



PRESS RELEASE

INTRODUCING THE TOP GEAR LIMITED EDITION BUGG BBQ FROM BEEFEATER

Searing Performance for the Meat Obsessed Motorist

“It’s Flipping Brilliant”

Sydney, Australia, 19 November 2012

BeefEater, the Australian leaders in barbecue technology, has partnered with BBC Worldwide Australasia to create an innovative and compact **Top Gear Limited Edition BUGG® (BeefEater Universal Gas Grill) BBQ**, that will make you the envy of your mates.

The Limited Edition BBQ from BeefEater comes with an exclusive Top Gear accessory bundle which includes a Stig oven mitt and apron to help you look the part while cooking. It also features a bespoke Top Gear gauge and tyre-track temperature control knob to keep you on track whilst perfecting your meat.

‘Top Gear’s Guide on How Not to BBQ’ is also included, with helpful tips such as ‘do not attempt to modify your barbecue by fitting an aftermarket exhaust’ and ‘this barbecue is not suitable for children, or adults who behave like children’ guiding users through those trickier BBQ moments.

The BBQ launches in Australia just in time for Christmas at Harvey Norman and other leading independent retailers, and will be available in the UK and Europe when the weather’s a little better.

“A cool white hood, precision controls, bespoke gauges and a high performance ignition – what a way to convince the meat obsessed motorist to get out of the garage and cook dinner! This new Top Gear Limited Edition BUGG BBQ from BeefEater is a high performance vehicle, making cooking ability an optional extra,” says Elie Mansour, BBC Worldwide Australasia’s Manager Licensed Consumer Products.

“By launching the Top Gear Limited Edition BUGG BBQ from BeefEater, we have brought together two great passions, creating a fun barbecue that cooks a great steak and isn’t light on humour. Because barbecues are meant to be fun, the Top Gear Limited Edition BUGG BBQ from BeefEater includes all the latest technology to take the guess work out of your cooking,” says Peter Woodland, Founder and Managing Director of BeefEater Barbecues.

ENDS



Top Gear BUGG & Trolley Package RRP: \$699

Package includes the Stig oven mitt and apron as well as an exclusive BBQ cover.

For stockists visit www.beefeaterbugg.com



Top Gear Limited Edition BUGG BBQ from BeefEater includes the following extras:

Top Gear's Guide on How Not to BBQ

A list of important lessons Top Gear has learned over many years of singed eyebrows, ruined social gatherings and unexplained blazes. If any of these lessons results in an upset stomach, upset neighbours or your immediate deportation for Crimes Against Meat, please don't blame us.

Stig Oven Mitt and Apron

Crafted in the Top Gear Technology Centre for the ultimate in heat deflection technology and al fresco anti-splash fashion.

Superior Handling

The superior suspension-assist hood for super smooth handling, lightweight chasis design and aerodynamic side spoilers (shelves to the uninitiated) make for the perfect BBQing experience.

Cook Faster Wheel Decals

Includes three alloy wheel decals for superior patio-holding performance and style year-round.

Bespoke Top Gear Gauge

Precision instrumentation tells you if you're running a bit cool, firing on all cylinders... or if it's time to call in the fire brigade.

Tyre-Track Temperature Control

BUGG's high performance Quartz Start® Ignition fires up every time. Feel the finger-warping grip of the track-ready rubber as you crank up the gas to the red line.

Kickplate Cooking Surface

Made with ACTUAL BITS of the Top Gear studio! Not really, there'd be nowhere left to film the show if we did that. But it is the same material.



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About BeefEater Barbecues

With over 25 years experience, BeefEater is known for its meticulously designed and high quality barbecues. BeefEater is represented in over 40 countries around the world. Originally designed with the domestic market of Australia as a target, the USA and Europe were always contemplated in our product design approach. Universal appeal has therefore always been at the forefront of BeefEater design. For more info visit www.beefeaterbbq.com. BeefEater and BUGG® are registered trademarks

About TopGear

Top Gear is an International Emmy-award winning show that is viewed in 244 territories around the world. It was recently named the world's most widely watched factual TV program by the Guinness World Records. Top Gear has built its presence in Australia with Top Gear Australia magazine, topgear.com/au, the Top Gear Live show and through DVDs and merchandise.

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia wholly owns five channels; 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. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia 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 and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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