

BBC Worldwide Press Office

BBC Worldwide Australia

Level 5, 6 Eden Park Drive, Macquarie Park NSW 2113

**BBC WORLDWIDE ANNOUNCES PARTNERSHIP
WITH SUPERCHEAP AUTO**

Sydney, 29 August 2014: SuperCheap Auto is to be the exclusive retailer of *Top Gear* branded automotive accessories in Australia and New Zealand, BBC Worldwide ANZ has announced.

From today (August 29), Supercheap Auto stores across Australia will feature a unique *Top Gear* branded in-store display, with a range of gift products available just in time for Father's Day. New Zealand stores will follow in September.

Products include everything from *Top Gear* cooler bags, air fresheners and travel mugs to *Top Gear* multi-tools, torches and iPhone covers with *Top Gear* tyre tread.

A full range of *Top Gear* branded automotive accessories will be rolled out in Supercheap Auto stores in 2015.

Elie Mansour, Head of Consumer Products for BBC Worldwide ANZ, said: "As a leader in the automotive product market, Supercheap Auto is the ideal partner for our brand. We're delighted to offer *Top Gear* fans a chance to further fuel their passion for the show with a great range of products in stores across Australia and New Zealand."

Chris Wilesmith, Managing Director of SuperCheap Auto, said: "We are extremely excited to announce our new partnership with BBC Worldwide and are very pleased to have the *Top Gear* brand available at SuperCheap Auto. *Top Gear* is a very strong brand and it will be a great extension to our existing range."

The partnership also means that a special *Top Gear* Pop-Up Shop will be at this year's Supercheap Auto Bathurst 1000. V8 fans will be able to get their *Top Gear* fix with a range of branded merchandise available for purchase at the hugely popular motorsport celebration at Mt Panorama, Bathurst, from October 9-12.

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For more information, please contact: Laura Dumbrell or Sarah Tulley at BBC Worldwide Australia & New Zealand on T: +612 9744 4502/4625, E : laura.dumbrell@bbc.com or sarah.tulley@bbc.com

NOTES TO EDITORS**About BBC Worldwide Australia & New Zealand**

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription

channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site.

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