



Media Release

22 May 2009

LOCAL RESIDENT WINS \$50K PRIZE

A local Bridgeman Downs resident has won the Just Car Insurance 'Win a HSV' competition. The competition, which ran for a period of five months, drew an entry pool of over 50,000 applicants. Anne-Marie Joyner will receive the keys next Monday 25 May to her HSV VXR Astra, worth \$51,000 including insurance and on road costs.

"I'm flabbergasted. It really is a dream come true," said Ms. Joyner, "I'm really excited about driving the new car. It looks fantastic!"

Andrew O'Hara, the Executive Manager for Just Car Insurance, is pleased at the success of the competition and partnership with HSV.

"This is the first time we have worked with HSV and we've found that our brands have a natural fit. A win-win situation - HSV breaks into our younger market with their new model HSV VXR and we have the privilege of offering our customer base an amazing prize. We are delighted by how successful this competition has been," Mr. O'Hara said.

HSV's Marketing Manager Paul McDonnell also confirmed the success of the competition:

"JCI was the perfect partner for HSV as their target audience fits nicely with the new HSV VXR model. We are very happy with the results, and sales have performed well for this period, in an ever increasingly competitive new vehicle segment," said Mr. McDonnell.

Just Car Insurance is designed for young drivers and drivers of high performance, modified and imported vehicles.

Future competitions will be held on the Just Car Insurance website: www.justcarjustis.com.au

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