

carsales launches into cricket with Renegades sponsorship

Melbourne, 20 October 2016; Australia's No.1 auto website, carsales.com.au, has expanded its sponsorship portfolio to cricket and will be a major sponsor of the Melbourne Renegades men's and women's teams in their T20 Big Bash title bids.

The partnership covers the next two BBL seasons and the next WBBL season and will see the company's branding displayed on the player's jerseys, ground signage and other Renegades collateral.

carsales Chief Marketing Officer Kellie Cordner said the company was excited to branch into cricket and support a growing form of Australian family entertainment.

"Mums and dads are our biggest and most important audience and if you look at the attendances of the Big Bash League last season, it shows the public has really taken to the short form of the game. The Renegades derby against the Stars saw a sell-out crowd at Etihad Stadium. The fans simply love it.

"We are thrilled to be part of the ongoing growth and popularity of the Melbourne Renegades ahead of what will be a huge season of sixes and crowds on their feet applauding," Cordner said.

Ms Cordner said that sponsoring both the men's and women's Renegades teams is a clear alignment to the brand and its audience. "There may be a perception that buying and selling a car is a male domain but we see that women are just as involved in the purchase process and we are very proud to be sponsoring both teams this season."

Melbourne Renegades CEO Stuart Coventry said the Club was proud to be partnering with such a recognisable national brand.

"We're delighted to welcome carsales.com.au to our Renegades family for the seasons ahead. Buying or selling a vehicle is a process millions of Australians go through and carsales.com.au is working harder than ever to develop new technologies and make the process as smooth as possible. When it comes to hard work and giving people the best experience this summer, the parallels with what we deliver in BBL and WBBL were obvious," Coventry said.

"This is an exciting time for our club following the highly successful launch of the WBBL last season. There's no doubt we deliver the best family entertainment package over the summer and we're proud to have carsales.com.au working with us to achieve our goals."

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