



AUTOMOTIVE HOLDINGS GROUP

Automotive Holdings Group Limited
21 Old Aberdeen Place
West Perth, WA 6005
www.ahgir.com.au
ABN 35 111 470 038

AHG ENTERS MAJOR SPONSORSHIP

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Automotive Holdings Group (ASX: AHE) has agreed to a three year major sponsorship of the Melbourne Football Club in the AFL.

While the terms of the partnership are confidential, AHG managing director Bronte Howson said the sponsorship would be funded within existing marketing budgets and would give the Group's automotive dealerships mass market exposure across Australia.

"This is a great branding opportunity for AHG and especially for our online presence," said Mr Howson. "The partnership gives AHG strong brand exposure across Australia and strongly supports our position as Australia's largest motoring group."

Mr Howson said the Melbourne partnership was compared with several other sponsorship opportunities.

"The timing was right for both parties," he said. "Melbourne's jumper sponsorship opened up as we were looking to increase our branding nationally. Having Paul Roos join the club as head coach, Peter Jackson as CEO and Glen Bartlett as President gives us great confidence that we're working with a complementary leadership culture."

The agreement gives AHG a broad range of branding exposure including sole logo positioning on the front and back of the Demons' playing jumpers, and outstanding exposure within the MCG during Melbourne's home games.

The Melbourne Football Club is the oldest professional football club in the world. Its founding members are responsible for creating Australian Rules football. The club's home, the MCG, is an Australian icon and is part of the fabric of Australian sport.

"The Club also offers the Group exposure to its influential membership, supporter base and coterie groups," said Mr Howson.

The agreement is effective immediately and extends throughout the 2014, 2015 and 2016 AFL seasons.

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About AHG Automotive Holdings Group Limited (ASX: AHE) is a diversified automotive retailing and logistics group with operations in every Australian mainland state and in New Zealand. The Company is Australia's largest automotive retailer, with operations in Western Australia, New South Wales, Queensland and Victoria.

AHG's logistics businesses operate throughout Australia via subsidiaries Rand Transport and Harris Refrigerated Transport (transport and cold storage), AMCAP and Cova (motor parts and industrial supplies distribution), VSE (vehicle storage and engineering), Genuine Truck Bodies (body building services to the truck industry), and KTM Sportmotorcycles (motorcycle importation and distribution in Australia and New Zealand).

Corporate:
David Rowland
Company Secretary
Mobile: 0421 661 613
Email: drowland@ahg.com.au

Media:
David Christison
Group Executive Corporate Communications
Mobile: 0418 959 817
Email: dchristison@ahg.com.au