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Ged Bulmer Appointed Managing Editor, Carsguide

The publisher of Carsguide, Sue Klose, today announced the appointment of Ged Bulmer as the company's managing editor.

In his new role Mr Bulmer will be responsible for editorial content and direction across the Carsguide portfolio of properties, including print, online and mobile. News Limited's masthead motoring editorial team and online editorial team will report to Mr Bulmer.

Mr Bulmer joins Carsguide from ACP magazines, where for the past eight years he has been editor of *Wheels* magazine.

Ms Klose said that Mr Bulmer's appointment demonstrated News Limited's intention to grow its share of the automotive category.

"Having Ged – arguably Australia's leading motoring editor – join us, is a real coup for Carsguide.

"In over 18 years of editing motoring magazines, Ged has proven his ability to grow circulation and readership, and has been awarded the industry's highest accolades.

"My brief to Ged is straightforward: just keep doing what you do."

Mr Bulmer said "It is clear that Sue and her team have high ambitions for Carsguide. Already unique in its scale and reach, the brand has the potential to grow even further and to be joining its very talented team of motoring journalists is a thrilling prospect."

Mr Bulmer began his career in print journalism in 1988 as a cadet on *The Manly Daily*. In 1989 he joined FPC Magazines as a production editor on *Overlander* magazine, going on to become editor.

In 1994 he was appointed editor of ACP Magazines' *4 Wheeler* magazine, while also freelancing for publications including *Wheels*, *Motor*, *Which Car* and *The Bulletin*. In 1997 he conceived, developed and launched *Expanse*, a travel and adventure magazine.

Mr Bulmer was appointed editor of *Motor* magazine in July 1998, a position he held for just under four years. In May 2002, he took over the editorship of *Wheels* magazine.

Mr Bulmer starts in his new role upon completion of his notice period at ACP Magazines, which is expected to be in October.

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