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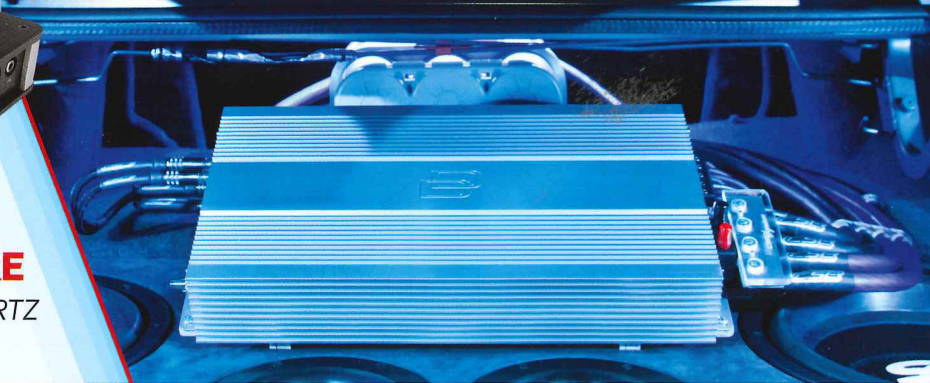
ISSUE #01-2014

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**MACHINE**  
**SUMMERNATS**  
**27**  
**RARE**



## FAVOURITE EVENT

The Summernats Festival of the Car has gained further traction and momentum by receiving kudos from the entertainment industry at the prestigious Australian Event Awards gala night.

Summernats was the recipient of 'Australia's Favourite Event' Award which is a People's Choice prize arrived at after a month of online voting. Down to the wire until the last voting day, Summernats came home to win the Award against high profile events such as Vivid Sydney, Top Gear Festival Sydney, Southern 80 Ski Race, RSPCA Million Paws Walk, Blues on Broadbeach and many more. It seems the event is growing in popularity among the community at large as well as being able to retain – and grow – its traditional car enthusiast ground roots fans.

"We were absolutely blown away by the Award," said Summernats co-owner Andy Lopez, "to win in a field of such outstanding Australian events is a real honour. Our deep appreciation goes to the thousands of Summernats fans who voted for the Nats."

As a further sweetener for the Lopez family, Andy Lopez's mother, who has had a 30 year career in the entertainment industry, was also the recipient of a 'Lifetime Achievement' Award.

Summernats 27 will be held in its long-time home in Canberra's Exhibition Park from the 2<sup>nd</sup> to the 5<sup>th</sup> of January 2014 and it promises to be the biggest ever with concerts, family events, exhibitions, the famous Sound-Off and more all included in the entry fee.

SUMMERNATS 27 JANUARY 2-5 2014 WHERE: CANBERRA EXHIBITION PARK  
CONTACT: SUMMERNATS ON 02 6241 8111 LINK: WWW.SUMMERNATS.COM.AU

## STRIKE ONE!

With the steep fines now associated to hand holding the phone in cars while driving – or even touching it while stopped but with the engine on – car cradles are becoming a necessity.

Strike Group, Bluetooth technologies specialist provider, has released a new high-tech mobile phone cradle with a difference. The Alpha car cradle attaches to the windscreen with a suction bracket pretty much as all cradles do while perfectly hugging your mobile phone (a number of mounting options are available). Alpha's difference, however, is that its flush passive antenna that boosts reception in poor signal areas while also featuring an extra fast charger – the world's fastest cradle charger we're told.

If you have an Android device, the Alpha cradle also offers a 'breakthrough' NFC (Near Field Communication) feature allowing automatic control of your device's music, GPS, etc when the unit sits in its cradle.

"This breakthrough technology will enhance every users experience by being able to start music, navigation and Strike's embedded GPS tracking all while the phone is safely docked in its cradle," says Adam Rockett, Managing Director of Strike Group, "in the same way, the phone's Bluetooth can easily be turned on and off, saving on the phone's battery. The Strike Alpha cradle is compatible with all Bluetooth car kits, adding versatility to functionality. It's also fully pass through compatible, which means it can be used with any car kit, entertainment unit or even computer."

The Alpha cradle can be professionally installed with optional power packs or it can be used via the supplied cigarette lighter adaptor.

"Having to use your mobile phone whilst driving can be very distracting and any lapse in concentration increases the risk of being involved in a crash," says Chris Ryan, CEO of Strike Group. "This is why we have developed the Strike Alpha – to make using your mobile phone while driving as easy and safe as possible."

The Strike Alpha cradle is available online from [www.strike.com.au](http://www.strike.com.au)

STRIKE ALPHA MOBILE PHONE CRADLE

PRICE: \$149

CONTACT: STRIKE GROUP ON 1300 792 044

LINK: WWW.STRIKE.COM.AU

