



## SHANNONS LAUNCHES NEW SOCIAL NETWORK FOR ENTHUSIASTS – THE SHANNONS CLUB

For many years Shannons has often been referred to as a club, and now its official. The Shannons Club is a social networking site where all motoring enthusiasts can share their passion for cars and motorbikes.

The Shannons Club is an online community which allows enthusiasts to create their own member profile under the 'My Garage' section. Members can feature pictures, descriptions, specs, custom modifications and history of all their cars, bikes, and activities.

Members can even upload videos of their vehicles or events they have attended, what they're restoring and everything else that's going on. And, for vehicles they have sold or no longer have, there's a great past vehicles section to recognise vehicles from yesteryear.

The Shannons Club network allows members to share information and knowledge with other enthusiasts on all things automotive, so they can help like-minded enthusiasts and get help themselves!

Members will be able to wander through the 'My Garage' listings of other members and if they share your passion, they can send you a message and request to connect with you, ask questions about your vehicles, or just talk about things of mutual interest.

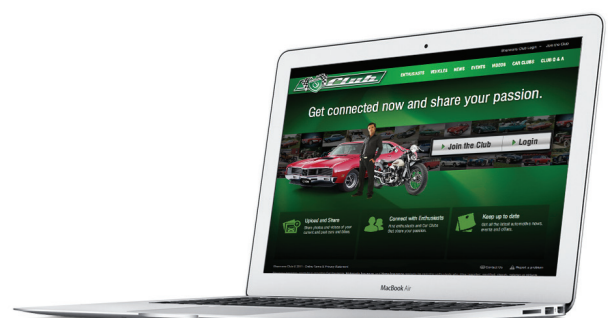
The Shannons Club will also provide a wealth of information that's related to the types of car and bikes they have in their garage. News, events, facts about their particular makes & model, even a listing of cars clubs. Plus auction information and special offers.

Mark Behr, Shannons Executive Manager Marketing said,

“ This is a major initiative undertaken by Shannons that allows motoring enthusiasts to share their passion with the wider enthusiast community in an engaging and interactive social media platform.

The Shannons Club allows enthusiasts across Australia to get connected and share their passion with other like-minded enthusiasts and you don't even have to be insured with Shannons to join.

This is just the first stage of the Shannons Club that will continually evolve to service the needs of motoring enthusiasts.”





## JOIN THE SHANNONS CLUB & YOU COULD WIN A FERRARI OVERNIGHT ESCAPE

Join Shannons Club today and share your passion, and if you're aged between 30 and 75 you will go into the draw to WIN one of five Prancing Horse 'Overnight Escape' packages for two. The package includes the opportunity to drive a collection of different Ferraris over two days, day-spa massage treatments, fine dining and an overnight stay at a four-star boutique on the NSW southcoast. Plus if you live outside of NSW, flights and accommodation in Sydney are included.

If you're under 30 or over 75, don't despair. You can pass this flyer to someone who is eligible to enter this competition. If they win, they just might invite you to come along as the non-driving 'co-pilot'.

### TO ENTER:

1. Go online to [shannons.com.au/club](http://shannons.com.au/club) and 'Join the Club'
2. Complete your profile and add at least one vehicle to your 'Garage'

Then you're in the draw!

Full details can be found at [shannons.com.au/club](http://shannons.com.au/club).

**Media enquires: Duncan Bone 02 8121 0277**

Shannons is a national insurance company providing insurance for motoring enthusiasts. A significant part of Australia's car and motorcycle enthusiast community for many years, Shannons provides a wide range of home and contents, car and motorcycle insurance with a network of branch locations across Australia.

#### Disclaimer

Shannons Ltd 91 099 692 636 (Shannons) is an authorised representative of Australian Alliance Insurance Company Ltd ABN 11 006 471 709, the issuer of these products. Read the relevant Product Disclosure Statement before deciding to buy a product. Contact us for a copy.

#### Promotion information:

This competition is conducted by Shannons Limited ABN 91 099 692 636 (the Promoter), of Level 18, Suncorp Centre, 36 Wickham Terrace, Brisbane, Queensland 4000. Only open to Australian residents aged at least 30 years and no older than 75 as at time of entry. Drivers must hold a valid full driver's licence. The Promoter may agree to transfer the winner's prize if they do not meet the prize supplier's minimum requirements, including additional requirements not printed here. Competition entry commences on 16/1/12 and closes at midnight on 3/6/12. The total value of the prize draw is \$24,600. Individual prize draws will be held on 17/2/12, 16/3/12, 13/4/12, 11/5/12, 8/6/12 at 5th Finger Pty Ltd, 264 George Street, Sydney NSW 2000. Prize winners will be published in The Australian. Permits: ACT TP 11/05052, NSW

LTPS/11/11572 VIC 11/2715 SA T11/2688. Full competition terms and conditions at [shannons.com.au/club](http://shannons.com.au/club).

