Newspress Acquires Headlineauto

Monday 13 July, 2015

- Headlineauto.co.uk redirected to newspress.co.uk from Tuesday July 14th
- Headlineauto services to be merged under Newspress name
- Newspress to consult with industry with respect to continuing an awards programme

Newspress, the UK's leading provider of automotive press communications, has acquired the brand and assets of headlineauto with immediate effect.

Both brands will be merged under the Newspress name and the headlineauto brand and website will cease to exist. All traffic to the headlineauto.co.uk website will be diverted to Newspress from Tuesday July 14.

Newspress will ensure no loss of day-to-day service for headlineauto's audience or clients by managing all website traffic and merging mailing lists and website subscribers.

Newspress will also be consulting with the industry at large to establish the best way to continue the popular awards programme started by headlineauto under its original owners, Centaur Publishing.

Newspress Managing Director Tim Barfoot said: "Since headlineauto launched eight years ago there have been clear synergies between the two operations. Given Newspress' established position in the market, with over 42 years' experience in automotive news distribution, and the more diverse interests of headlineauto's owners Magma Group, it makes sense to now bring both services together under the Newspress banner.

"With international Newspress services operating around the world, including the USA, Italy, Ireland, Spain and Portugal with more planned, the establishment of the NewspressComms PR and Communications division and now the acquisition of headlineauto, we continue to optimise our services to maintain and improve the quality that the industry has come to expect from Newspress."

The headlineauto brand has been owned by Magma Group since 2011 and was established in the UK in 2007 by Centaur Publishing. Newspress has been serving automotive manufacturers and media in the UK since 1973 and remains at the heart of day-to-day automotive press communications.

ENDS

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