

# NUMBER ONE CAR DIGITAL NOTICEBOARD

**Get your business  
in front of the most  
enthusiastic and  
highest spending  
aftermarket  
audience in the  
country.**

## **Car Enthusiasts love CarTorque**

- One million pages viewed in the last 12 months
- Australia's best and easiest to use car show listing
- Classic Car Gallery and sales
- Local news and content
- Free for users and Groups
- Over 50K sessions per month growing strongly
- Enormous engagement across site



SCAN TO  
CHECKOUT  
CARTORQUE



# LOCAL LEGEND PROGRAM

Designed for businesses wanting their own local community of car enthusiast customers.

If you are a paint and panel shop, auto restorer, hot rod builder, performance specialist, suspension specialist, specialist tyre and wheels retailer this is the program for you. Hyper-local marketing focusing on existing customers and potential local customers.

Stop wasting time and effort managing a social media audience that is mostly never going to buy from you.

**You get a business partner page on CarTorque where you can post news and events to local enthusiasts.**

- You choose the content. Post pics and videos about your products, services and projects.
- CarTorque is a noticeboard not social media so no silly comments
- Post once a week to all local users.
- Post as often as you like to your customers.

Annual subscription to CarTorque partner page is \$49.95 per month plus GST.



# NATIONAL PARTNER PROGRAM

**Designed for businesses wanting to reach out to Car Enthusiasts across Australia.**

You get a business partner page on CarTorque where you can post news and events:

- Exclusive national advertising rights in your category.
- You choose the content. Post pics and videos about your products and services.
- CarTorque is a noticeboard not social media minimising governance issues.
- Your post is placed into the personalised feed of every CarTorque user.
- Limit of 4 public posts per month to all CarTorque users.

- Post as often as you like to your followers.
- Every post goes to every follower's personalised feed.
- Free call to action card spots in car show listing.
- First right of refusal in your category for 2023 program.
- Trade program by agreement for local legends.
- Negotiate involvement in Popular Vote program.

**Program commences 1 July 2022.**

**Sign up now to reserve your exclusive national advertising right.**



# GROWTH PROGRAM

CarTorque has a major site development and marketing program planned for the coming year.

■ Introducing popular voting functionality. This will allow visitors to car shows to vote for their favorite car. Will drive increased traffic and also deepen and widen user engagement across the site.

■ Capital raise being planned

■ Increase site marketing spend by 10 times

■ Upgrade of classic car sales – new revenue stream and increase the number of cars for sale

**Expect this program to triple sessions by the end of 2023 FY.**

CAR

TORQUE



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