

Formula 1® superstar Daniel Ricciardo revs up to answer the Internet's car questions for carsales.com.au

22 March 2017: carsales.com.au's new advertising campaign features global brand ambassador and Red Bull Racing driver, Daniel Ricciardo, answering some of the Internet's most searched-for car related questions.

Launching in time for the 2017 Formula 1® Australian Grand Prix, the 'Auto Reply' video series features the charismatic Ricciardo offering Australian drivers irreverent car advice.

Created for carsales by CHE Proximity, the video series was filmed in Los Angeles in February as Ricciardo prepared for the first Grand Prix of the season.

'Auto Reply' puts Ricciardo's car knowledge to the test, featuring the sportsman answering questions such as 'Why is smoke coming from the bonnet?' and 'What size car should I look for?'

"It's not often you get to write for one of Australia's most engaging sportspeople, particularly when they're as innately funny as Daniel. So our mantra was to let Daniel be Daniel," said Ben Birchall, Creative Director at CHE Proximity.

carsales announced Ricciardo's ambassadorship in February 2017 and is proud to have formed a connection with an authentic Australian sportsperson and media personality.

carsales Chief Marketing Officer, Kellie Cordner, says the campaign brings to life the partnership with Ricciardo, which was established to support carsales' overall brand strategy of helping Australians buy, sell and own a car with ease and confidence.

"The lighthearted series showcases Daniel's authentic, down-to-earth and endearing personality, characteristics that make him the perfect fit for carsales. The campaign brings together speed, success and innovation, which are key traits that align Ricciardo with the carsales brand."

"The connection between Daniel and carsales is evident – he knows cars and we know cars. The campaign reinforces our position as the market leading destination for buying and selling cars, with over 200,000 cars for sale and millions of data points available to help inform consumer purchase decisions," continued Cordner.

The video series is featured in a multi-channel campaign led by digital screens and supported by a national OOH buy, social media, TV and brand activation at the 2017 Formula 1® Australian Grand Prix.

Ricciardo will also be sporting the carsales logo on the chin position of his driving helmet and on both sides of his Red Bull Racing team cap during every race of the 2017 Formula 1® season.

[carsales Auto Reply - Trailer](#)

[carsales Auto Reply - Behind the Scenes](#)

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Media Release



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