

Friday 16th June 2023

Drive.com.au is thrilled to announce the appointment of Melbourne-based Senior Journalist Susannah Guthrie to Drive's first-ever Consumer Editor.

Cars have become a far more mainstream discussion point in the past few years with all manner of topics now 'dinner table' conversations for many Australians. Susannah's newly created role of Consumer Editor will see her manage a content stream that speaks to a wider audience in tune with trends, search behaviour and advice.

"I'm excited to provide future car buyers with new content and topical advice about the things that matter to them today, without jargon or judgement. Consumers have varied priorities and the industry often poses more questions than it answers. Hopefully I can help people navigate their purchasing and ownership journey," said Susannah.



Drive Chief Executive Officer Simon Halfhide said "Since joining Drive in 2020, Susannah has brought an energy and fresh approach to her editorial content that Drive audiences can relate to. Her work is regularly amplified across the Nine Network and we look forward to seeing Susannah thrive in her new role."

Susannah Guthrie has been a journalist for over a decade. Previously, she has been the digital director of both Harper's Bazaar and Elle, a senior editor at The New Daily, the host of 'A Taste of Travel' on Channel Ten and a motoring columnist for CarSales.

Susannah is available for commentary on all things automotive and lifestyle related motoring content.

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