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SUSPENSION

Australia's Number 1

Shock Absorber, Steering and Suspension Specialists

REBRANDED V8 SUPERCARS SAFETY CAR PROGRAM LEADS THE WAY..NO BULL!

V8 Supercars Australia has taken its responsible driving message to the track through a unique partnership with XXXX Gold and Pedder's Suspension that will promote safety on the roads.

The XXXX Gold Pedders Safety and Course Cars will debut at this weekend's SKYCITY Triple Crown at Hidden Valley Raceway in Darwin. The cars are branded in Gold livery and display the 'Know When to Slow Down' message of XXXX Gold's nationwide responsibility campaign.

The generic safety and course car will be supported by Pedders before a further announcement in the coming weeks regarding a unique concept for the XXXX Gold Pedders Safety Car Program.

"V8 Supercars has teamed up with XXXX Gold and Pedders to send a clear message to all people to be safe and responsible on our roads," V8 Supercars Australia Executive Chairman Tony Cochrane said.

"The XXXX Gold Pedders Safety and Course Car Program is a valuable property in the exposure they create at track and on television. It's the perfect billboard for sending the right responsible messages to our fans.

"As the program evolves there will be some great initiatives that fold in with the responsible driving message."

One of those initiatives is a national advertising campaign designed by XXXX Gold which uses V8 Supercar drivers Jamie Whincup, Greg Murphy, Garth Tander and Mark Winterbottom to promote the message.

"This extension of XXXX GOLD's platform sponsorship of V8 Supercars is really important to us, and its well in line with our focus on responsibility as not only the leading mid-strength beer, but as Australia's second largest brand," said Andrew Coates, Category Director, XXXX.

"The Safety Car and our supporting TV campaign will allow us to get out a really important message about slowing down, taking responsibility and making sensible decisions. XXXX GOLD has enjoyed great success with its association with V8s - the XXXX GOLD Retreat and XXXX Angels in particular, have been massive hits with trackside fans throughout the Championship Series - and we're hopeful this new campaign will receive the same support."

Pedders have come on board in addition to their existing sponsorship of V8 Supercars by agreeing to supply the safety and course cars at each event.

"Pedders Suspension is very excited to extend its strong association with V8 Supercars Australia and also to be associated with XXXX Gold and its' vital 'know when to slow down' campaign," Pedders Marketing Director Scott Pedder said.

"This latest addition to our V8 Supercar sponsorship portfolio reinforces our commitment to vehicle and driver safety. At the forefront of our products is our 28 point steering and suspension safety check."

For further information please contact:

Adam Gillick
Group Marketing Manager
6 Bridge Rd Keysborough Victoria Australia 3173
Tel: +613 9706 3500 Fax: +613 9706 3355
Email: marketing@pedders.com.au



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