

MEDIA RELEASE **Warning – Spider content to follow**

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Official Launch

RoadBlock - Spider and Ant Automotive Treatment

A Milestone Innovation for Drivers

If you've ever had a spider run across the inside of your windscreen when you're driving, Australian car product brand Autonomy Co, has heard you scream. Its new product, RoadBlock – Spider and Ant Automotive Treatment, is designed to keep unwanted insect passengers at bay – and reduce the risk of accident or injury for motorists.

A recent online poll conducted by Autonomy found 78% of drivers have experienced a spider in their car, 79% have had problems with cobwebs, and a scary 23% have come close to having an accident after discovering a spider in their car.

Made in Australia, RoadBlock is a barrier treatment designed to keep spiders, ants and cobwebs out of vehicles, minimising potentially dangerous distractions for drivers.

Autonomy Director Amanda Lintott says "Australia is home to over 10,000 species of spiders and many of them make their way into vehicles. The most common stowaways are huntsman spiders, which can grow up to 15cm wide but others include venomous redbacks and famously hairy, wolf spiders."

"Spiders are attracted to the warmth of engines and can often be found in the engine bay, door frames or on the underside of the car," says Ms Lintott. "They get startled by vibrations when the car gets moving. If this happens at high speed, it can be a dangerous distraction but even at low speed, it's a lot of people's worst nightmare."

As if a single arachnid isn't enough, spiders also have a habit of nesting in cars and leaving cobwebs around side windows, windshield wiper arms and door handles which can obstruct vision and be tricky to shift.

Meanwhile, anywhere there's food, there's ants - as parents of toddlers, and campervan and truck owners know only too well. "Our research shows 11% of drivers have experienced ant infestations in their car," says Ms Lintott. "Ants are hard to get rid of and can lead to costly repairs if they manage to infest electrical systems."

The innovative RoadBlock is the first product designed specifically to keep spiders, ants and cobwebs from taking hold in vehicles. It's an essential product for any individual or business owner whose vehicle (car, van, truck, trailer, scooter or bike) is generally parked outside - particularly in leafy areas - and will bring a sigh of relief to many Australian drivers. A potential stockist said "This kind of innovation is rare. There are so many products for homes and gardens, but until now, there has been nothing out there for vehicles."

RoadBlock has been tested and is safe to use on all automotive surfaces. Its 360-degree trigger nozzle with flip-up, straw applicator is designed to get into difficult to reach places on all types of vehicles including side mirrors, plate frames, wheel arches and door frames. The commercial grade formulation will prevent ants and spiders entering a car for up to three months so that a single can will treat a small car for a year or more. The product is also APVMA approved.

RoadBlock is the brainchild of Amanda Lintott – founder and CEO of Autonomy Co – a specialist brand and retailer of products and accessories for cars. It is available for sale online and at growing list of stockists nationally.

For more information contact,

Amanda Lintott
Autonomy Co
Email - alintott@autonomyco.com.au
Phone - +61 418 802 777

www.autonomyco.com.au