



**Media Release**

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### **Carsguide revamp focuses on everyday drivers**

Carsguide today unveiled a revamped version of its automotive supplement in News Limited newspapers.

The new-look section speaks to everyday drivers, with an entertaining mix of features, first drives, car comparisons, industry news and helpful hints about car ownership and maintenance.

Carsguide managing editor, Ged Bulmer said, "Packed with practical tips and advice, Carsguide delivers readers everything they need to know about buying, selling and maintaining a car, all packaged in a fresh and visually appealing layout."

"At a time when Australians want to make their dollar go further, they also want an impartial view on which car will best fit their needs and how to get the most out of it."

"Our vastly experienced team of motoring journalists will cover the latest automotive developments – demystifying technical aspects and delivering the information that is important to everyday drivers."

"This week's cover story looks at the pros and cons of sport utility vehicles (SUVs) versus wagons as a means of family transport. Our story looks at running costs, practicality, safety and adaptability for different needs – it's a great example of Carsguide's new, consumer-focused direction."

"Of course, we plan to have a bit of fun as well, because cars are our passion and our writers love the business of reporting on one of the world's biggest and most dynamic industries."

The new look Carsguide supplement appears in Melbourne's Herald Sun today and in News Limited's other metropolitan newspapers from Friday through Sunday.

Each and every Carsguide story, including unique content and a huge variety of car listings, handy tools, photo galleries and videos can be found online at [www.carsguide.com.au](http://www.carsguide.com.au)

**For further information please contact:**

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About Carsguide: Backed by more than 120 metropolitan, suburban and regional News Limited newspapers, Carsguide is Australia's largest automotive brand. Featuring the country's leading motoring journalists, Carsguide delivers readers the most comprehensive automotive news and reviews

available, as well as a huge variety of car listings, handy tools, photo galleries and videos on its website, [Carsguide.com.au](http://Carsguide.com.au). Carsguide gives users confidence by delivering them everything they need to know about buying, selling and running a car.