

PRESS RELEASE

Autonomy

18 August 2022

Official Launch - Autonomy

MOTOR INDUSTRY INSIDER LAUNCHES EXCLUSIVE RANGE OF PRODUCTS FOR DRIVERS

With miles of car and dealership heritage under her belt, Sydney based Amanda Lintott has channelled her automotive know-how, appreciation of design and love of driving into the development of a range of luxury products for drivers.

Launching in 2022, the range named Autonomy, represents a modern and bespoke take on car products and accessories. It has been developed and curated by Amanda, the daughter of highly respected car dealer and race driver Ray Lintott (who sadly passed away in 2010).

The range celebrates the universal pleasure of driving and includes must haves like leather covered phone charge cables, quality microfibre cloths, interior care kits, signature scent products, supremely comfortable blankets and luxury lumbar cushions. Not only are the products sleek and beautiful, they each are designed to fit perfectly within your car's interior.

"I was born into the motor industry," says Amanda. "My father was a car dealer – with sites all across Sydney – but he also collected and raced cars all over the world.

"Of course, I understand cars, but what I really love is to drive. The freedom of a road trip, the quiet and comfort of my own space or the joy and togetherness when my car is full of kids, family and dogs. I love it all but I knew something was missing.

"I set about curating a tailored and very specific range of quality, well-designed products to complement cars of all brands, ages and stages. They are beautiful, sustainable products that don't make cars faster or shinier but they add sophistication to the driving experience."

Autonomy products are available online at www.autonomyco.com.au and at the brand's very first retail installation at Sydney City Jaguar Land Rover at 75/85 O'Riordan Street, Alexandria, Sydney NSW. A second installation is due to open in Melbourne in September.

For enquiries

Website - www.autonomyco.com.au

Instagram - <https://www.instagram.com/autonomyaccessories/>

Email - alintott@autonomyco.com.au

For images - <https://www.dropbox.com/scl/fo/gl6inb065q32eol0i32ti/h?dl=0&rkey=ng2laeqogsbfl1a5qoo6u8t8>

Mobile – Amanda Lintott - 0418 802 777

FEATURED PRODUCTS

Leather iPhone charge cables - Leather-wrapped iPhone charge cables with matching stitching designed to complement the interior of your car. Apple certified and made from vegan leather. Length: 1.0 metre (not too long and not too short) and packaged in a re-usable cotton, drawstring gift bag. Choose from ink black or chocolate brown. Currently only available as USBA to iPhone lightning. \$29.00 including gift bag.



Car Scent Cards - Autonomy has reimagined the old-school car deodoriser with a gift box that includes 30ml of blended pure essential oil, textured cards and a re-usable kangaroo leather strap. Spray a card with the oil and hang it from your car's headrest stem. Top up as required to keep your car smelling incredible for more than 12 months. \$85.00



Car Blanket - A multi-purpose cotton blanket to keep in the car. For sleepy kids, wet dogs or spontaneous picnics, this one will tuck away nicely in its cover bag when not being used and can be tossed into the wash when necessary. \$55.00.



AMANDA LINTOTT - BIOGRAPHY

Amanda Lintott is the 50-year-old Founder and CEO of Autonomy Co.

She was born into the motor trade as the daughter of legendary car dealer and car racer, Ray Lintott but has well and truly forged her own path and reputation in the Australian car industry as a lawyer, senior executive and entrepreneur.

Amanda was Dealer Principal of Porsche Centre Sydney South, Alexandria from 2002 – 2007 before negotiating the landmark sale of both the business and property to Porsche Cars Australia.

She then set up her own recruitment agency (Career Driven) specifically for the automotive industry. Career Driven serviced almost all major distributors and several factory-owned retailers in Australia including Volkswagen Group Australia, Audi Australia, BMW Sydney and Toyota Motor Company.

In 2015, Amanda sold Career Driven to Bayside Group Recruitment. After a short break, she was invited to take up a position as the first General Manager – People, Culture & Strategy of Autosports Group Limited.

At Autosports, Amanda was responsible for centralising and standardising all HR functions across Australia's fastest growing group of prestige and luxury retail car dealerships overseeing the integration of several new businesses and putting into place programs to improve culture, training, diversity, professional development and more.

Amanda left Autosports in July 2021 to start Autonomy Co which she launched in 2022.

Q & A WITH AMANDA LINTOTT

What do you love about the car industry?

As a kid, I never thought I would join the industry or the family business. I studied law and was determined to do my own thing. The problem was my father was very persuasive and the family business was growing fast. So, I left a graduate legal role and quickly fell in love with the pace and personality of the motor trade. To me, it is an industry that is complex enough to be intellectually stimulating but also simple enough to be fun. It's also the kind of business where you can make a big difference very quickly and there is boundless opportunity for those prepared to put in the work. As everyone within it will attest, the car industry is also a wonderful family to be a part of.

Why did you start Autonomy Co?

I started Autonomy because I was frustrated by the limited options available for well designed car products. Despite all my experience and connections, I couldn't think of a single brand of trusted products to care for or customise my car.

Would you describe yourself as a rev head?

I describe myself as someone who loves the freedom of a car and the quiet of my own space. Yes, I love the design and performance of beautiful cars (old and new) but I don't think that makes me a rev head. I think the term needs a bit of an update to be honest.

What kind of support have you received early on?

When I first told people I was going to launch a range of car products and accessories, I was met with some very concerned faces. They saw the market as saturated but also so niche. But to me that was exactly the problem – yes it was saturated but with a sea of barely distinguishable products largely targeted at enthusiasts. There was nothing for just normal people who want sustainable products to keep their cars organised and clean. Now that the range is coming together, I think people have started to see what I've been thinking and the support has been amazing. I have several car dealers wanting to stock Autonomy products in their showrooms and I think there is a lot of opportunity from here.

What is your favourite car to drive?

A clean one.

What are your plans for Autonomy?

It is all about the product from here. I need to continue to improve both the design and sustainability of the existing range but also listen closely to customers to develop product solutions for every day drivers of all ages and stages. Whether they are first time car owners, parents, dog owners, business operators or surfers...everyone needs something to help them get the most from their car. Cars and car ownership is changing and it's so exciting to be a part of that change.