REDLINE SQUAD

MAKING IT SUPER SINCE FOREVER

Most of us don't think much about engine oil. But to car people, oil is all about longevity and reliability. In other words, trust. We needed to engage auto enthusiasts and remind them that Supercheap Auto – and their oil brand partners – are the same brands Aussies and Kiwis have been trusting for decades. So we created the most super 70s cop show of all time. *Redline Squad* features an all-star cast of motorsport identities and auto influencers, drifting and sliding in a mix of classic muscle cars and sleek 70s sports cars. Within 24 hours, the 8-minute retro stunt-fest garnered over 1.2 million views across multiple channels, plus thousands of overwhelmingly positive comments from revved-up auto fans. It also supercharged the cash registers, increasing sales of oil, filters, accessories and more; re-establishing Supercheap Auto and its oil partners as the trusted names in motor oil.

View film

















