

**PEPSI MAX TAKES SUMMER TO NEW LEVEL THANKS TO SERIES OF INGENIOUS HACKS** Ash Williams, Carissa Walford and Chaz Mostert launch summer of fun Sydney, Australia. 9 December 2016 – Comedian and actor Ash Williams, summer loving TV presenter Carissa Walford and Aussie Supercars driver Chaz Mostert have joined forces to create the ultimate guide on how to #MaxYourSummer. The video, released today, shows how Williams, Walford and Mostert deal with bad traffic and hold ups on the way to the beach by building an ingenious DIY carpool. Throughout summer, Williams and Walford will be posting more ingenious summer hacks on their social channels. Walford said, “Summer is the best time of the year in Australia, and yet too often we Aussies miss out on all the fun due to things like work and traffic getting in the way. Teaming up with Pepsi Max this summer means I can show Aussies all my tips and tricks to ensure they’re making the most of this time of year.” Williams added, “We want to inspire Aussies not to let little things get in the way of a good time this summer. Our summer hacks are bold. They’re ingenious. And they’ll show you how to #MaxYourSummer in every way possible.” Supercar driver Chaz Mostert, who steered the Pepsi Max Van on its maiden beachside voyage, is all too familiar with dodging traffic, and said, “I won’t stand for anything getting in the way of my final destination. If I can’t get to the beach, I’m going to ensure the beach comes to me. Pepsi Max is the perfect partner to ensure everyone reaches their dream destinations this summer.” The trio’s video comes as the latest in Pepsi Max’s #MaxYourSummer campaign, which is taking its bold brand ingenuity to a new level and turning common barriers to summer on their heads with a series of problem-solving hacks. Throughout December, the Pepsi Max Van will be on the streets of Sydney suburbs picking up passengers caught in busy public transport pain points on the way to the beach and other summer destinations. ## To view the #MaxYourSummer video hack and access images, click here. For further details contact: Thomas Hann, Porter Novelli, THann@porternovelli.com.au 0408 880 536 About PepsiCo PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. In ANZ, our portfolio includes much loved brands like Smith’s, Pepsi Max, Red Rock Deli, Twisties, Mountain Dew and Sunbites. At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit [www.pepsico.com](http://www.pepsico.com).

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