

Drive shines a spotlight on real-world drivers living the electric dream.

Drive TV electric vehicle feature documentary ‘Living with Electric Vehicles’ to air at 12pm Saturday 27th May on 9Network with supporting 12-page print lift-out available in the Sydney Morning Herald and The Age newspapers this Saturday.

Friday 26th May

Drive presenters Trent Nikolic, Emma Notarfrancesco, Susannah Guthrie and James Ward meet five people who have made ‘the switch’ and follow them on their electric vehicle ownership journey. The Drive EV feature documentary and print lift-out looks at what challenges, costs and stereotypes these real-world owners have overcome to make electric vehicles integrate into their everyday lives and homes.

“If you are part of the 86 per cent of the Australian population who lives in an urban area and travel less than 100km per day, then electric vehicle ownership can absolutely work if you want it to,” said James Ward, Drive’s Director of Content.

EV ownership isn’t just restricted to the city dwellers. The electric special also looks at what it means to make the switch when one doesn’t have the luxury of big city infrastructure. “Not all of our owners can charge at home, as our regional and high-density owners need to use the public network. And while it’s still desperately lagging, with a few considerations to how you go about your week, even this can be easy – with planning. However, the best part is it’s going to get even easier,” adds James.

According to data from the Federal Chamber of Automotive Industries, 23,926 electric vehicles have been reported as sold over the first four months of this year. This represents an increase of 214 per cent increase over the same period last year. Based on this projection, we’re set to see 70,000 new electric cars on Australian roads by the end of the year.

“Australia presents a challenging motoring landscape. While we’re still behind the likes of many countries when it comes to charging infrastructure, we’re seeing buyer confidence like never before,” said Drive TV host and Drive.com.au Managing Editor, Trent Nikolic.

“For the first time we’ve seen electric vehicles outsell the more traditional hybrid model which tells us we’re starting to see buyer decision evolve beyond traditional EV ownership barriers. Living the electric dream may just be easier than you think,” said Trent.

Recently aired on 9Network, Drive TV Season 4 featured 10 episodes dedicated to electric and plug-in hybrid vehicles while celebrating the great Australian road trip. This latest feature in Drive TV’s electric vehicle suite follows on from the hugely popular EV special which aired in October 2022 - the highest rated and most streamed Drive TV episode to date.

Tune in for Drive TV ‘Living with Electric Vehicles’ at 12pm Saturday 27th May on 9Network. All previous episodes are available for streaming on 9Now:
<https://www.9now.com.au/drive-tv>



MEDIA RELEASE

'Living the Electric Dream' 12-page supplementary lift-out available in The Sydney Morning Herald and The Age this Saturday 27th May 2023.

ABOUT DRIVE

As Australia's most comprehensive automotive media network, Drive.com.au showcases the best of all things automotive. With its expert editorial team providing trusted advice helping to simplify the Australian motoring landscape for all types of drivers. Over 3m Australians visit its network each month, where over thousands of articles and over 200 videos are published each year.

With 15.5 million viewings across 351 episodes airing across Nine, NineHD and NineGem and a 46% female audience, Drive TV continues to reach more Australians and represents a greater portion of the new car buying market in Australia. Launched in 2022 on Nine, each episode is available on eight different platforms spanning TV, digital and social offering unrivalled automotive broadcast content with 256,000 streams to date.

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