



MEDIA RELEASE

DRIVE ACCELERATES GROWTH WITH APPOINTMENT OF CREATIVE DIRECTOR

Automotive brand [Drive.com.au](https://www.drive.com.au) adds creative powerhouse Tim Flattery to team

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Australia's leading motoring news and reviews website Drive.com.au – owned by Nine – has appointed respected creative powerhouse Tim Flattery as Drive's new Creative Director.

Having most recently spent the past three years at CarsGuide creating digital series, 3D experiences and videos, and brand funded journalism for automotive brands, Flattery's appointment bolsters what is already the most experienced team of motoring journalists and creatives in Australia.

With an impressive career background that has seen him hold roles at digital publishers, media agencies and broadcast/streaming companies in Sydney, Los Angeles and New York, Tim has produced multiple brand-funded series for television and digital platforms with a proven track record of convincing Chief Marketing Officers to take leaps in marketing innovation.

Drive CEO Simon Halfhide said: "We're thrilled to welcome Tim to the Drive family. Tim's experience in bringing innovative content to life across all media platforms will further lift Drive's service offering to the automotive industry."

Having created more than 50 brand-funded episodes for television, including the award-winning 'No Leave No Life'; US prime-time cable series Godfather of Pittsburgh for A&E and 10 episode documentary series 'One Step Beyond' for Discovery Mobile in the UK, Tim was the lead consultant on the global campaign between film director Baz Luhrmann, 20th Century Fox and Tourism Australia.

Tim Flattery said: "Drive is already Australia's leading auto editorial publisher staffed by the most talented and passionate journalists and technologists I've met. All backed by an ambitious management team and the power of Nine. It's an honour to be chosen to lead the creative vision for brand content for business."

Tim started his new role with Drive in October.

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