

Car and Driver and CRN International Launch ‘The Car and Driver Podcast’

Debut Coincides with the New York International Auto Show

New York, NY ([PRWEB](#)) March 25, 2016 -- Car and Driver, the world’s largest automotive enthusiast magazine brand, today announced a partnership with CRN International to launch [“The Car and Driver Podcast.”](#) The series debuts on March 25 during the New York International Auto Show, with daily episodes that include interviews with Car and Driver’s award-winning writers and industry CEOs, car introductions and commentary direct from the floor of the Auto Show.

After the Auto Show, the series will move into weekly podcasts featuring short-segment reviews and conversations with Car and Driver editors, writers and contributors based both on content from the pages of the magazine and beyond them, capturing the unique style and entertaining personality of the brand.

“This is exciting because we will provide our avid fan base a new and exciting way to engage with us,” said Eddie Alterman, editor-in-chief of Car and Driver. “We’ll provide information and insights they can’t get elsewhere, and use this medium as a chance to get closer to the people who have supported Car and Driver for so many years.”

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, [which went live earlier this week](#); “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.

“We are very honored to bring Car and Driver to podcasting. I have admired its cherished history and reputation for great writing, honest journalism, sophisticated wit, and its importance to the automotive public, which is just about everybody,” said CRN President and Founder Barry Berman. “I feel a huge responsibility to its passionate following and dedicated editorial team to extend the Car and Driver voice to this exciting new platform -- a platform, incidentally, which should be a natural for the wonderful personality of the magazine.”

In addition to the podcasts, CRN will produce Car and Driver daily radio programs during the Auto Show, which will air on New York and Connecticut radio stations. While 20 area radio stations will promote the new podcast series, several will run 60-second daily news updates from the Show, including WOR-AM and WAQX-FM in New York, and WWYZ-FM, WHCN-FM, WKSS-FM, WUCS-FM, WPOP-AM, WKCI-FM and WAVZ-AM in Connecticut.

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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