



MEDIA RELEASE

DRIVE GETS BEHIND THE WHEEL WITH DYLAN ALCOTT ON THE 'ROAD TO THE AUSTRALIAN OPEN'

25 January 2023

The 'Road to the Open', Drive TV episode featuring Kia ambassador Dylan Alcott will air on the 9Network this Sunday 29 January in the lead up to the 2023 Australian Open Men's Singles Final.

Ahead of the start of its fourth season, this special episode of Drive TV sees host Emma Notarfrancesco get behind the wheel with Australian of the Year 2022 and winner of 23 Grand Slam titles, Dylan Alcott AO.

A proud Kia ambassador, Dylan shares with the audience the road to his success. Including taking viewers back to where it all began serving up a few expert tips to show host Emma along the way. As well as sharing his favourite Melbourne coffee spot and why 'the North' is his place of choice.

Dylan also provides insights into how he drives and the role automotive manufacturers, like Kia, can play. "I drive with my hands, is that wiggling you out? It's a bit like playing play-station," says Dylan during the episode.

Drive's Director of Content, James Ward says, "Dylan is a natural talent – both on the court and in front of the camera. Producing content pieces such as this with Kia Australia allows us to demonstrate the technology and features of a vehicle and bring it to life in a meaningful way."

This Drive TV Production is the latest extension to Drive's broadcast suite of content products. "This first project with Kia Australia is ultimately a human story", said Drive's Executive Producer Terry King. "Dylan is an inspiring individual and a respected brand ambassador. Collaborating with brands and their ambassadors in this way produces genuine and engaging content."

Kia's General Manager of Marketing Dean Norbiato agrees. "Dylan is such an inspiring Australian. Drive has done a cracking job in celebrating our relationship with Dylan, the Australian Open and one of our most exciting vehicles, the fully electric Kia EV6.

Drive TV launched in 2022 and is broadcast weekly on 9Network. Season four returns to air February 2023. To view previous episodes, please visit: <https://www.drive.com.au/drivetv/>

Drive presents 'The Road to the Open: with Dylan Alcott' on 9Network this Sunday 29 January at 1.30pm AEDT, 12.30pm AEST, 1.00pm ACsT, and 2.30pm AWST.

END



MEDIA RELEASE

Contacts:

Senior Communications Manager, Nine
Adrian Motte
E. amotte@nine.com.au
M. 0415 271 339

PR & Trade Communications Manager, Drive
Hayley O'Grady
E. hayley.ogrady@drive.com.au
M. 0402 894 664