



**FOR IMMEDIATE RELEASE**

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**HACHETTE INTRODUCES TWO NEW ROAD & TRACK PUBLICATIONS:**

**ROAD & TRACK ROAD GEAR AND ROAD & TRACK SPEED**

**ROAD & TRACK ROAD GEAR LAUNCHES AS BI-MONTHLY WITH APRIL/MAY ISSUE, COMPLEMENTING THE DEBUT OF ROAD & TRACK SPEED AS A BI-MONTHLY WITH MAY/JUNE ISSUE**

NEW YORK, NY, March 22, 2005 -- Hachette Filipacchi Media U.S. President and CEO Jack Kliger today announced the introduction of two titles under the *Road & Track* brand: *Road & Track Road Gear*, formerly *Mobile Entertainment*, is dedicated to in-car audio and video and will publish bi-monthly, effective with the April/May issue, available on national newsstands today; and *Road & Track SPEED*, devoted to high-performance vehicles, will begin publishing as a bi-monthly with the May/June issue available on newsstands on April 26, following the success of two previous newsstand issues.

"*Road & Track Road Gear* and *Road & Track SPEED* will draw upon the core brand to cover automobiles with two unique perspectives that complement one another beautifully for a younger enthusiast audience. Both products will deliver their coverage with the same standards that have been *Road & Track's* hallmark for nearly 60 years," said Kliger.

The two sister publications will alternate frequency on a bi-monthly schedule and will be cross promoted editorially. *Road & Track SPEED* Editor Sam Mitani will educate *Road & Track Road Gear's* audiophile readers about car performance in a regular column called "The SPEED Factor," and *Road & Track Road Gear* Vice President and Editor-in-Chief Mike Mettler will address *Road & Track SPEED's* performance enthusiasts about in-car entertainment in his regular column, "ICE (In Car Entertainment) Picks." Overseeing the business side is Vice President and Publisher Scott Constantine.

"We are proud to welcome *Road & Track Road Gear* and *Road & Track SPEED* into the *Road & Track* family. I know that Mike and Sam will lead these magazines with creative talent and passion that will make them fun and exciting for a new generation of readers," said *Road & Track* Editor-in-Chief Thos. L. Bryant.

*Road & Track Road Gear* reports on the newest electronics and trends pertaining to in-car audio and video: car stereo equipment and navigation systems, entertainment, product reviews, and interviews with celebrities and experts. Some of the columns include "Road Gear 101," covers the basics of how to buy equipment and shows what typical system installations look like; "Car Toys," a new products column; and an exclusive Test Drives product-review section.

"*Road & Track Road Gear* targets the enthusiast who is passionate about the sounds and visuals reproduced in his or her car with great sonic élan. It's all about enhancing the soundtrack of your ride," said Mettler.

*Road & Track SPEED* is a magazine about the latest in the high-performance world of cars: performance upgrades and lifestyle trends (as they pertain to cars) that include car care gadgets and in-car entertainment. Road tests of every featured vehicle are covered in an informative and irreverent way.

"*Road & Track SPEED* is for readers who have graduated from tuning their entry level sub compact cars and are now looking for more sophisticated, upscale vehicles," said Mitani, who also maintains his position as International Editor of *Road & Track*. He recently added three members to his editorial team: Managing Editor Ed Loh, Technical Editor Daniel Barnes and Editorial Assistant Amanda Savercool. The Art Director will be Tanya Owens Nuchols, assistant art director of *Road & Track*.

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*Road & Track Road Gear* will be extended online with the debut of an enhanced site, [www.RoadGearMag.com](http://www.RoadGearMag.com), in Fall 2005. *Road & Track SPEED's* web site, [www.Spdmag.com](http://www.Spdmag.com), will be accessible this Spring. The sites, featuring exclusive web content, will join the recently launched *Road & Track Road Gear* and *Road & Track Speed* radio shows. The programs address Gen-X listeners who are able to call-in and get instant feedback on their questions from editors, engineers, and manufacturer guests.

### **About Road & Track:**

Backed by 58 years of authoritative journalism, *Road & Track* magazine is written for the automotive enthusiast and contains information about cars and driving blended with wide-ranging feature stories, entertainment and racing coverage. *Road & Track's* road tests and comparison tests are the most complete and technically accurate in the industry. Read by more than 5.5 million readers per month, *Road & Track's* readership is 90 percent male with an average age of 37 and a household income of \$71,000, according to Fall, 2004 MRI. *Road & Track* is published by Hachette Filipacchi Media U.S.

### **About Hachette Filipacchi Media U.S.**

Hachette reaches nearly 50 million readers in the U.S. through its more than 20 titles which also include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE*, *ELLE Decor*, *ELLEgirl*, *Flying*, *For Me*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Road & Track Road Gear*, *Road & Track Speed*, *Sound & Vision*, *Woman's Day* and *Woman's Day Special Interest Publications* such as, *Kitchens & Baths*, *Home Remodeling & Makeovers*, and *Budget Decorating Ideas*. In addition to the magazines, Hachette includes book and custom publishing, integrated marketing, database and market research, as well as Hachette Enterprises. Hachette Filipacchi Media U.S., Inc., is the New York-headquartered subsidiary of Hachette Filipacchi Médias S.A., a wholly owned subsidiary of Lagardère SCA. The Hachette web site address is [www.hfmus.com](http://www.hfmus.com).

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