

MEDIA INFORMATION



FOR IMMEDIATE RELEASE

5 March 2008

Lucky winners Go Straight for Monroe

The **Go Straight for Monroe** promotion has been run and won, with 20 lucky winners taking home a Garmin GPS unit valued at \$549.

The promotion, a joint initiative between Kmart Tyre and Auto Service (KTAS) and Monroe, required participants to purchase and have installed a set of four Monroe shock absorbers, struts or cartridges at any KTAS store between November 19 2007 and January 19 2008.

“Both KTAS and Monroe are committed to safety – and this promotion ensured we were able to give consumers an incentive to put their safety first through replacing their shocks,” Tenneco’s Aftermarket Director Roger Lassen said.

“We had an excellent customer response to the promotion and the 20 winners are thrilled with their prizes – not only has their vehicles ride control and feel improved, they now have a navigation system to help them find their way around town!” said Keith Richardson, National Merchandise Manager for KTAS.

Winners came from a variety of KTAS stores across Australia, with Redbank (QLD) and Tuggeranong (ACT) recording not one, but two winners.

Other winners came from stores including Morayfield (QLD), Wollongong (NSW), Greensborough (VIC), and Joondalup (WA).

Tenneco is one of the world’s largest producers and marketers of ride control and exhausts systems and products. Tenneco manufactures products under the Monroe, Walker and Lukey brands at its facilities in Clovelly Park and O’Sullivan’s Beach, Adelaide.

Kmart Tyre & Auto Service is Australia’s largest automotive service, repair, and tyre retailer with over 260 service centres and 1200 employees nationally.

www.monroe.com.au

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