

# THE DRIVE

WITH  
**Lauren & Karl**



*Real car talk. Smart insights. Zero fluff.*

**RADIO/TV/PODCAST** 



# Get In! Hold On!

We put listeners in the driver's seat for a unique, fast paced look at today's automotive industry. **The Drive** is a pedal-to-the-metal, one-hour thrill ride devoted to the latest car news and test-drive results, how-to tips, auto show coverage, industry expert insights and behind the scenes action, as well as exclusive interviews with executives and prominent news-makers from around the world.

**The Drive with Lauren and Karl's** syndicated content connects auto enthusiasts nationwide with the brands and personalities they love. With over 1.3MM impressions weekly on 88 affiliates, we deliver exclusive industry event coverage in top tier markets like Los Angeles, Chicago, San Francisco, Washington D.C, Phoenix, Seattle, Tampa, Minneapolis, and Denver.

**We create custom media outreach to help you succeed.** In addition to terrestrial Radio, our digital footprint reaches listeners when and where they want on platforms including iHeartRadio, YouTube, iTunes, and Stitcher - just to name a few.



## Creating A Buzz...

Our Social Amplification Team creates buzz surrounding premier events with behind-the-scenes photos and videos, online giveaways, podcasts and more.

**Social Media @theDriveCarShow**





# Real Car Talk, Smart Insights, No Fluff!

Award winning hosts, **Lauren Fix** and **Karl Brauer** have over 30 years of automotive expertise across the media spectrum. Lauren and Karl have been featured as automotive experts to millions across the US Market and around the globe on TV, radio, online and in person.

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# Let's Drive... Make The Call!

Maximize your marketing efforts with the combined strength of 'Best of Brand' and 'Best of Media' to target your audience. **The Drive with Lauren & Karl Syndicated Radio** provides unique content, cohesive brand messaging, and organic integration with the most efficient delivery in the industry. Partnership with us, and **Drive** your brand forward.



Contact: [hope@laurenfix.com](mailto:hope@laurenfix.com) • 716-713-6266

