



Media Release

June 29, 2011

Carsguide.com.au launches 2011 Australian International Motor Show section

Australia's largest automotive brand, Carsguide.com.au today launched its 2011 Australian International Motor Show section, delivering readers with the most comprehensive coverage of the 10-day event.

Opening on Friday, this year's Australian International Motor Show is set to be the largest ever held - showcasing more than 400 vehicles from Australia's leading car companies, 50 of which are concept and future vehicles and many are new models will be unveiled for the first time.

As media partner, Carsguide's editorial team will deliver readers with everything they need to know with the very latest car news, reviews and photo galleries from the days events on its website and in its lift-out across News Limited mastheads.

"We are thrilled to be the media partner for the 2011 Australian International Motor Show. It is great to be involved in such an important event for the industry," said Carsguide Publisher, Sue Klose.

"As Australia's largest automotive brand, we are committed to delivering consumers with the latest and most comprehensive automotive news available. With so many models set to be unveiled there is a lot of choice for car buyers."

"Our team will be busy on the ground covering the latest launches and developments, carefully examining what's on offer and delivering readers across Australia with exactly what they need to know to make their next car purchase with confidence," Ms Klose said.

The motor show will feature some of the most significant new vehicles ever launched in Australia. To celebrate, Carsguide is giving the public the chance to win a stunning Lexus Hybrid CT200h in Vermillion Red worth more than \$47,250 by simply voting for the best Car of the Show.

To enter, people simply SMS (SMS costs 55c inc GST per entry) the name of the car they think is best in show from the gallery featured across News Limited's various Carsguide lift-outs from July 1-July 10 and on Carsguide.com.au July 11-13.

The Australian International Motor Show will be held at the Melbourne Convention and Exhibition Centre at South Wharf. The show opens at 6pm this Friday, July 1 and runs until Sunday, July 10.

Visit www.carsguide.com.au for more information on the 2011 Australian International Motor Show, including ticket pricing and opening hours. The Carsguide team can also be followed on twitter @carsguide.

For further information please contact, Kate McQuestin on 0419 591 150 or kate.mcquestin@carsguide.com.au

About Carsguide: Backed by more than 120 metropolitan, suburban and regional News Limited newspapers, Carsguide is Australia's largest automotive brand reaching more than nine million readers each week. 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. Carsguide gives users confidence by delivering them everything they need to know about buying, selling and running a car.