

Media Release

Supercheap Auto winds back the clock on an unreal 70s throwback commercial.

Partnership with Castrol, Gulf Western, Nulon and Penrite continues for the Best Performing Oils at Supercheap Auto

YOUTUBE LINK: <https://www.youtube.com/watch?v=1JPm23WpjqY>

FACEBOOK LINK: <https://www.facebook.com/251740464860798/posts/2194602177241274/>

BRISBANE, Australia—07 October 2018—Supercheap Auto, Australasia’s largest specialty retailer in automotive parts, accessories and fitment solutions, today launched a new advertising campaign that fuses 70s style Hollywood Action Film, Stadium Super Trucks and Australian YouTube legends Mighty Car Mods to deliver a movie-quality experience that has customers racing into Supercheap Auto.

Filmed in the Northern NSW town of Kyogle, the new adrenalin fuelled ad is a tip of the hat to old school film heists, featuring four 600 horsepower Stadium Super Trucks and a Holden HQ dressed as a police car giving chase. The Super Trucks, capable of reaching speeds in excess of 200kph, were chosen not only for their speed but for their impressive suspension. These trucks can jump almost 10 metres in the air and much further again in distance. Some of Australia’s and America’s best drivers teamed up to showcase the trucks extreme capabilities through explosive manoeuvres, stunts, jumps and river crossings.

Supercheap Auto is Australia’s home of the best performing oils under the one roof, and the campaign, produced by Gold Coast-based agency, The Dreamers, showcases Supercheap Auto’s partnership with leading oil and lubricant brands, Castrol, Gulf Western, Nulon and Penrite. Last year’s ‘Octane Island’ campaign was incredibly successful, delivering more than 100 million views worldwide, far exceeding the expectations of the Australian automotive parts retailer.

The filming of the new ‘Best Performing Oils’ campaign was shot exclusively in the Kyogle region of New South Wales. Supercheap Auto struck up a partnership with the Council who were very willing to help bring the campaign to life and showcase their beautiful area to the world.

David Bauer, General Manager Customer Communication & Engagement at Supercheap Auto said that the reaction so far to the campaign has been phenomenal:

“We have an outstanding track record with our ‘Best Performing Oils’ campaigns, and this year we really wanted to exceed expectations yet again. We wanted to make something that would get our Customers, Oil Trade Partners and our Team really excited on something a little different.”

“We are as authentic in our passion for cars as our customers are. So, when creating this

campaign we made sure it was real and authentic action from start to finish. When you're passionate about automotive, you need the best performing oils in the business: Castrol, Nulon, Penrite and Gulf Western."

"We're proud of the successes of our previous 'Best Performing Oils' campaigns, and we hope customers will find this year's campaign as exciting as we do. Like our customers, we are passionate about high-performance and we know that's why customers trust us to deliver the solutions and services they need. This ad yet again brings that to life."

Allan Hardy, Director of The Dreamers, added that:

"This is the third year that we've got to create Supercheap Auto's Best Performing Oils campaign. We set out to create the wildest and most authentic driving action that we could. These are dream campaigns to work on. We literally got to pick a motorsport, find the best drivers in the world for that discipline, and then go out and have an enormous amount of fun. With ten months of pre-production, we were able to turn this dream into reality."

Some facts about the campaign:

- The TV commercial was filmed in Kyogle, New South Wales
- The shooting days had 4 Stadium Super Trucks, Holden HQ 'police car', 1 police helicopter (replica), stunt drivers and a 60+ crew over 3 days to ensure the ad was captured with technical sophistication
- Four RED cameras, 1 x filming helicopter, 1 x Ford Tickford tracking vehicle, 10 GoPros and 3 drones were used to capture the footage
- The 600 horsepower Stadium Super Trucks are one of a kind and spend more time in the air than on the ground!
- More information about the campaign can be found on the website at www.supercheapauto.com.au/oils with behind-the-scenes videos and images.

The campaign will debut this Sunday during the Supercheap Auto Bathurst 1000, and online through YouTube and Facebook.

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FURTHER INFORMATION

Footage and images are available from the Supercheap Auto website:
www.supercheapauto.com.au/oils

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ABOUT SUPERCHEAP AUTO

Supercheap Auto is Australasia's leading automotive parts and accessories retailer, stocking a wide range of tools, accessories for the DIY home handyman, as well as products for travel, touring, outdoors, the garage and the shed. Since it was established in Brisbane in the early 1970's, Supercheap Auto has since grown into a major specialist retailer with over 300 stores across Australia and New Zealand and more than 3,800 team members, and a strong online and digital presence. Supercheap Auto attributes its success and expansion to the emphasis placed on team members, stores and extensive product range.

Founded by Reg and Hazel Rowe in 1974 as a fledging automotive parts mail order business from the living room of their Brisbane home, Supercheap Auto is the founding business of ASX-listed Super Retail Group Ltd (ASX: SUL), which has grown to one of Australasia's largest retailers. Proudly headquartered in Brisbane, our network extends to over 630 retail stores and almost 12,000 team members across Australia, New Zealand and China. We provide solutions and engaging experiences that inspire our customers to live their leisure passions. For more information, visit superretailgroup.com.