



Kmart Tyre & Auto Service saving money for Aussie families with revamped flybuys program

New and exclusive bonus deals for members will allow Kmart Tyre & Auto Service customers to earn points, faster

Kmart Tyre & Auto Service (KTAS), a division of Kmart Australia Ltd, proudly announces its involvement in the new and improved flybuys program. Kmart Tyre & Auto Service customers will be able to redeem their flybuys points for improved savings and special member-only rewards. Kmart Tyre & Auto Service is among a host of other outlets including Coles, Coles Express, Kmart, Target, Liquorland, and 1st Choice Liquor to join the re-invigorated flybuys program. Kmart Tyre & Auto Service is proud to be rewarding valued customers and Aussie families with added savings and value for money.

As the only automotive service and repair business taking part in the new flybuys program, KTAS is offering Australians the unique opportunity to earn flybuys points on tyres, repairs, maintenance and services, and even car insurance. In each of the 260 Kmart Tyre & Auto Service stores across Australia, customers will receive 1 flybuys point for every dollar they spend. KTAS will also be offering new and exciting bonus offers which will help customers earn more points, faster, so that you are never left waiting to accrue extra points in order to enjoy the benefits of being a flybuys member.

Involvement in the flybuys rewards program places KTAS in an exclusive group with some of Australia's largest companies, all of which are looking to reward local Australian customers. Kmart Tyre & Auto Service General Manager Marketing, Tony Skallias, said "Kmart Tyre & Auto Service is delighted to be a part of the new flybuys program. We pride ourselves on being an affordable and family friendly car servicing destination for all Australians, and the flybuys program is simply another means of providing our customers with even greater value for money."

The new flybuys card was officially launched on 23rd April with a brand new advertising campaign including a series of new TV commercials featuring award-winning comedy actress Dawn French of Vicar of Dibley fame and Coles Australian Fresh Food Ambassador Curtis Stone. Australia will be urged to stop shopping and start flybuying!

Flybuys has also undertaken one of the largest mailings in Australian history as over 8 million all-new flybuys packs containing new flybuys cards are sent to nearly every household in Australia – that's over 16 million cards. Laid out end to end, these flybuys cards would stretch from Adelaide, through Melbourne, onto Sydney and beyond.

Kmart Tyre & Auto Service is excited to see the roll-out of the reinvigorated flybuys program which will provide loyal KTAS customers with exclusive and unique deals for quality services at stores around the country.



Notes to Editors:

About Kmart Tyre & Auto Service

Kmart Tyre & Auto Service is a division of Kmart Australia Ltd and part of the Wesfarmers group of companies. Established in 1969 and restructured in 1992 as a specialist automotive division of Kmart, Kmart Tyre & Auto Service provides a full range of automotive services including, scheduled servicing, tyres, brakes, suspension, batteries and general mechanical repairs.

With the convenience of over 250 stores and a team of over 1300 people nationally, Kmart Tyre & Auto Service is one of Australia's largest and most respected automotive service, repair and tyre retailers.

About flybuys

flybuys was launched in 1994 and today has over 5 million active cardholders. Coles acquired full ownership of flybuys in February 2011 when it purchased National Australia Bank's 50 per cent share of the program.

For more information on Kmart Tyre & Auto Service, please visit www.ktas.com.au or contact:

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