

The Electric Vehicle Showcase

Recognising the growing presence of electric vehicles on the road, Kia Ora saw an opportunity to collaborate with a leading motoring brand to inspire readers to consider their own EV

Through a premium six-page spread, Kia Ora brought the latest EVs into the spotlight, highlighting their cutting-edge features and the game-changing impact they're making on the environment.

- **Ford** positioned their Mustang Mach-E as a high-performance electric vehicle while promoting its broader electrification strategy and EV infrastructure investments.
- **Lexus**: Focused on luxury, craftsmanship, and premium ownership benefits, highlighting its fully electric and hybrid SUVs.
- **Toyota**: Emphasised its leadership in hybrid and hydrogen fuel-cell technology, community-focused initiatives, and sustainability commitments.

The campaign was a success due to: **453,000 readers reached!**

- **Different Narratives:** Each car brand had a different story that resonated with their target audience. Instead of just listing features, they positioned their vehicles around values that mattered to their specific demographics such as sustainability, electrification, and craftsmanship.
- **Strategic Timing:** With global interest in EVs rising, the campaign capitalised on the momentum shift toward sustainable transport, positioning Ford, Lexus, and Toyota as top choices.
- **Multi-brand Strategy:** Featuring multiple brands made the campaign feel like an industry discussion on EVs rather than just an ad, building reader trust.



MOVING IN THE RIGHT DIRECTION

Electric vehicles (EVs) are the future of driving, and with the world's best car brands releasing a range of models, there's no better time to make the switch and ride your street clean.

MORE AND MORE Kiwis are focusing on cleaner transport. It's evident in the type of vehicles on the road, in workshops and as part of innovative community projects. Drivers are recognising the benefits of electric vehicles and as a result, sales of EVs and hybrids are surging. That's not the only chapter in this rapidly evolving story however. Charging stations are springing up the length of the country and research and development into other cutting-edge environmentally conscious technology is forging ahead. One stellar example is hydrogen fuel-cell technology which produces no CO₂ emissions and can be seen in clever car share schemes and even in a Tean New Zealand Adventure Cup chase boat.

It's facts all of the while transport scene is rapidly evolving, that's because it is - for all the right reasons. One thing that doesn't change however, is choice. You'll still find vehicles that range from the family-friendly to the around-town riggy from the sporty to the sumptuous - and everything in between. Commerce and industry? Work horse vans and trucks are available in a multitude of sizes. The big winner is the environment, our environment. Low-emission and zero-emission vehicles coupled with manufacturers' commitments to slash greenhouse gases are excellent steps on our journey to a better, healthier New Zealand. Companies behind the innovation - the likes of Toyota, Ford and Lexus - are producing smarter, cleaner and more ecologically tailored vehicles, all the while working on even more innovative, both scientific and community focused.

FORD

Think of a Ford Mustang and words such as sports, speed and style spring to mind. You can add sustainability to its many descriptions now that Ford has released its fully electric Mustang Mach-E in New Zealand. And the electric Mach-E, loses nothing of the pedigree or performance of its iconic predecessors. Powered by a responsive, energy efficient, battery electric drivetrain, the first ever SUV member of the Mustang family delivers superior comparable performance and acceleration.

LEADING STABLE

The first production Ford ever developed from the ground up to deliver pure electric, zero-emission driving is part of the company's move to widespread electrification, and it joins the E-Transit Cargo, Transit Custom PHEV and Focus, Puma and Escape SUV hybrids in the company's international stable.

The sporty Mustang Mach-E has three offerings: the RWD, the AWD with extended range, and the top of the line GT, a refined, premium specification low-wider. Drive away pricing starts from \$79,990 and qualifies for the clean car rebates.

The car has won fans around the world, as well as more than 20 awards including those from independent authorities such as the European New Car Assessment Programme (Euro NCAP) and Green New Car Assessment Programme (GNCAP) for its safety and sustainability credentials.

CHARGE TOWARDS ELECTRIFICATION

The Mach-E is one part of the customer-focused electrification strategy that will give Kiwis the choice of up to seven new Ford electric vehicles by the end of 2024. This year the company has already moved to offer electrified powertrains - PHEVs, MHEVs and hybrids - across the majority of its passenger, SUV and Transit range. Ford New Zealand's first full battery electric commercial vehicle, the Ford E-Transit, arrived earlier this year.

ROADMAP TO THE FUTURE

Ford New Zealand's push to invest in a more sustainable future goes beyond vehicles alone. Its EV roadmap is part of an investment of \$45 billion in electrification by 2025. To ensure a smooth roll-out, Ford New Zealand has partnered with Singel Electric New Zealand to deliver EV charging infrastructure to both homes and businesses. The company has installed charging stations at Ford New Zealand's main dealer network sites and are working towards putting them into all branches.

For more information and to test drive a Ford Mustang Mach-E, visit fordnz.co.nz

The sporty, all-electric Ford Mustang Mach-E looks truly electric and

The car has won fans around the world, as well as more than 20 awards.

LEXUS

Lexus has long been renowned for its low-emission, advanced technology. The company's range of premium luxury vehicles, with generous customer benefit packages, continues to expand.

It also underlines Lexus' commitment to sustainability and CO₂ reduction in 2030 Lexus was the first luxury brand to offer electrified vehicles in New Zealand and has sold more than 6000 models of EVs, PHEVs and HEVs since last year. 82 percent of Lexus vehicles sold in New Zealand were electric. Envisioning the company's leadership in luxury level electrification.

Lexus New Zealand is committed to achieving carbon neutrality throughout the life cycle of its vehicles by the year 2050. In addition, 2025, the luxury brand has reduced its vehicle CO₂ emissions by 30 percent.

Aspirations for the right New Zealand Lexus dealership are a licensed certified through 100% renewable and are required to be approved by the New Zealand Environmental Management system.

PREMIUM E-MOTORS

Lexus has been at the forefront of the driving experience, every sight, sound and feel is designed to deliver a sense of luxury. The Lexus electric motor, which is a result of its own research, is a true, it's of course, a real drive and at your hand, it's a real drive. It's a real drive, it's a real drive, it's a real drive.

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THE EXTRA MILE

Lexus electric vehicles, and you not only have a low, sustainable vehicle, but also a low, sustainable vehicle. These include a four-year unlimited kilometre warranty and a four-year unlimited kilometre warranty. These include a four-year unlimited kilometre warranty and a four-year unlimited kilometre warranty.

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LEXUS vehicles are focused on the driving experience, every sight, sound and turn connects the driver to the road.



Advertising Promotion

TOYOTA

Wherever you look, you'll find Toyota New Zealand at the forefront of environmental vehicle innovation. The company promises an array of options to New Zealanders, from zero-emission transport options, charging infrastructure, and more. It's all about the future, for Kiwis that are innovative, forward-thinking, and ready to embrace the future.

LEADING THE WAY

The company's vision for the future of transport is clear. It's a vision of a world where every vehicle is a low-emission vehicle, and every vehicle is a low-emission vehicle. It's a vision of a world where every vehicle is a low-emission vehicle, and every vehicle is a low-emission vehicle.

A low-emission future should be accessible and affordable for everyone.

WE'RE IN THIS TOGETHER

The company has always been a part of the community. It's a part of the community, and it's a part of the community. It's a part of the community, and it's a part of the community. It's a part of the community, and it's a part of the community.

BEYOND THE PRIUS

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CLEAN ENERGY FOR ALL

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Mitsubishi's SUV for Busy Mums

Mitsubishi aimed to connect with busy Mums considering an upgrade to a vehicle that better suits their lifestyle. The Eclipse Cross PHEV Sport SUV was the perfect fit for Woman's Day and Your Home and Garden, offering features that would entice the reader.

To showcase these features in a relatable way, we had one of our editors - who fits this target demographic - test drive the vehicle and write an authentic review. This firsthand experience resonated with our readers, encouraging them to explore the Mitsubishi Eclipse Cross for themselves.

The campaign was a success due to:

- **Targeted Publications:** over **450,000 readers** reached through Woman's Day & Your Home and Garden have a strong readership among busy and family-oriented audiences, making them the ideal platforms to promote this vehicle.
- **High engagement online:** Total digital reach of over 100,000 touchpoints. The online article saw strong audience engagement and genuine interest in the vehicle. This campaign through social media reached over **28,200 users** as well as gaining over **67,000 impressions**.
- **Authentic & relatable review:** A firsthand review from a real Mum helped drive engagement and trust, making the vehicle more appealing than a standard advertisement.



TOTAL ECLIPSE OF THE HEART

Writer Carmen Lichi takes a hybrid for a spin

With its sub-compact SUV all the rage in 2023, I was keen to see how Mitsubishi's plug-in hybrid version, the Eclipse Cross PHEV Sport, would perform for me as a busy mum juggling freelance work with errands and post-kindergarten activities, as well as longer road trips.

Overall, this is a very solid addition to the PHEV market, with economical driving, stellar safety features, and a seamless shift between electric and gas, truly making it the best of both worlds!



FAMILY SPORT
The Mitsubishi Eclipse Cross PHEV Sport, with its five-star safety rating, gave busy mum Carmen Lichi a spin.



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We took Mitsubishi's hybrid Eclipse Cross PHEV Sport for a spin, and here's what happened



READ NOW

Woman's Day

Beast Mode with Mitsubishi

Mitsubishi's next-generation Triton stands out from its square-jawed competitors, offering a different type of ute. The objective was to promote the Triton by highlighting its key selling points in an engaging and informative way, while also emphasising its bold, beastly style.

Through an authentic and detailed review in Kia Ora, written by our experienced motoring writer, we were able to target those who are interested in upgrading their car to one that's more durable and versatile, while showcasing the Triton's unique features and rugged appeal to potential buyers looking for a vehicle that can handle both work and leisure with ease.

The campaign was a success due to: **453,000 readers reached!**

- **Authentic & detailed review:** Resonating with the target audience's need for a durable and versatile vehicle while making it the ideal choice for both work and leisure, addressing practical needs.
- **Targeted Publications:** Published in Kia Ora, a trusted and widely-read publication, reaching the right demographic.
- **Expertise:** The review was written by an experienced motoring writer, adding credibility and trust.

Beast mode

Motoring writer Cameron Officer takes Mitsubishi's next generation Triton for a spin.



A COUPLE OF generations ago, the Triton started to move from a "best-kept secret" to a genuine contender at the pointy end of the light commercial market. Remarkably, for what was already a comprehensively kitted-out ute in its previous iteration, Mitsubishi has gone with the "more is more" approach for this next-generation Triton.

This is the first ground-up redesign for the Triton in nearly a decade, so maybe it'd be easier to list what hasn't changed? No, where's the fun in that? The new Triton is bigger in dimensions, more powerful than before and, says Mitsubishi, engineered to be tougher off the tarmac when needed. Yet it also features a comprehensive list of creature comforts and the latest safety tech, too.

Bowling up to the new Triton, it certainly looks impressively beefy. Especially in top VRX trim, as I drove, there are plenty of styling nods that add aggression to the exterior. The broad grille; those bold LED headlights; titanium-accented side steps; chunky fenders; 18" alloy wheels. It all equates to a big upswing in the Triton's

The new Triton is bigger in dimensions and more powerful than before.

looks, bringing it into line with many of its square-jawed competitors.

The overall length and width of the ute's chassis has increased compared to the previous Triton, with an extra 130mm between the wheels. This reduces the cargo tray's rear overhang, and all adds up to improved stability, cargo capacity and towing performance (the Triton boasts a 3500kg braked tow rating if you're wondering, and many ute owners will be). That tray has also grown in size and is wider and longer than before. Cleverly though, the tray's load height has been lowered by 45mm over the previous Triton. Doesn't sound like much, but when lifting bulky loads into the back or securing items for that weekend away, mitigating the need



1. Cameron Officer.
2. The audio system comes with embedded navigation and wireless Android Auto and Apple CarPlay functionality.



to reach into the tray at an awkward angle is a real bonus.

Under the bonnet, the new 150kW/470Nm twin-turbo diesel delivers plenty of power on the go. While my short test drive didn't encompass a dirt bike or a pallet of produce in the tray to test the Triton's torque twist under load, around town running revealed a gutsy, eager engine with responsive acceleration. The new electric power steering system proved a highlight too: the ability to manoeuvre into tight spots with feather-light steering – which then firms up with more resistance at open road speeds – makes the Triton feel much more modern.

As does its interior. You're wanting for nothing up front, with all manner of "car-like" tech toys on offer. Heaps of space (even the seats are wider than before) and a comfy driving position combine with a fully redesigned dashboard and instruments, a wide touchscreen and tactile toggle switches for a very pleasant interior atmosphere. It's more like an SUV than a ute.

The Triton's new 9" Smartphone Link Display Audio system marks a big upgrade from the previous model's 7" display and comes with an embedded navigation system, AM/FM radio and wireless Android Auto and Apple CarPlay functionality.



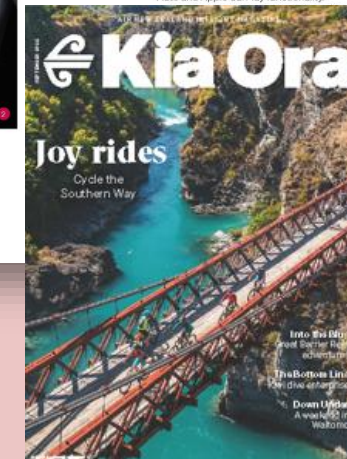
a safe line, and as the driver intended, even on loose gravel or snow. No point having all that power on tap if you can't control it after all.

And with the modern ute often at the heart of the family fleet, naturally the next generation Triton arrives with a comprehensive array of safety technology as standard. Adaptive Cruise Control is now in all models, as is Lane Departure Prevention and Emergency Lane Assist, to help keep your ute from wandering off-centre in your lane. Even the reversing camera is amazing, with a "top down" Multi Around View Monitor giving you a bird's-eye view of your ute in real time. Handy when you're on a busy building site, or when launching the boat.

Perhaps Mitsubishi has saved its cleverest trick until last with the new Triton though, and it has nothing to do with software. All those new features, all those improvements, all that extra stuff, and – even at the tip of the top in flagship double cab 4WD VRX form – the Triton comes in at \$59,990 plus on-road costs. In a world where new utes routinely leave showrooms for the sorts of sums we might have associated with luxury cars a decade ago,



that represents remarkable value. Add to the equation that there are a dizzying 16 different styles of Triton available for Kiwis (with 2WD and 4WD examples on sale in each of the three different grades), starting at \$38,690 plus on-road costs, and the nameplate really does represent a compelling option. Packaged and priced as it is, with the new Triton, Mitsubishi could very well change the Kiwi ute landscape entirely. This is one beast that will be giving the competition nightmares. mnmz.co.nz/offers/next-gen-triton



Best of Both Worlds with Ford

Ford's objective with this content is to promote the Ford Everest as a versatile and reliable SUV that meets the needs of both family and adventure lifestyles.

Through an authentic and detailed review in Kia Ora, we showcased the Ford Everest as the ultimate all-round SUV. The review highlighted its impressive features - appealing to those seeking a vehicle that's as comfortable on city streets as it is on off-road adventures.

By emphasising its blend of practicality, safety, and cutting-edge technology, we were able to engage potential buyers looking for a rugged yet refined SUV that meets the demands of both everyday life and outdoor exploration.

The campaign was a success due to: **469,000 readers reached!**

- **Multi-Use Positioning:** Positioned the Everest as both a weekday family car and a weekend adventure vehicle, reinforcing its "best of both worlds" messaging.
- **Targeted Publications:** Published in Kia Ora, a trusted and widely-read publication, reaching the right demographic.
- **Feature-Driven Appeal:** Highlighted key features like towing capacity, off-road capabilities, and advanced safety tech, making it appealing to the reader.



Best of both worlds

A family car during the week and versatile adventure vehicle in the weekend – the Ford Everest is the perfect all-rounder.

WHETHER IT'S TAKING the kids to school, heading away for a fishing trip or driving up the mountain for a day's skiing, the Ford Everest is a trailblazing SUV that exceeds expectations. Standout features include the Everest's impressive towing capacity of 3.5 tonnes, its roomy, sophisticated seven-seat interior, and the clever zone-lighting and infotainment systems that make this vehicle a market leader.

The Ford Everest is available in three models, Trend, Sport and Platinum, with a choice of 2.0L bi-turbo or a 3.0L turbo-diesel V6 engines that deliver power and torque for towing and off-roading. All models are equipped with Ford's efficient 10-speed automatic gearbox.

Selectable drive modes including Normal, Eco, Tow/Haul, Slippery, Mud/Ruts, and Sand, allow drivers to adapt to various terrains effortlessly with the turn of a dial, ensuring optimal traction and stability. This capability makes the Everest equally proficient on city streets and tough trails.

The rugged exterior design, featuring Ford's signature C-clamp headlights and full-width LED tail-lamps, reflects the Everest's robust capabilities,

while inside the vehicle it's all about the comfort.

The interior is spacious and comfortable, crafted with soft-touch finishes that offer comfort for all passengers. The Everest's practical, boxy styling means there's minimal wheel-arch intrusion in the third row of seats, which provides more space for occupants, and headroom is generous enough to accommodate small adults.

Adapt to various terrains effortlessly with the turn of a dial, ensuring optimal traction and stability.

A standard feature on all Ford Everest models is the high-tech SYNC⁴ infotainment system, which includes navigation, wireless phone charging and connection, and a 12-inch touch screen.

Ford has integrated advanced technology to enhance safety and convenience in the Everest. A network of the vehicle's lights work together or in different zones to illuminate the perimeter of the car, providing light



where and when you need it, whether packing up a campsite, checking your surroundings or returning to the vehicle in the dark.

The vehicle comes with nine airbags, autonomous emergency braking (AEB), reverse AEB, post-impact braking, lane-keep assist, lane departure warning, driver attention alert, blind-spot monitoring and a reverse camera. These features contribute to its five-star ANCAP safety rating, making it one of the safest SUVs on the market.

Practical, rugged, comfortable and safe – the Ford Everest large SUV offers owners the best of both worlds.

Visit ford.co.nz/showroom/future-vehicle/next-gen-everest

Ford