What Car?, Autocar And Pistonheads Under New Joint Editorial Leadership

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Haymarket Consumer Media has announced a restructuring of its flagship automotive brands as part of a strategic investment in its digital channels.

From January 1, What Car? and Autocar will unite under editor Jim Holder, combining the two content teams to serve their unique audiences more effectively. Jim will also oversee PistonHeads, working with its editor Dan Trent. Together, Haymarket Automotive's brands serve more than 10m car buyers and enthusiasts a month online and in print.

The changes herald a major investment in Whatcar.com, which will relaunch in 2015 with new capabilities around data and audience insight, and the ongoing development of PistonHeads, which has become Haymarket's most profitable digital brand since it was acquired in 2008.

Group Director, Patrick Fuller, said: "We are privileged to work with the best editorial talent and these changes will reinforce Haymarket's dominant position in the automotive market. Our plan of sustained investment in our digital capability, combined with Jim Holder's exceptional leadership skills, mean that What Car?, PistonHeads and Autocar will continue to serve their audiences and clients in the best possible way."

Jim Holder, editor, said: "The changes allow us to build on our momentum as the leading digital automotive publisher by putting more time, energy and resource behind the stories that really matter. Importantly, it will also allow us to enhance our print offerings, allowing us to play to our strengths wherever our customers choose to consume our content.

"All three titles have built their market-leading positions because of the talented editorial and production teams. That same determination will help us to confirm our position as a world-leading digital publisher for automotive content, be it for in-market car buyers or car-mad enthusiasts."

The new Whatcar.com digital platform will be launched in the summer of 2015 to deliver a fully responsive channel for in-market new and used car buyers. With data and user-generated content at its heart, it will underpin the brand's position as the premier destination for in-market car buyers in the UK.

Autocar brand editor and former What Car? editor, Chas Hallett, will be leaving Haymarket in December to pursue opportunities in the automotive industry away from journalism.

"After a decade leading two of the most respected motoring titles globally, I'm really proud of where we've taken the brands both in print and digital," he said. "As they open a new chapter, so do I; it is time for me to look at the industry through a different lens."

Fuller said: "I would like to pay tribute to Chas Hallett, who has helped us to build this plan and contributed so much to Haymarket over the past two decades, guiding both Autocar and What Car? to their dominant positions in the UK and globally. Chas is a friend and mentor to everyone here and leaves a formidable legacy. He is a class act and we wish him every success in the future."

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About Haymarket Media Group

Haymarket Media Group creates award-winning specialist content for international audiences.

The company has 72 market-leading brands in 20 offices across six countries, connecting people and communities across digital, mobile, print and live media.

Although Haymarket's portfolio is diverse, its philosophy is the same across borders and markets: deliver brand experiences that truly meet the needs of audiences and clients. It is this uncompromising focus

that has earned the trust of millions worldwide.

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