
DRIVEMYCAR SIGNS AGREEMENT WITH SUBARU

Collaborate Corporation Limited (ASX:CL8) is pleased to announce that its DriveMyCar business unit has signed an agreement with Subaru (Aust) Pty Ltd to promote the Subaru brand and provide the opportunity for customers to experience the new All-Wheel Drive Subaru Levorg wagon.

Subaru is helping pioneer the newest development in car rental and is the first passenger car company to operate the “try before you buy” program with DriveMyCar. Initially ten turbo-charged Levorg wagons have been made available in Sydney and Brisbane.

DriveMyCar provides the platform that enables Subaru to provide “try before you buy” experiences to its potential customers, which include private and corporate customers. The vehicles are also available for rideshare use as part of DriveMyCar’s agreement with Uber. UberX driver partners can rent the Subaru vehicles for reasonable prices under flexible rental terms, providing them exceptional value for money and their passengers with the opportunity to experience the comfort, performance and quality of the new Subaru Levorg.

Subaru Managing Director, Colin Christie, said: “This initiative is in line with our Subaru ‘do’ customer promise, to explore different and innovate ways of meeting their needs.

“It’s a great way to promote both the Subaru brand and – initially- the Levorg.

“There’s every chance we could expand it to other models, with the vehicles then returning to our Subaru used vehicle stock after a certain period, providing an additional pool for our dealer network, where demand is huge for used cars.”

In a further expansion of the relationship, Subaru Liberty, Forester and XV models are also available for rental in Melbourne.

Chris Noone, Collaborate Corporation CEO said “We are pleased to be working with Subaru to deliver a new way for our customers and UberX passengers to experience the new Levorg wagon. We look forward to increasing brand awareness for this spectacular vehicle and expanding our relationship with Subaru to more models and locations.”

Authorised by:

Chris Noone
CEO and Director
Collaborate Corporation Limited

About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia’s leading listed company focused on ‘collaborative consumption’, ‘peer-to-peer’ or ‘sharing economy’ businesses. Collaborate currently has three core business segments: www.DriveMyCar.com.au Australia’s leading peer-to-peer car rental business; www.MyCaravan.com.au Australia’s leading peer-to-peer caravan rental business and www.Rentoid.com, one of Australia’s leading peer-to-peer ‘rent anything’ platforms. Collaborate has a material investment in FundX, a peer-to-peer invoice discounting and SME lending platform. Through our proprietary trust and reputation platform, www.peerpass.com.au we create ‘trust’ between individuals and make it possible for people to safely transact with each other in the sharing economy.