



MEDIA RELEASE

December 5 2008

PEDDERS ANOTHER AUSTRALIAN ICON TO JOIN THE V8 SUPERCAR BRAND IN 2009

Australian automotive giant Pedders Suspension, one of a host of new companies to recently join with V8 Supercars Australia, has announced a new sponsorship deal that brings the suspension specialists into the sport.

The one-year deal includes Pedders Suspension embarking on an Australia wide marketing execution of the sponsorship to leverage from one of the most powerful brands in Australia – the V8 Supercar Championship Series.

It also includes benefits at several key events including the iconic Supercheap Auto Bathurst 1000 which V8 Supercars promote and manage on a 20-year contract.

The Pedders Suspension agreement follows recent announcements that the world's most known bourbon brand Jim Beam and CSR Ethanol had also either renewed or established long term deals with the sport. Adding to this a new five-year contract has recently been signed with the Gold Coast 300 event along with numerous other long-term deals.

“Clearly we are in the middle of an economic downslide so these new deals take on a far greater significance in that big companies continue to back the V8 Supercar brand,” V8 Supercars Australia CEO Cameron Levick said.

“We are about building the sport and providing our corporate partners with a product that enhances their business. These partnerships are exactly that – great brands working together.”

Pedders Suspension Managing Director Mark Pedder said his iconic, family-owned company was a perfect fit with a sport that prides itself on engineering and technical excellence, as theirs does.

“The performance and vehicle enhancement part of our business continues to flourish and we see an association with V8 Supercars as the perfect avenue to continue our dominance of this very important market,” he said.

“Sports Ryder, our street performance/lowering brand is an obvious fit within the V8 Supercar market but we also see huge potential from this association for our other performance solutions and brands especially load-carrying and towing for the commercial and four wheel drive markets.”

Mr Pedder added that former V8 Supercar driver and now expert commentator with the Seven Network Neil Crompton will become the brand ambassador for Pedders Suspension, another perfect fit given his skills in the engineering and technical areas.

“We are the ‘NO BULL’ people so we tend not to do things by halves and our involvement within the V8 Supercars will be no different,” he said.

“We have some incredible marketing and promotional plans to leverage our sponsorship of the 2009 V8 Supercar Championship Series including an extensive national television deal with channel seven and regional affiliates, a

major national trade promotion, on-event activities to be executed by our 125+ national store and dealer network and much more.

“We are also very excited to announce that expert V8 Supercar and Motorsport commentator Neil Crompton has come on board as Pedders’ Brand Ambassador to be the face of our company throughout this extensive marketing program.”

EDS NB: Pedders Suspension is Australia’s Number One Steering and Suspension Specialist network with over 125 outlets throughout Australia as well as export dealers in 15 countries world-wide. Pedders Suspension is a 100% Australian, family-owned company that commenced operations in 1950. Since 1950 Pedders Suspension has been designing, manufacturing, selling, fitting and servicing its world class products through its own network of nationwide warehousing, service and Authorised Dealer centres throughout the world. Its consumer promise of “Straight Advice, Specialists you Understand and NO BULL” drives the company’s desire to provide the end user with the very best steering and suspension solution no matter what vehicle or intended use.