

Drive.com.au changes gear in redesign

Fairfax Media's automotive brand Drive.com.au has been redesigned with intending buyers in mind, with a new website that allows consumers to directly ask experts about what car they should buy.

The new site launches today in partnership with brands including Audi, BMW, Ford, Nissan, Volvo, KIA and Eclipx Group.

It features video content on Drive TV, a Car Showrooms section featuring full manufacturer vehicle ranges, and a Car Specifications section breaking down full vehicle features and rating them according to a 10-tier system created by Drive's editorial team.

A new tool, "What Car Should I Buy?" is also a key feature of the redesign. It will help consumers narrow down their search for a vehicle using fields such as performance, safety, running costs and handling, which are judged by Drive's expert panel.

In a unique interactive offering, the tool also allows consumers to directly ask questions of the experts.

"Drive has a long and successful heritage of offering its readers the best, most comprehensive and independent advice and we are committed to investing in Drive and the automotive category," Fairfax Media Head of Life Media and Events Andrew McEvoy said. "It will provide the most credible sources of inspiration, advice and information to guide our readers to choose the best car to buy right through the purchase journey."

The site will also have a new look and new opportunities for advertisers including further sponsorship and branded content opportunities, native ads, interactive rich media and video opportunities, as well as cross platform integration with print.

Fairfax Media Brand Solutions Director - News Media & Auto Michael O'Donnell said: "We have developed a unique commercial offering across mobile and tablet

and will reach new audiences via a stronger search and social offering”.