

SUBWAY® LAUNCHES BIGGEST FOOTLONG YET

30 MARCH 2023: One of the world's largest quick service restaurant brands, Subway® Australia has today launched their BIGGEST Footlong yet, the Footlong Sub Bus.

At 13.44m, three meters longer than Subway's iconic Sub Boat, this will be Australia's very first Footlong on wheels, set to hit the east coast in an epic 26-day tour.

The Footlong Sub Bus will debut in Brisbane CBD at King George Square today, Thursday March 30 before sunning itself on the Sunshine Coast. From there, it will be taking the coastal roads south, en route to reach Geelong on April 24, the end of the road.

Over the 26-day tour, the Footlong Sub Bus will travel to 12 cities and towns and make 18-key stops along the way to hand out more than 8,000 free subs.

At each activation, Aussies will be able to get their hands on free merch and Subway subs and enjoy music, games and plenty of comfy seating to sit back, photograph and bask in the glory of the largest Subway Footlong.

The Footlong Sub Bus is an extension of Subway's 'BIGGER-ER' campaign that launched earlier this month where cheeky billboards and TVCs had people questioning why they've ever been buying burgers.

Taking this size comparison to the streets, the Footlong Sub Bus will also have a little burger in tow showcasing the undeniable size of the famous Footlong.

Subway ANZ Head of Marketing, Rodica Titeica shared that while Aussies are facing a grim economic climate of inflation, rising interest rates and smaller disposable incomes, Subway's new campaign shows there is some respite for consumers where not everything costs more, for less (especially not Subway Footlongs).

“With cost-of-living pressures increasing, we know just how important “value for money” is for Aussies. That’s why the iconic Subway Footlong continues to represent indisputable value that is not only convenient but also a guilt-free, better-for-you food option,” Titeica said.

Earlier this week, Subway Australia teased the news of the activation by asking consumers “What’s sub spelt backwards?”.

To ensure consumers don’t miss out, Subway Australia will be sharing the Footlong Sub Bus activation locations and timings via the Subway Australia social media pages.

Instagram: @subway_australia | TikTok: @subwayaustralia | Facebook: @SubwayAustralia

Aussies are encouraged to capture and share the Subway Footlong Sub Bus on tour by using the hashtag #FootlongOnTour.

For further information on Subway Australia, visit: www.subway.com/en-AU/

FOOTLONG SUB BUS SCHEDULE:

LOCATION DATE & TIME

King George Square, Brisbane Thursday 30th March @ 10 am – 2 pm

Kings Beach, Sunshine Coast Saturday 1st April @ 9 am – 12.30 pm

Caxton Street, Brisbane Saturday 1st April @ 3.30 pm – 7 pm

Shaw Park, Brisbane Sunday 2nd April @ 11 am – 3 pm

Tallebudgera Creek Holiday Park, Gold Coast Monday 3rd April @ 11 am – 3 pm

Harbour Town Shopping Centre Tuesday 4th April @ 11 am – 3 pm

Tweed Heads Holiday Park, Tweed Heads Thursday April 6th @ 3 pm – 7 pm

Jordon Esplanade – Jetty Foreshore, Coffs Harbour Wednesday 12th April @ 11 am – 3 pm

Westport Park Carpark, Port Macquarie Thursday 13th April @ 11 am – 3 pm

Camp Shortland, Newcastle Saturday April 15th @ 11 am – 3 pm

Bar Beach Skate Park (Empire Park), Newcastle Sunday April 16th @ 11 am – 3 pm

Tumbalong Boulevard, Sydney Tuesday April 18th @ 11 am – 3 pm

Convention Centre Forecourt, Sydney Wednesday April 19th @ 11 am – 3 pm

Wollongong – location to be revealed Thursday April 20th @ 9 am – 1 pm

Maude St, Shepparton Friday April 21st @ 11 am – 3 pm

Elwood Beach – South of Bathers Pavilion, Melbourne Saturday April 22nd @ 11 am – 3 pm

Catini Gardens (KISS EYE), St Kilda Sunday April 23rd @ 11 am – 3 pm

Geelong – location to be revealed Monday April 24th @ 11 am – 3 pm

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

Subway® is a Registered Trademark of Subway IP LLC. © 2023 Subway IP LLC

Additional assets available online: [Photos](#)
(3)

<https://regional.newsroom.subway.com/2023-03-30-SUBWAY-R-LAUNCHES-BIGGEST-FOOTLONG-YET>