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BEAT THE SIREN AND WIN A TRIP TO THE RUGBY WORLD CUP 2023 FINAL IN FRANCE

Three Aussie sports fans with nerves of steel and the fastest fingers will win a trip to France for the Rugby World Cup 2023 final.

This Wednesday marks 100 days to go until the worldwide event, and Asahi Super Dry, the Official Beer of Rugby World Cup 2023, will test fans' reaction time across the country to win the ultimate once-in-a-lifetime rugby lovers' prize.

Aussie fans will visit a specially-designed website, where a countdown timer will start at 7pm AEST on Wednesday night and stop after 80 minutes – the full length of play in a rugby game.

The challenge is simple: pick the exact moment the countdown clock stops ticking. The three people who beat the siren by the slimmest margin win a trip to the Rugby World Cup France 2023 final.

Asahi Super Dry spokesperson Nicole McMillan said the Final Siren reaction test will challenge fans' patience, agility and nerves of steel – all skills possessed by a world class rugby player.

"Asahi Super Dry is proud to be a Worldwide Partner of rugby's most prestigious tournament. With just over 100 days to go to the kick-off we can feel the excitement building," Nicole said.

"We share rugby's passion and core values and are looking forward to activating and creating truly lifelong memories for not only those that attend the tournament in person, but who follow it with friends and family at bars, pubs and at home here in Australia."

Rugby World Cup 2023 will be held between 8 September and 28 October in France with an expected viewing audience of nearly 860 million people.

The 2023 partnership follows a record-breaking Rugby World Cup 2019 in Japan and reflects Asahi's ambition to introduce more consumers to Asahi Super Dry, which was launched the same year as the first Rugby World Cup tournament in 1987.

The Final Siren countdown clock starts on Wednesday, but if you miss the chance to sign-up, the next opportunity to win a trip to the Rugby World Cup 2023 final isn't far, with a national on-pack promotion hitting bottle shops from the 12th of June.

For more information to join the Final Siren competition go to <https://asahisuperdry.com.au/final-siren>.

Open only to AU res. 18+ who can take prize 26/10/23 – 2/11/23. Must have passport with 6+ mths validity when travelling. Register between 12.01am AEST 15/5/23 & 11.59pm AEST 29/5/23. Max 1 entry p/person. See cubpromos.com.au/conditions for full T&Cs. Promoter: CUB Pty Ltd ACN 004 056 106. ACT Permit TP23/00876, SA Permit T23/680, NSW TP/00044.