

9 February, 2023

DRIVE

4 million visits in January

Drive.com.au kicks off 2023 with its strongest month to date!

In a month that traditionally sees many Australians still getting back to normality, Drive.com.au in January 2023 experienced our strongest audience to date. With 4 million visits* to site, consumers have shown us that interest in cars has taken off in a big way. Well done to our world-class team of automotive editorial experts.

DRIVE BRAND CAMPAIGN

January was a month of firsts, with our first ever Drive brand campaign launching on January 1st. The campaign runs on TV, in print, radio, digital and social channels and encourages consumers to look forward to everything next and new in cars. See it here: <https://www.drive.com.au/news/drive-com-au-launches-tv-brand-campaign/>



Our campaign was inspired by the insatiable appetite of Australians in 2022 to consume all things Electric! Our own research tells us that over 60% of consumers see the shift to electric as inevitable, so we created a relatable human story to play off this theme in our new campaign.

JANUARY NEW CAR SALES

Australians' openness to Electric Cars was also reflected in January 2023 VFACTS** results which saw electric vehicles take up two of the top ten positions in car sales for the month with overall demand for new cars up 11.9% year on year. See the full story here: <https://www.drive.com.au/news/vfacts-january-2023-new-car-sales/>

Rank	Model	Volume Jan 2023
1	Ford Ranger	4,749
2	Toyota HiLux	4,131
3	Tesla Model 3	2,927
4	Mazda CX-3	2,417
5	Mazda CX-5	2,189
6	Toyota RAV4	1,958
7	Isuzu D-Max	1,843
8	MG ZS	1,842
9	Mitsubishi Outlander	1,674
10	Hyundai Tucson	1,615

DRIVE TV AUSTRALIAN OPEN SPECIAL

January also saw the release of a very special TV episode as part of the Australian Open, featuring the 2022 Australian of the Year, Dylan Alcott, and the all-electric Kia EV6.

Featuring as part of the Australian Open broadcast schedule before the men's final on Nine, Drive's "Road to the Open" resonated with audiences, delivered a wonderful human success story, and showcased our exceptional automotive production capability.



Missed it? catch up here:

<https://www.drive.com.au/caradvice/drive-presents-the-road-to-the-open-with-dylan-alcott/>



Tune in weekly here:

<https://www.nine.com.au/entertainment/podcasts/drive-podcast>

DRIVE PODCAST

Only launching in October, and sitting comfortably at the top of the Apple iTunes charts for Australian automotive podcasts is our very own Drive podcast. With over 25,000 downloads, it's certainly gaining a loyal following!

The weekly podcast is hosted by a variety of Drive's Senior Journalists and Editors covering the latest automotive news and events.

2023 DRIVE CAR OF THE YEAR

Momentum continues in February as we head into the biggest event in the Drive calendar, the 2023 Drive Car of the Year Awards.

With categories being announced from Monday 27th February, the 2023 awards programme saw our team of over 20 journalists, editors and road testers assess over 60 of Australia's best and newest vehicles.

The overall winner of 2023 Drive Car of the Year will be announced on Drive.com.au on Friday 10th March.



COMING SOON! DRIVE TV SEASON 4

Drive TV will be returning to screens in February with the release of season 4. Following the success of our special electric cars episode in October, we have dedicated a whole season to this topic, as new Electric and Hybrid technology models are launching each month.

There is so much to learn about the changes to our industry, with Drive committed to helping Australians with the knowledge they need to navigate it.

In summary, the Drive.com.au automotive experience will continue to evolve in 2023 as we let go of legacy systems and distributions and turbo charge our offering. We are laser focused on delivering our vision to create the future of automotive in Australia and bring to life what's new and next in cars for our audiences.

There is plenty more to say at Drive, with Drive Brand Studios and Marketplace evolutions coming in the months ahead.

There is so much more to come from Drive in 2023. Watch this space!

Simon Halfhide

CEO Drive

9 Feb, 2023



**Similarweb, visits, January 2023*

*** VFACTS: Data supplied by the Federal Chamber of Automotive Industries (FCAI)*