

### **Drive TV and Kia puts EV9 to the ultimate test in new TV special**

**Sydney, 9 May 2024** – Covering over 15,000kms in 33 days, the Kia EV9 has been put to the ultimate test to prove that electric vehicles (EVs) really can travel the distance. Driven by Drive.com.au Managing Editor, Trent Nikolic and adventurer pal, Dom Wiseman, the car was taken on a lap of Australia to see if the country is truly ready for electrified long-distance road travel.

In a new eight-part series titled, The Lap, Australians will be able to join Trent and Dom on their journey. Sharing footage of the picturesque scenery, interviews with people from Aussie communities, and the ins and outs of what an EV road trip looks like, viewers will be able to see the EV9 hard at work in this latest special. The Lap will air at 3:30pm AEST this Saturday, 11 May on the Nine Network.

Dean Norbiato, Marketing Director at Kia Australia said on the partnership: “Kia has a long relationship with Drive in both the editorial and commercial spaces and we continue to work with Drive TV to make automotive content educational and engaging for everyone, especially those who might be considering an EV for the first time.”

“The proposal to partner with Drive on The Lap gave us the opportunity to test the mettle of our brand halo and current Drive Car of the Year, the EV9. It also allowed us to educate the public that while there’s some work to be done, it’s possible to drive even the longest lap (around Australia) in an EV.”

This is an important demonstration as the popularity of electric vehicles continues to rise – a number that is only going up with electric vehicle sales (excluding hybrid & PHEV models) accounting for 7.9% of the market year to date, up from 6.8% over the same period last year. Data even showed that in March the Tesla Model Y outsold Australia’s top-selling new vehicle for seven of the past eight years – the Toyota HiLux.

Drive TV Executive Producer, Terry King said about the special:” 2024 is a big year for Drive TV. We are focused on expanding and creating more lifestyle content for all Australians, broadening our horizons beyond the traditional short road trip format to push cars to their full potential. We know EVs are of interest to Australians, so we want to make them more accessible through our specials.”

“This series highlights that with careful preparation and the right equipment, electric vehicle long-distance travel is not only possible but can integrate into the adventurous spirit of road-tripping.”

**Episode one of Drive TV’s The Lap will air at 3:30pm this Saturday 11<sup>th</sup> May on Nine.** The Lap series will run for eight weeks on Nine, Nine Rush and available to stream on Nine Now. It will mark the milestone 100th Drive TV show aired on the Nine network, since launching in early 2022.

**END**

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### **ABOUT DRIVE TV**

Drive TV is Australia's premiere automotive lifestyle show that has been captivating audiences since its launch on January 10, 2022. More than just a car show, Drive TV celebrates Australians' enduring love for a great road trip. The Drive team, comprised of automotive experts, seamlessly captures the thrill of driving the latest vehicles against the backdrop of discovering new locations, experiences, and engaging human stories. With a focus on the joy of the journey as much as the destination, Drive TV brings the spirit of adventure to viewers, combining the excitement of exploring the open road with the allure of cutting-edge automotive technology.

### **ABOUT DRIVE**

Established in 1996, Drive.com.au is Australia's leading authoritative and trusted automotive destination. An information rich marketplace for everything automotive consumers need to help them research, buy and sell a car.

Drive's ambition is to deliver the best of what's next in all things automotive. Drive's expansive media network informs, entertains and influences over 4 million Australians each month seeking the latest car knowledge, recommendation and driving lifestyle content, across its multi-channel online, print, broadcast TV and radio platforms. Drive's experienced editorial team reviews all new cars in the Australian market, showcasing the best of every vehicle type in its prestigious annual Drive Car of the Year awards, in its 18th year in 2024.

Drive is fully owned by the Nine Entertainment group. Experience Drive daily on nine.com.au, The Sydney Morning Herald, The Age, The Brisbane Times, WA Today, Nine Now and regularly hear the Drive commentary team on 2GB, 3AW, 6PR, 4BC, MMM and 2CC. Launched in 2022 Drive TV is broadcast on Nine, Nine HD, RUSH and NineGem, and will air series seven, eight and nine, with additional special event episodes and program integrations in 2024.