and bolts expert. If you have an issue with your car, your buying experience, or just have a burning question about how things work, Mark has the answer.

# EDITORIAL TEAM

## Lucas Kennedy

Lucas is *Drive's* dedicated video producer. With more than five years behind the camera, as well as being a motoring enthusiast and a wizard in the editing suite, he brings the dynamism of cars to life by creating hundreds of new car reviews each year.



## David McCowen



David is also an emerging talent among automotive writers. He also joined the *Drive* team in 2013 from within the Fairfax network, and has a boundless enthusiasm for all things on wheels - from motorcycles, road cars and motor racing.



## FURTHER INFORMATION

### ADVERTISING CONTACT INFORMATION

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### DEADLINES

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