

Nine.com.au and Drive join forces to launch P-Plate Drive Safe campaign

Sydney, Monday 4th March 2024 – With the Easter break historically one of the busiest on our roads, Nine.com.au and Drive today launched a month-long campaign to raise awareness of the importance of defensive driver training courses.



Too many young drivers are killed or injured on our roads each year. Younger drivers are the most overrepresented group in this tragic statistic with 20% of all driver fatalities in the past five years aged between 17-25 years (source Bureau of Infrastructure and Transport Research Economics Jan-19 to Jan-24).

Drive and Nine.com.au believe that being a better-trained driver makes you a safer driver and have launched 'P-Plate Drive Safe' with this as the end goal.

The four-week campaign is about raising awareness for further training for our young drivers, sharing stories of those who have been impacted by road tragedy, and encouraging all drivers to take action.

Nationally available Defensive Driver courses are designed to improve the driving knowledge and hands-on skills of all drivers, however awareness is low amongst the community of their presence, benefits and how easy it is to access them. 'P-Plate Drive Safe' aims to change that.

Kevin Flynn, Master Trainer at Driver Dynamics says: "The best way to build safer driving behaviours is to influence drivers at a young age, before bad habits set in. There are many young drivers on the roads who may have been taught by parents and adults with old or outdated driving techniques. Defensive driving courses provide the most up-to-date training to better prepare young drivers on today's roads."

Drive CEO, Simon Halfhide said: "Inexperienced young drivers involved in road trauma events have such a lifelong impact on too many Australian families, including my own. At Drive, we want more young drivers and their parents to have access to these potentially lifesaving resources, which we know can make a difference. Money and location should not be a barrier to saving lives on the road."



MEDIA RELEASE

Nine.com.au Director, Kerri Elstub said: "As the mother of two young men at the beginning of a lifetime of driving, I know first hand how valuable these courses are in setting safe driving behaviours. We want to ensure this training is available and affordable for as many families as possible."

Through the impact and reach of the combined assets this campaign will reach more than 10 million Australians. (Combined deduped number of nine.com.au and Drive, 10.699m.)

Source: Ipsos iris Online Audience Measurement Service January 2024, Age 14+, PC/laptop/smartphone/tablet, Text only, Media Plus Report, Audience (000s). Total Brand Group.

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ABOUT DRIVE

Established in 1996, Drive.com.au is Australia's leading authoritative and trusted automotive destination. An information rich marketplace for everything automotive consumers need to help them research, buy and sell a car.

Drive's ambition is to deliver the best of what's next in all things automotive. Drive's expansive media network informs, entertains and influences over 4 million Australians each month seeking the latest car knowledge, recommendation and driving lifestyle content, across its multi-channel online, print, broadcast TV and radio platforms. Drive's experienced editorial team reviews all new cars in the Australian market, showcasing the best of every vehicle type in its prestigious annual Drive Car of the Year awards, in its 18th year in 2024.

Drive is fully owned by the Nine Entertainment group. Experience Drive daily on nine.com.au, The Sydney Morning Herald, The Age, The Brisbane Times, WA Today, Nine Now and regularly hear the Drive commentary team on 2GB, 3AW, 6PR, 4BC, MMM and 2CC. Launched in 2022 Drive TV is broadcast on Nine, Nine HD, RUSH and NineGem, and will air series seven, eight and nine, with additional special event episodes and program integrations in 2024.