



## **New Enforcer TV commercials launched**

THE latest series of Supercheap Auto 'Enforcer' TV commercials made their debut on the weekend.

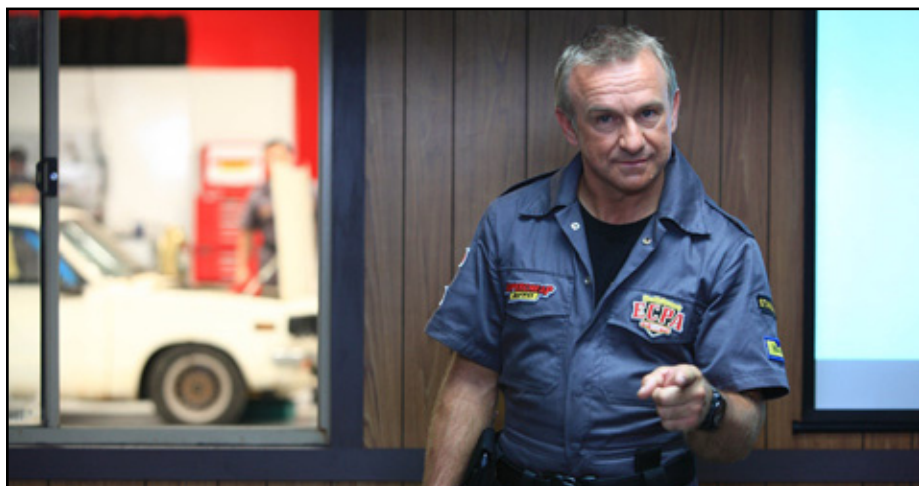
The new advertisements first appeared on the trackside big screens at the Clipsal 500 in Adelaide on Thursday before making their national TV debut to coincide with Channel 7's live broadcast of the event on Saturday and Sunday.

As part of the campaign, a new 'agency' – the Enforcer's Car Protection Agency (ECPA) – has been formed with the Enforcer tracking down offenders who mistreat their vehicles.

Also joining the Enforcer in the series of four advertisements currently screening is team owner Paul 'the Dude' Morris, who provides backup for his driver.

A new website, [www.ecpa.com.au](http://www.ecpa.com.au), has also been launched.

The new campaign replaces the previous series which included the popular "look after your baby" line and have run for the past two years.



## **KingGee put to the Supertest**

KINGGEE launched its sponsorship of PMM in Adelaide, while also announcing the KingGee 'supertest' – the entire PMM team testing its KingGee workwear in the most extreme conditions during 2010. Joining drivers Greg Murphy and Russell Ingall (right) in Adelaide were KingGee's Duncan St. Baker and Terry Spyrides.

