



**IGNITION
LABS**

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ANNOUNCEMENT

IGNITION LABS IS SET TO REVOLUTIONISE THE AUTOMOTIVE MARKET

Singapore's newest media company acquires Burnpavement.com and evo Singapore

- Ignition Labs is a collaboration of Burnpavement.com and evo Singapore to provide comprehensive '360' solutions on digital and print formats.
- Ignition Labs aims to improve the car ownership experience and bring business opportunities directly to car companies through unique platform solutions
- evo Singapore returns to monthly format; 12 issues a year

SINGAPORE – For the past decade, the automotive portal, Burnpavement.com and evo Singapore car magazine have been thrilling thousands of drivers and enthusiasts with their unique brand of news and compelling content that has also enabled owners to make informed decisions on their next cars.

2020 will be start of a new era where Burnpavement.com and evo Singapore will be consolidated under a newly-formed parent company, Ignition Labs.

Jointly formed by automotive industry veterans, Joel Tam, Sheldon Trollope and Alvin Tan, Ignition Labs, built on the strengths of Burnpavement.com and evo Singapore, will be launching revolutionary products and solutions that will not only change the way automotive news is consumed, but improve the experience of car ownership altogether.

“The last few years has seen a big shake-up in the local motoring scene with disruptors such as social media, private hire vehicles and even new car technologies that have forever changed the direction of the automotive industry,” said Joel Tam, Chief Executive Officer and Creative Director of Ignition Labs. “It is only logical that this new era needs a new way of doing things. Which is why we have formed Ignition Labs.”

Under the new management, long-time readers of evo Singapore can look forward to an uninterrupted continuation of their favourite magazine, known for its world-class editorial content and photography, supported by Dennis Publishing which owns evo Magazine in the United Kingdom.



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“We are extremely pleased that evo Singapore, one of longest standing international editions of evo is going to continue to be published by Sheldon and his team and look forward to a long and successful relationship,” say Ian Bedwell, Licencing Director, Dennis Publishing.

“Bringing Burnpavement.com and evo Singapore under the same publisher is just the beginning,” explains Sheldon Trollope, Chief Communication Officer and Content Director of Ignition Labs. “Over the next few months, we will be unveiling new ways of providing access to all this amazing content to an even wider audience. As ever, evo Singapore will continue to reach its existing subscribers in the performance and luxury segment, many of whom come from multiple-car households.”

The proven media platforms such as evo Singapore’s printed magazines and online portal of Burnpavement.com will continue to be used, while new and additional mediums that invest heavily into social media and video content will form a 360-approach. This combination will prove to be more comprehensive than any other media outlet is able to provide.

“Today’s audience has access to a wide variety of channels and platforms for their news and entertainment,” said Alvin Tan, Chief Operating Officer of Ignition Labs. “Gone are the days when a single format would have a dominant reach which is why our ‘360-approach’ is the way forward.” While Joel Tam and Sheldon Trollope are well known in the automotive media industry, Alvin Tan has spent most of his professional career in the car aftersales and finance businesses.

The publication of evo Singapore and Burnpavement.com under Ignition Labs will begin with the January 2020 issue. Readers and subscribers of evo Singapore can also look forward to their favourite magazine returning to a monthly format that better supports the needs and news cycle of the automotive industry.

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