

Car and Driver and CRN Launch Car Review Podcasts

Marks Second Phase of Podcast Initiative Following Initial Raves at New York Auto Show

New York, NY ([PRWEB](#)) May 11, 2016 -- Car and Driver, the world's largest automotive enthusiast magazine brand, has entered Phase Two of its podcast launch with CRN International, introducing the first three episodes of its [Car and Driver Review series](#).

The weekly Review series follows the recent launch of [The Car and Driver Podcast](#), which made its debut with daily episodes from the New York International Auto Show. During that time, the series reached as high as Number One in the Automotive category of primary podcast distributor iTunes, Number One in the Games and Hobbies category, and as high as 44th in the overall ranking of most popular podcasts in a field of close to 300,000.

The series features editors, writers and contributors from the magazine, and content derives from the pages of the magazine and beyond, capturing the unique style and entertaining personality of the brand.

The first reviews, launching this week, include: the Ford Focus RS, by European Editor Mike Duff; the Subaru WRX STI, by Senior Editor Jared Gall; and the Volkswagen Golf R, by Technical Director Eric Tingwall.

Later this year, the series will involve into full-length weekly podcasts that include interviews with Car and Driver's award-winning writers and industry CEOs, car introductions and commentary.

The venture represents the latest addition to CRN International's fast-growing portfolio of podcasts under its [Collisions](#) brand. Other Collisions podcasts include "Distraction," hosted by New York Times best-selling author and leading psychiatrist Dr. Edward Hallowell; "The Official Sasquatch! Festival Podcast," a Live Nation music festival; and Stockton, hosted by sportscasting icon Dick Stockton. More podcast series will be announced shortly.

CRN, which for decades has produced thousands of radio campaigns on radio stations throughout the country for hundreds of leading consumer brands, and Car and Driver will work closely together to create, produce and distribute the podcast on iTunes, Stitcher, SoundCloud and other outlets.

Click [HERE](#) to download and subscribe to "The Car and Driver Podcast."

About Car and Driver

Car and Driver is known for its expert editorial team that is highly regarded by car enthusiasts and automotive manufacturers for their integrity, engineering backgrounds, and high standards. The magazine is published monthly by Hearst Magazines, boasting the largest audience of any monthly automotive magazine. The Car and Driver brand is a leading source of information for automotive enthusiasts and in-market car buyers. The brand also extends to many platforms, including websites, mobile sites, radio, iPhone/iPad apps, events, custom marketing programs, and integrated marketing databases. Follow Car and Driver on Twitter at [@CarAndDriver](#).

About CRN International

CRN International is the leading radio marketing company, pioneering strategies and producing creative



programming that gives major advertisers competitive advantages through radio and emerging audio media. The company recently launched Collisions, which produces “podcasts for curious people.” The company is headquartered in Hamden, CT, with offices in New York, Minneapolis, Detroit, and Hershey, PA.

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