
DRIVEMYCAR EXPANDS FLEET WITH 101 SUBARU IMPREZAS

- + DriveMyCar significantly expands relationship with Subaru Australia
- + Largest single expansion of DriveMyCar active fleet with over 20% increase
- + Unique new marketing programme enables thousands of consumers to experience new model Subaru vehicles
- + New product launched providing a unique marketing package for vehicle manufacturers
- + Offering available in Sydney, Melbourne and Brisbane for private consumer renters and UberX drivers
- + Material revenues expected to be earned by DriveMyCar

Collaborate Corporation Limited (ASX:**CL8** or the **Company**) is pleased to announce that its DriveMyCar business unit will significantly expand its fleet size with the addition of 101 Subaru Impreza 2017 model vehicles in a further expansion of the existing relationship with Subaru (Aust) Pty Ltd. This is the largest ever addition to the DriveMyCar fleet and represents in excess of a 20% increase in the active fleet size. This expansion builds on the successful pilot deployment of ten Subaru Levorg wagons in October 2016.

In collaboration with Subaru, DriveMyCar has developed a unique marketing package that builds brand awareness for the new model Impreza and forms a core component of Subaru's national marketing campaign for the 2017 model.

The marketing package includes two key elements designed to provide opportunities for thousands of Australians to experience and test drive the new Impreza, in unique ways not previously utilised by other automotive manufacturers. Firstly, DriveMyCar will provide "try before you buy" opportunities enabling prospective Subaru customers to rent Imprezas for extended test drives to truly experience them in real-life situations. More significantly, the Impreza vehicles will also be available for rental by UberX drivers, providing opportunities for thousands of UberX passengers to experience first-hand the quality and features of the 2017 model Subaru Impreza.

By employing this marketing approach Subaru will provide the opportunity to directly experience the vehicle first hand and may influence potential customers they may not have otherwise engaged through traditional marketing channels.

101 vehicles will be available for rental from March 2017 in Sydney, Melbourne and Brisbane for a very competitive price of only \$199 per week. The quantity of 101 vehicles is significant as it matches the 101 new features that are present in the 2017 model Impreza. Simultaneously, Subaru will initiate a marketing campaign to promote the availability of the vehicles from DriveMyCar, which will complement DriveMyCar's existing standard and UberX rental marketing campaigns.

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Subaru Australia Managing Director, Colin Christie, said: “Our early success with DriveMyCar through placement of our Levorg wagons gives us every confidence that we can continue to expand our audience through use of new Impreza in their fleet.

“It’s another great example of our Subaru ‘do’ customer-centric philosophy of continually finding new ways to engage with both existing and prospective customers.”

Chris Noone, Collaborate Corporation CEO said “We are delighted to be expanding our relationship with Subaru ten-fold so soon after our first engagement late last year. Through this new initiative DriveMyCar delivers an amazing car at great prices to our customers and enables Subaru to lead the way in delivering innovative automotive marketing campaigns that deeply engage with prospective customers in a unique way.”

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 two core business segments: www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business and www.MyCaravan.com.au Australia's leading peer-to-peer caravan rental business and will launch www.Mobilise.com in 2017, a rental marketplace for under-utilised assets. 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.

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