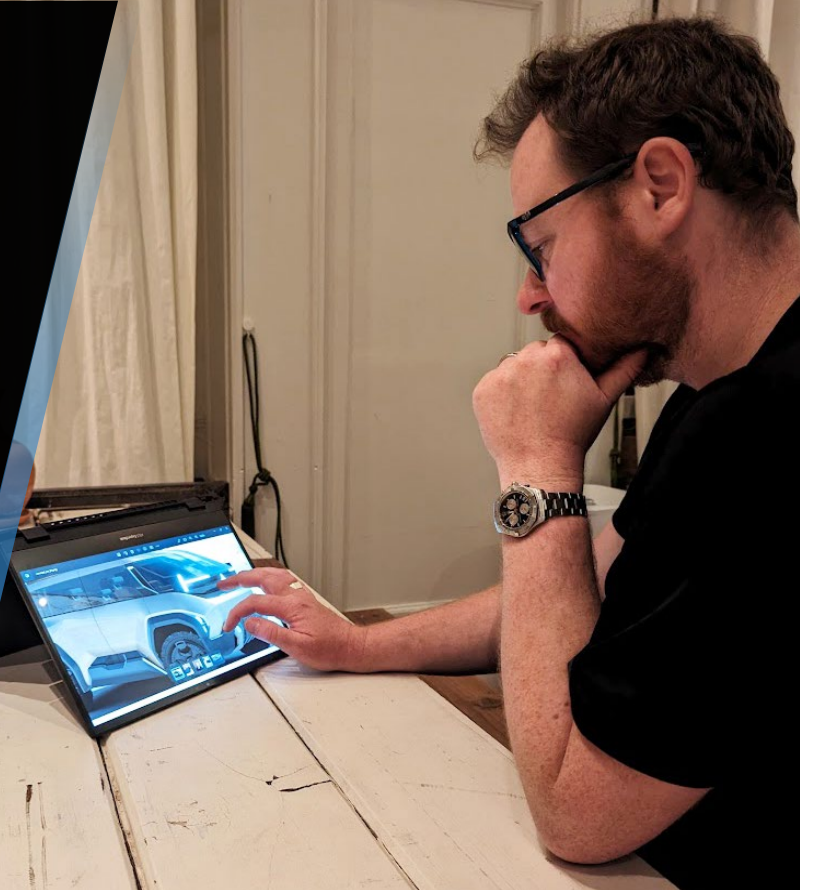


MIKE COSTELLO

Assisted by his ASUS ExpertBook B5 Flip, Mike Costello is on a mission to help people understand in greater depth, how and why the automotive industry affects them, and why it's undergoing a once-in-a-century revolution.



Mike Costello is a self-employed automotive industry journalist and market analyst, working on a freelance basis with a multitude of clients including CarExpert, ABC radio, as well as Wheels Media, who oversee titles such as Wheels and WhichCar. His overarching goal is to be one nexus between the auto industry, politics and the technology sector. As well as creating published research and stories for written and broadcast media, Mike heavily uses social media to simplify his own messaging, particularly via LinkedIn.

Much of Mike's work is for a US-based global data and remarketing organisation called Cox Automotive, where he creates and publishes data-led insights into auto retail, the second-hand retail and wholesale markets, the electric vehicle boom and more. He's also an active motoring journalist who writes reviews of the latest models and stories on topics such as sales trends, road safety, and the integration of AI and automation into car design and engineering. He also does broadcast work for ABC radio and Ticker News, extending his reach to a broader audience.

"I try to work at an office as much as possible, but I also work remote from home with domestic and international clients. I travel quite a bit, albeit less so than when I was a full-time journalist. For instance, right now I'm sitting in an apartment in Brooklyn, New York City, having just landed from Seoul, Korea."

When considering the type of laptop best suited to his needs, Mike cites toughness, lightness and battery life as key factors, since he regularly writes from places such as cafes, airplanes, in cars and at events. He also needs fast and dependable online access to his cloud drives, Google G Suite, email and collaboration applications. With its military-grade design, up to 11 hours of battery life, and AI-noise cancelling technology, the ASUS ExpertBook B5 Flip has enabled Mike to enjoy go-anywhere flexibility for his writing, research, content creation, video calls, streaming, as well as light duty graphic design with Canva and Lightroom for still image editing. Encompassing such breadth of capability, the ASUS ExpertBook B5 Flip has easily and quickly become for Mike, a familiar and reliable tool of trade.

"I do enjoy the fact I can flip the screen and use it like a tablet with a touchscreen, and I like its programmable hotkeys for shortcuts."

Mike also notes the MyASUS utility, providing one-stop access to device diagnostics, contacting support, checking software updates and machine health status.

"I've been able to juggle several briefs, in several locations, seamlessly, because the ASUS ExpertBook B5 Flip so far has proven to be reliable, stable, and happy running sans charge for hours on end. Plus you can add a good amount of charge percentage with just a quick plug-in here and there."

Compared to his previous devices, Mike rates the ASUS ExpertBook B5 Flip as superior, thanks its anti-glare touch display which folds backwards - making it a large tablet, and better native voice recording.

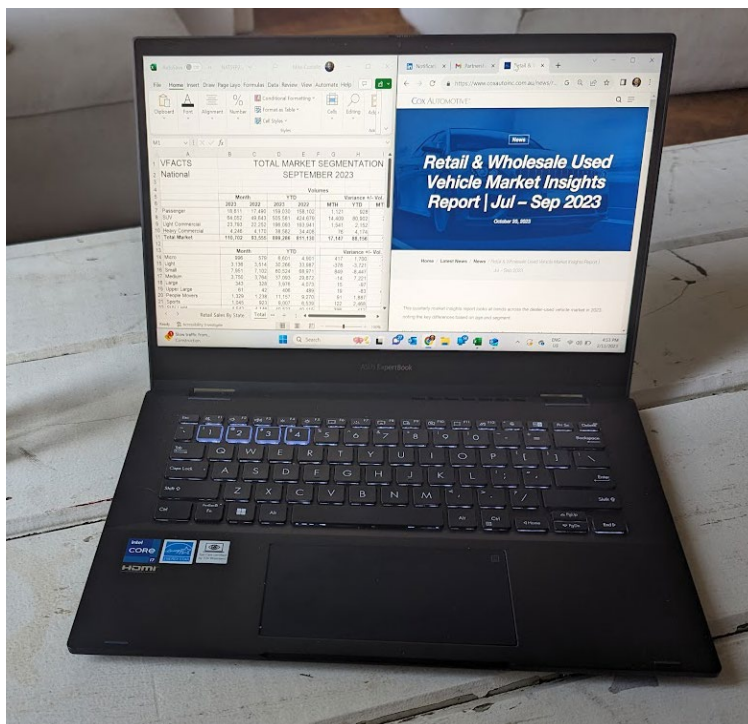
"It also has better speakers, its keys are very satisfying for rapid typing, and the trackpad's number display function is clever. Plus, it has a nice array of integrated connectivity, including HDMI, USB, SD, Ethernet and AUX inputs – something often missing in thinner laptops. I can also say it's nicer to use than a similar-aged laptop from another brand, as well being lighter, with more intuitive menus and less evidence of software instability."



Final thoughts from Mike:

"The ASUS ExpertBook B5 Flip is a seemingly high quality, light and versatile laptop ideal for someone who travels frequently and wants a portable and sturdy machine that doubles as a large tablet."

For about Mike Costello, please visit:
<https://www.linkedin.com/in/mike-costello-b5699731/>
<https://www.carexpert.com.au/author/mike-costello>



Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook series.

"Users require durability, portability and versatility in their technology devices as these features are key to helping them confidently face challenges and efficiently go about their businesses. We believe the ASUS ExpertBook range is essential in supporting users across our region and we look forward to seeing Mike continue making positive contributions to the automotive industry narrative during this period of rapid change."

For more information about ASUS in BUSINESS, reach out to us:

Leon Brumen
 Head of Commercial
 National
 0414 909 608
 Leon1_Brumen@asus.com

Chris Succar
 Commercial Channel Account Manager
 National
 0416 922 500
 Chris_Succar@asus.com

Jim Lee
 Commercial Business Manager
 WA/SA
 0418 261 175
 Jim_Lee@asus.com

Tony Hospes
 Commercial Business Manager
 Government & Enterprise
 National
 0417 655 544
 Tony_Hospes@asus.com

George Walton
 Education Account Manager
 QLD/NT
 0406 319 998
 George_Walton@asus.com

Mervin Uy
 Field Application Engineer Lead
 National
 0427 719 884
 Mervin_Uy@asus.com

Peter Kao
 Field Application Engineer
 National
 0404 527 316
 Peter1_Kao@asus.com