



The benchmark of industry standards.



The benchmark of training standards.

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Test Drive a Car for Days!

How often are you caught up in the excitement of buying a new car that you miss fundamental and important considerations when taking it for a spin around the block with the salesman?

- Does the car fit in the garage?
- Will the bikes fit in the back?
- Will the roof racks hit the gable?
- Do the rear seats have enough room when the front seats are back?
- How bad is the blind spot?
- How easy is it to park?
- Will the dog be able to jump in the back?
- Does the car's computer sync to your phone?

Most of these questions will only be answered once you've had the car for an extended period of time. There are many stories from motorists that suggest that they would have bought a different car had they spent more time in the vehicle before purchasing. In fact, some people will go as far as paying to rent the vehicle from a car rental company just to make sure it's the right fit for their lifestyle. After all, buying a new car is often considered the second biggest financial investment one will make in their lifetime!

The CarTest is coming to Queensland and will revolutionize the car buying experience with an all new select-try-buy experience that will be available through an intuitive app. TheCarTest is an automotive marketplace providing new car buyers with access to a wide range of brands and the ability to choose from a three to seven day 'try before you buy' test-drive. The app will allow for home or office delivery, and has flow on data benefits to car manufacturers, which will ultimately result in faster design improvements.

Motor Trades Association of Queensland

Address: Freeway Office Park, Building 8, 2728 Logan Road Eight Mile Plains QLD 4113 (Postal: PO Box 4530, Eight Mile Plains QLD 4113)
Telephone +61 7 3237 8777 | Toll Free 1800 177 951 | Email info@mtaq.com.au | Website | www.mtaq.com.au

TheCarTest founder, Christian Schaefer, has ten years experience working in the digital automotive sector, including working for Carsales and co-founding Melbourne startup Carhood.

He said, "A recent survey showed 88 per cent of people wouldn't buy a car without test driving it first, however 81 per cent believe the current test drive experience is inadequate."

The Motor Trades Association of Queensland (MTA Queensland), the leading automotive industry body in the state, has developed Australia's first automotive innovation hub, which supports initiatives of startups, entrepreneurs and innovators.

Dr Brett Dale, Group CEO of MTA Queensland said, "We are excited to bring our automotive innovation hub to life and are supporting TheCarTest to take it to the next level of operation. Automotive concepts like TheCarTest are integral to solving present day problems using innovation and that is the exact purpose of our innovation hub."

*****ENDS*****

For more information on:

MTA Queensland's Innovation Hub:

Lysa Dugandzic | Marketing & Communications Manager | 0428 510 163 | lysad@mtaq.com.au

TheCarTest:

Christian Schaefer | Founder at TheCarTest | 0488 726 649 | christian@thecartest.com.au

Attached images: Christian Schaefer and the team at The CarTest

Background:

MTA Queensland is the peak organisation in the State representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry located in the State. There are some 13,000 automotive value chain businesses employing more than 90,000 persons generating more than \$14.5 billion annually. The Association represents and promotes issues of relevance to the automotive industries to all levels of Government and within Queensland's economic structure.

TheCarTest

The CarTest is an automotive start-up that offers extended test-drives, industry expertise and below retail pricing to deliver a truly consumer first approach and bring the emotion back to the new car buying experience. Connected media release:

http://www.startupdaily.net/2017/02/thecartest-platform-car-buyers-extended-test-driving-period/?utm_source=WiseStamp&utm_medium=email&utm_term=&utm_content=&utm_campaign=signature

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