

## COUGARS ON THE ROAD WITH VISIBLE PRESENCE

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THE MINNIECON & BURKE CAPRICORN COUGARS ARE MOVING AHEAD - AND THEY ARE MOVING IN STYLE.

AN AGREEMENT WITH LOCAL DEALERSHIP DC MOTORS HAS RESULTED IN THE COUGARS CHIEF EXECUTIVE BEVAN DINGLEY COLLECTING THE KEYS OF A NEW DISTINCTIVE HYUNDAI TUCSON.

THE DEAL NOT ONLY PROVIDES DINGLEY WITH TRANSPORT BUT GIVES THE COUGARS A VISIBLE PRESENCE AS THEY CONTINUE TO BUILD THE CLUB.

DINGLEY SAID THE COUGARS HAD SLOWLY GROWN THEIR NAME IN ROCKHAMPTON BUT THE CLUB ENCOMPASSES A FAR BIGGER AREA THAN THAT.

"IT WILL HELP TO GET US AROUND THE MORE REMOTE AREAS," DINGLEY SAID.

"OBVIOUSLY IT'S A MARKETING TOOL AS WE WANT TO BE KNOWN ABOUT TOWN AND ALSO AREAS LIKE GLADSTONE, BLACKWATER, EMERALD AND BILOELA."

" WE WANT THOSE AREAS TO RELATE TO US."

DC MOTORS DEALER PRINCIPAL STEVE MCCOSKER SAID HE WAS PLEASED TO HAVE HIS COMPANY ASSOCIATED WITH A SPORTING CLUB SUCH AS THE COUGARS AND THE CODE OF FOOTBALL.

HE SAID THERE WAS NOT ONE SINGLE REASON WHY HE WAS KEEN TO GET ON-BOARD WITH THE COUGARS, BUT THREE OR FOUR.

"BECAUSE OF BEVAN (DINGLEY) WE HAVE A GREAT RELATIONSHIP WITH THE COUGARS," HE SAID.

THE COMPANY IS ALSO VERY AWARE OF THE GROWTH OF FOOTBALL IN CAPRICORNIA AND CONSEQUENTLY BEING A VISIBLE PART OF THE COUGARS IS AN INDICATION OF THE COMPANY'S COMMITMENT TO THE LOCAL COMMUNITY.

"THERE IS AN INHERENT RELATIONSHIP BETWEEN FOOTBALL AND DC HYUNDAI," MCCOSKER ADDED.

THE COUGARS PLAY IN THE QSL FOR WHICH FOOTBALL QUEENSLAND HAS SECURED A LONG-TERM SPONSORSHIP FROM HYUNDAI.

MCCOSKER SAID ONCE ALL OF THESE REASONS HAD BEEN TAKEN INTO CONSIDERATION IT MADE THE DECISION BY THE COMPANY TO BECOME A MAJOR PART OF THE CAPRICORN COUGARS A SOUND COMMERCIAL OPPORTUNITY AND A POSITIVE PROMOTIONAL INSTRUMENT.

WHILE THE COUGARS HYUNDAI QSL SEASON IS FROM MARCH TO SEPTEMBER, THE NEW SIGN-WRITTEN VEHICLE WILL BE OUT AND ABOUT AS DINGLEY SPREADS THE WORD AROUND THE REGION OF WHAT THE COUGARS OFFER.

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