

ASX/Media Statement

AHG RENEWS PARTNERSHIP WITH MELBOURNE FOOTBALL CLUB 29th November 2016

Automotive Holdings Group (ASX: AHG) has agreed to extend its sponsorship of the Melbourne Football Club in the AFL.

While the terms of the partnership renewal are confidential, AHG Chief Executive Officer John McConnell said the sponsorship would be funded within existing marketing budgets.

“AHG has been the Club’s major partner for the past three seasons and we are pleased to be able to continue the association,” said Mr McConnell.

“Melbourne Football Club is an iconic brand across the nation. The partnership gives AHG’s automotive dealerships strong brand exposure and supports our position as Australia’s largest motoring group,” he said. “It is particularly effective in Victoria where we now hold 39 car and truck franchises at 22 dealerships.”

Mr McConnell said the Club’s on-field and off-field performance were important factors in extending the partnership, along with the recognition gained from AHG’s support for the Freeze MND campaign led by former Melbourne coach Neale Daniher.

“The AHG Walk to the ‘G has been an outstanding community initiative over the past two years and reflects our shared values,” said Mr McConnell.

“The smooth transition from Paul Roos to Simon Goodwin as head coach and having Peter Jackson as CEO and Glen Bartlett as President gives us great confidence that we are working with a complementary leadership culture.”

The Melbourne Football Club is the oldest professional football club in the world. Its founding members are responsible for creating Australian Rules football. The club’s home, the MCG, is as an Australian icon and is part of the fabric of Australian sport.

The Club also offers AHG retail exposure to its influential membership, supporter base and coterie groups, which have produced a number of strong business partnerships.

The agreement is effective immediately and extends through to the end of October 2017 when a decision will be made on further extension.

AHG’s Victorian dealerships also support the Melbourne United NBL team. Across Australia and New Zealand the Group supports more than 300 community, sporting and charitable organisations.

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About AHG Automotive Holdings Group Limited (ASX: AHG) is a diversified automotive retailing and logistics group with operations in every Australian mainland state and in New Zealand. The Company is Australia's largest automotive retailer, with operations in Western Australia, New South Wales, Queensland and Victoria.

AHG’s logistics businesses operate throughout Australia via subsidiaries Rand Transport, Harris Refrigerated Transport, Scott’s Refrigerated Freightways and JAT Refrigerated Road Services (transport and cold storage), AMCAP (motor parts and industrial supplies distribution), VSE (vehicle storage and engineering), Genuine Truck Bodies (body building services to the truck industry), Higer Bus (bus and truck importation and distribution), and KTM Sportmotorcycles and HQVA (KTM and Husqvarna motorcycle importation and distribution in Australia and New Zealand).

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