

# MEDIA RELEASE



## **CRAIG LOWNDES JOINS THE DEXION TEAM!**

Craig Lowndes, one of Australia's most popular sporting stars has joined Dexion Australia, the leading manufacturer and marketer of storage products, within Australia and the wider Asia Pacific region, as a Brand Ambassador.

In an exciting move for both the company and Lowndes, Dexion Australia has confirmed a significant coup that brings together a close association with one of the leading faces of V8 Supercar racing with an Australian industry leader.

"I'm extremely excited to be part of the Dexion family, they are a company with strong values, understand the importance of strong relationships, innovation and strive for excellence at all times," Craig Lowndes said.

"In V8 Supercars we have a great team who work together to beat the competition and with Dexion we see these same principles."

Head of marketing for Dexion, Andrew Angus, confirmed that Lowndes will play an important role in the company's marketing programs going forward.

"It's a very good fit. Craig's value set matches with ours. He's a winner and his universal appeal will allow us to connect really well with our Logistics and Supply Centre audiences in Australia, New Zealand, Asia and the Middle-East, plus new audiences that we choose to target " he said.

In 2005, Lowndes has shown that winning style more than any other, claiming more round wins and pole positions than any other driver for the year.

"It has been a great year, for us and Dexion...looking forward, together I think we can see some good times ahead," Lowndes said.

For further information contact:

**Andrew Angus**  
Executive General Manager, Marketing  
Dexion (Australia) Pty Limited

(03) 9567 4000  
0412 689 663  
[www.dexion.com.au](http://www.dexion.com.au)

**FOR IMMEDIATE RELEASE - MONDAY 21ST NOVEMBER 2005**