



## **Car crazy in China – new radio format by RTV China**

*RTV China's new car related radio show offers advice for increasing number of new car owners in China and latest Formula 1 info.*

([PRWEB](#)) September 16, 2004 -- Everybody is talking about F1 these days. Perfect timing for Axel Klopprogge, CEO of RTV China: –This is a great chance to deliver interesting F1 topics together with useful knowledge about cars and driving. With numbers of new car owners skyrocketing in China, there is also to an increasing audience for car-related topics. Especially new drivers don't want to make mistakes and are looking for support – this is the audience we are targeting.–

The weekly show and daily –car-tip– jingles are written by RTV's chief editor, Bettina Born who summarizes: –Additionally to current F1 reports, we want to offer expert advice on listener's questions as well as driving tips and hot topics ranging from caravans to dream cars – so there is something in it for everybody.– The show is sponsored by Shell Helix motor oil and is developed and produced by RTV China. The campaign started in July 2004 and the show is being broadcasted in Shanghai, Guangzhou, Shenzhen and Chengdu.

Contact:

Bettina Born

RTV China

[b.born@rtv-china.com](mailto:b.born@rtv-china.com)

[www.rtv-china.com](http://www.rtv-china.com)

###

**Contact Information**

**Bettina Born**

RTV CHINA

<http://www.rtv-china.com>

0086 21 32220771

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).