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## ASX / MEDIA RELEASE

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Supercheap Auto Group announces 17% increase in first quarter sales

***Supercheap Auto Group Limited (ASX: SUL) today announced first quarter sales for the 13 weeks to 29 September 2007 were 16.8% higher than the same period last year, reflecting positive customer response to new products and stores.***

Sales performance across the Group was as follows:

	13 weeks to 29 Sep 07 \$m	13 weeks to 30 Sep 06 \$m	Total growth %	Like for like growth %
<b>Supercheap Auto</b>	135.8	126.3	7.5%	3.9%
<b>BCF (Boating Camping Fishing)</b>	29.0	14.8	95.9%	9.6%
<b>Group</b>	164.8	141.1	16.8%	na

Supercheap Auto Group Managing Director, Mr Peter Birtles, credited the sales increase to positive customer response to new product ranges, refurbished stores and improvements to the Group's own brand offer.

"We are particularly pleased that we have been able to maintain the momentum established in Supercheap Auto's like for like sales given that we are now cycling stronger comparative periods," he said.

“BCF’s new store program is ahead of schedule and like for like sales growth remains very strong. The business is continuing to benefit from working closely with its suppliers to extend the range with exclusive products and new product opportunities,” said Mr Birtles.

During the quarter, Supercheap Auto opened two new stores and closed one store to bring total stores trading to 247. Thirteen existing stores were also refurbished.

In September, the Caboolture store was reformatted to trial the new 1,100m<sup>2</sup> ‘Super Store’ format which features an extended product range.

Supercheap Auto plans to open eight new stores and refurbish a further 17 existing stores throughout the remainder of the financial year.

BCF has opened seven new stores and now has 38 stores trading. The business expects to open eight more stores by June 2008.

***ENDS***

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