



MEDIA RELEASE

OUT THERE GROUP LAUNCHES POWER SERIES, OPENING ONE OF AUSTRALIA'S BIGGEST AUTOMOTIVE NETWORKS TO BRANDS

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Out There Group (OTG) has launched Power Series, a new commercial partnership model giving brands one way to connect with Australia's biggest automotive festivals, motorsport championships, media brands and audiences.

OTG is the team behind Summernats, MotorEx, Red CentreNATS, Rockynats and Motorvation, and runs the National Drag Racing Championship and the Pro Burnout Series.

In 2023, OTG took over *Street Machine*, the country's original and most authentic creator of automotive content.

Power Series creates tailored partnerships across all of OTG's events, motorsport and media to connect brands with a huge automotive audience.

OTG events alone attract more than 400,000 spectators and 10,000 entrants from around the world each year.

Power Series now gives brands the opportunity to reach OTG's vast audience of more than 5 million automotive fans, over 2 million social followers, and an active email database of more than 250,000 people.

The OTG audience is heavily invested in the automotive lifestyle. They consume content, read stories, attend events, and buy products.

Independent research conducted by IER shows more than 40% work within the automotive trade, 89% identify as car enthusiasts, and Summernats entrants alone spend over \$45m specifically getting their cars ready for the event each year.

Power Series partners can reach this audience across live event activations, digital campaigns or a combination of both to support any marketing objective.

A limited number of brands will also be able to secure category-exclusive Official Partner status across Power Series.

Out There Group Managing Director Andy Lopez said Power Series brought the group's automotive reach together to create more opportunities for commercial partners.

"We've built and nurtured a really powerful audience of automotive enthusiasts through our festivals, motorsport, and media. Power Series brings that all together. The Power Series offer is both innovative and unique, but it also makes good sense," Andy said.

Out There Group Head of Commercial & Partnerships Dale Brittain said Power Series was designed to deliver the business and marketing objectives of partners.

"One partner might want to launch a product, another might want to find new customers or grow their profile across several events," Dale said.

"We can use the right combination of motorsport, media, live experiences and content to connect brands with the people who matter to them."

"We've already got 13 commercial partners on board, and now we're opening the door to more brands that want to get involved."

Power Series will also give partners more ways to become part of the experience through activations, product demonstrations, offers and content that give entrants and fans something worthwhile in return.

"We want partners who bring something to the party, whether that's a killer activation, a great offer or something our entrants and fans genuinely want to get around," Andy said.

Power Series partnership discussions are now open, with a limited number of Official Partner categories available for brands looking to build a major presence across one of Australia's biggest automotive event, motorsport and media networks.

Brands interested in partnering with Power Series can [submit an enquiry here](#).

For more information about Out There Group and Power Series, visit outthere.com.au.

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