

BBC Top Gear SA enters a new era

Clipping Point Media has acquired the Southern African publishing rights for BBC's Top Gear for both print and digital platforms.



BBC Top Gear South Africa's website is set to officially launch on 1 September 2020. The site will offer no-holds-barred commentary and news on every car that matters, plus a roundup of intriguingly wonderful motoring-related stories from around the globe. BBC Top Gear South Africa magazine is set for a relaunch into the market in April 2021.

BBC Top Gear South Africa will deliver the very best automotive stories that have come to be expected of the world's leading automotive brand. Top Gear puts the reader in the driving seat and takes them on a journey, whether it's helping them buy the right car or offering a dose of pure escapism.

Clipping Point Media MD, Avon Middleton is no stranger to the automotive and media landscape. "This is an exciting addition to our portfolio and we're looking forward to taking Top Gear SA to new heights."

Creative director, Wesley Marks is thrilled to be able to present this brand to SA audiences. He remarks, "The Top Gear brand is the largest of its kind in the world. It's a great privilege for us to be able to extend this brand into our market and infuse it with a local flavour."

An announcement regarding the Top Gear South Africa Team will follow at least one month before the official launch of the website property.

For more, visit: <https://www.bizcommunity.com>