



**Media Release**

**October 20, 2009**

**Carsguide major sponsor of the 2009 Global Green Challenge Awards**

Australia's largest automotive brand, Carsguide today announced its official sponsorship of the 2009 Global Green Challenge Awards.

Taking place from October 24-31, the Global Green Challenge will see the trial and exhibition of ecologically friendly vehicles competing through the heart of Australia's iconic landscape.

Stretching 3,000 kilometres from Darwin to Adelaide, the Global Green Challenge puts technology, research and manufacturing advancement to the test as the cars of the future lead the drive to a healthier future for our planet.

As official sponsor, Carsguide will have naming rights of the Global Green Challenge's Awards and a branding presence at the event.

Carsguide.com.au will also feature a special section dedicated to the challenge, including an interactive map showing the route and daily updates including: daily news, blogs, videos and updates.

General manager for Carsguide.com.au, Gloria Poulakis said, "We are delighted to be supporting an event where the automotive industry demonstrates its commitment to the environment by proving low emission and alternative fuel vehicles can be a practical alternative."

"As Australia's largest automotive brand with reach across 128 News Limited metropolitan, suburban and regional newspapers as well as online assets, we believe it is important to support such worthwhile events to not only our industry but to the community at large."

Chief executive of the South Australian Motor Sport Board, Jason Allen said, "The partnership of News Limited through Carsguide with the Global Green Challenge is most welcome.

"The event is designed to showcase to the motoring public the alternative energy, low emission vehicles that are either on the market or will be very soon."

"Currently, we are experiencing the greatest period of transition ever seen in the automotive world, and it is vital for us all that the public is aware of what the next generation of vehicles will be and how they truly perform."

Carsguide with its enormous readership, reach, and commitment to the automotive industry and the car buying public is the ideal organisation to sponsor the awards for the Eco cars participating in the 2009 Global Green Challenge," Mr Allen said.

Carsguide.com.au's editor, Karla Pincott along with The Mercury and Sunday Tasmanian motoring editor, Keith Didham will be taking part in the 2009 Global Green Challenge and will putting the cars to the test. Their experiences can be followed online at [www.carsguide.com.au](http://www.carsguide.com.au) and read about in your local News Limited newspaper.

As part of News Limited's One Degree Initiative, Carsguide is committed to making a long-term positive impact on climate change by reducing greenhouse gas emissions across our business and raising awareness of climate change among our staff and the broader community.

For more information: <http://www.carsguide.com.au/site/news-and-reviews/global-green-challenge/>

**About www.Carsguide.com.au:**

Carsguide is Australia's largest automotive brand, with the backing of 128 metropolitan, suburban and regional News Limited newspapers. Carsguide.com.au is the best place to find your next car with reputable dealers, private sellers and classified ads around the country. Carsguide.com.au is the best site for relevant information that guides users through the decision making process of buying, selling and maintaining a car. Editorial content is sourced from our national network of print and online expert motoring journalists. Carsguide.com.au delivers readers with a fantastic mix of breaking news on the motoring industry, car reviews, advice on cars to buy and advice on the steps to take when buying a car. Carsguide.com.au also offers readers with practical tools to make informed decisions, such as, car valuation tools, petrol price finders and finance calculators.

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