
DRIVEMYCAR EXPANDS SUCCESSFUL CAMPAIGN WITH SUBARU WITH 105 NEW VEHICLES

- + 105 Subaru XV 2018 model vehicles to be added to the DriveMyCar fleet
- + Follows successful campaign featuring 101 Subaru Impreza vehicles launched in March 2017
- + Subaru and DriveMyCar continue collaboration on unique experiential marketing campaigns
- + Largest ever addition of vehicles to the DriveMyCar fleet
- + Material contribution to revenue and gross profit growth expected.

Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to announce that its DriveMyCar business unit has expanded its successful relationship with Subaru Australia. Following a highly successful collaboration in March 2017 around the launch of the Subaru Impreza, Subaru will now provide 105 of the new 2018 model Subaru XV for rental through DriveMyCar in September 2017.

For the launch of the Subaru Impreza in March 2017, DriveMyCar developed a unique marketing campaign that built brand awareness and formed a core component of Subaru's national marketing campaign for the Impreza. 100% of the 101 vehicles were rented within 2 weeks.

Subaru Australia Managing Director, Colin Christie described the Impreza campaign, which saw over 20,000 people experience driving or riding in the new Impreza as 'astonishingly successful'.

Following that success Subaru will use the same experiential marketing technique for the launch of the new 2018 Subaru XV.

The experiential marketing campaign includes two key elements that provide opportunities for thousands of Australians to experience and test drive the new XV, in unique ways not previously utilised by other automotive manufacturers. Firstly, DriveMyCar will provide "try before you buy" opportunities enabling prospective Subaru customers to rent the XV for extended test drives to truly experience them in real-life situations. More significantly, the XV vehicles will also be available for rental by UberX drivers, providing opportunities for thousands of UberX passengers to experience firsthand the quality and features of the 2018 model Subaru XV.

By employing this marketing approach Subaru will provide opportunities to directly experience the vehicle first hand and may influence potential customers who may not have otherwise engaged with Subaru through traditional marketing channels.

Subaru Australia Managing Director, Colin Christie, said: "Our previous success with the Levorg and Impreza models gives us every confidence that we can continue to expand our audience through use of the new XV, in collaboration with DriveMyCar.

“It’s another great example of our Subaru ‘do’ customer-centric philosophy of continually finding new ways to engage with both existing and prospective customers.”

Chris Noone, Collaborate Corporation CEO said “Our relationship with Subaru is going from strength to strength and this new deal is further evidence of how our online marketplaces can deliver unique benefits to consumers and marketers. We received very positive feedback from renters about the Impreza vehicles, including enquiries about purchasing. We anticipate the XV will be just as popular.”

Authorised by:

Chris Noone
CEO and Director
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About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia’s leading listed company focused on ‘collaborative consumption’, ‘peer-to-peer’ or ‘sharing economy’ businesses. Collaborate currently has two core business segments: www.DriveMyCar.com.au Australia’s leading peer-to-peer car rental business and www.MyCaravan.com.au Australia’s leading peer-to-peer caravan rental business and will launch www.Mobilise.com in 2017, a rental marketplace for under-utilised assets. Collaborate has a material investment in FundX, a peer-to-peer invoice discounting and SME lending platform. Through our proprietary trust and reputation platform, www.peerpass.com.au we create ‘trust’ between individuals and make it possible for people to safely transact with each other in the sharing economy.