



# Motor Talk

## Weekend Series

**David Berthon** is one of Australia's most highly respected motoring journalists. In a career spanning more than 35 years, David has test driven just about every new release of motor vehicle during this period.

He has gained a strong following for his straight forward reviews of new cars, four-wheel drives and SUV recreational vehicles. His general motoring knowledge and advice is keenly sought after by the motor industry, road safety authorities, and motor sport bodies.

The Motor Talk segments are designed to draw awareness to the main issues facing today's motorists, new car reviews and safe driving tips: fatigue, drug driving and the use of mobile phones. The segments provide an excellent opportunity for a client to associate with both a station community based exercise to reduce the road toll and car retailers.

## Sales Targets

- Motor Vehicles and Dealers
- Tyres and Mechanics
- Motor Accessories
- Fuel and Oil
- Rest Stops
- Government Safety



## Format

5 second music bed intro to allow for local client credit

25 second Tip

Results in a 30 second capsule, to which a 30 second sponsor commercial can be placed.

## Booking and Delivery Details

<b>Availability</b>	<b>20 tracks per month</b>
<b>Delivery</b>	<b>Digital Courier</b>
<b>Demonstration</b>	<b>Call (02) 8570 0301</b>
<b>Price</b>	<b>On application</b>
<b>Application email</b>	<b><a href="mailto:bbarrington@mmsyndication.com.au">bbarrington@mmsyndication.com.au</a></b>