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Uniden renews partnership with Channel Ten's top 4WD adventure shows and signs up with a new one

Uniden has recently renewed and extended its partnerships with three leading 4WD adventure TV programs to further raise the profile of its UHF CB radio products throughout 2017.

The sponsorships include the ever-popular 'Pat Callinan 4x4 Adventures', the 'Offroad Adventure Show' and a new partnership with 'All 4 Adventure', with all programming featuring on the Ten Network.



The three TV programs will see Uniden's UHF CB radios being put through their paces whilst assisting the presenters on their real-life adventures and expeditions. The Uniden range includes radios from the entry level UH35 multi-colour range, to the handheld water and land use marine radios, handheld CB Radio UH850S, and the flagship UH9080 UHF CB radio with Smart Mic Technology as well as Uniden's new antenna range. Along with the extensive on-air exposure, Uniden will also feature across each show's individual print, social and online platforms.

Brad Hales, Uniden National Marketing Communications Manager, said: "These partnerships with the three major free-to-air TV shows in the 4WD adventure space demonstrate Uniden's continued commitment to this growing category, increasing product exposure to drive sales for our retailers. There's nothing better than seeing our CB radios in use by genuine 4WD experts to highlight their suitability for Australia's harsh outdoor conditions. I am a big fan of creating video content for our brand and these shows will help us achieve that."

All three shows are aired every Sunday on Channel Ten nationally, with repeat shows airing on affiliate network, Channel One.

Customer enquiries: phone Uniden 1300 366 895 or visit www.uniden.com.au

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