



INDUSTRY UPDATE

20 March 2023

DRIVE LAUNCHES NEW CAR SHOWROOMS ON NINE.COM.AU

Drive has launched new car showrooms within its automotive section on the nine.com.au home page. Each day new cars within the Drive.com.au New Car Showrooms will feature within the latest Drive editorial content on nine.com.au.

"Nine.com.au and Drive are a market leading combination. Nine.com.au's audience of 10 million UAs each month, has daily access to premium automotive content.

By bringing Drive's marketplace to life on our homepage, we are bringing not only the best news and reviews to a whole new audience, but also the best deals and options to purchase your next car,"

said Kerri Elstub, Director, Nine.com.au.

Each day the Drive team will independently select and showcase a variety of new cars for consumers and connect them directly to the news, reviews and model range information within the showrooms.

"With car research behaviours increasing in 2023, consumers are discovering how much has changed since they have last bought a car and how many new brands and models are now available to them. These new direct links to Drive showrooms create a new way to access the best new cars available", said Simon Halfhide, CEO of Drive.

See Drive New Car Showrooms: <https://www.drive.com.au/showrooms/> and www.nine.com.au.

