



## MEDIA RELEASE

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### MTA Queensland's CARMAGEDDON: An innovation revolution is coming our way!

Carmageddon is coming and the Motor Trades Association of Queensland (MTA Queensland) believes it is imperative that the automotive industry is aware that the greatest level of disruptive technology, since the inception of cars, is fast approaching.

On March 7th 2017, MTA Queensland, the peak body representing the interests of employers in the retail, service and repair sectors of Queensland's automotive industry will host Carmageddon, a one-day automotive innovation symposium. The theme is 'Innovate or Detonate' symbolising the concept that we need to consider the technological advances and the opportunities they present, as either start-ups or existing Queensland automotive businesses.

The event is being opened by the Minister for Innovation, Science and the Digital Economy & Minister for Small Business, the Honourable Leeanne Enoch, and guests will collaborate at the highest level around the implications and opportunities these technological advancements will bring.

Held at MTA Queensland's Sir Jack Brabham Automotive Centre of Excellence at Eight Mile Plains, MTA Queensland anticipate representatives from the highest levels of Industry, Government and Academia will attend the symposium to contemplate this revolution.

Dr Brett Dale, Group CEO for MTA Queensland has stressed the importance of automotive businesses being aware of rapidly evolving technology that is fast making its way into the lives of motoring consumers.

"Carmageddon will highlight the technical phenomena that is inbound to help prepare Queensland's automotive industry for the next decade of change. Some of these changes include driverless technology; vehicle automation; artificial intelligence; vehicle to vehicle communication; vehicle to infrastructure communication; zero emissions through fuel cell technology; pre-collision technology, car and component 3D printing and contact lens technology designed to recharge electric cars, to name a few.

"The age of electric vehicles is well on its way globally and with autonomous vehicles looking to take prominence over the next decade the impact that this will have on the way we commute and in turn the way businesses will operate within the industry will be substantial," said Dr Dale.





MTA Queensland intends to follow the Carmageddon symposium with an event that informs and supports businesses so that they can successfully transition to a new business model that is conducive to this innovation revolution.

\*\*\*\*ENDS\*\*\*\*\*

**For more information:**

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**Background:**

**MTA Queensland** is the peak organisation in the State representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry located in the State. There are some 13,000 automotive value chain businesses employing in excess of 90,000 persons generating in excess of \$14.5 billion annually. The Association represents and promotes issues of relevance to the automotive industries to all levels of Government and within Queensland's economic structure.

The Association is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry through the **MTA Institute** - a registered training organisation. It is the largest private automotive apprentice trainer in Queensland employing many trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba and Emerald. The MTA Institute last financial year accredited courses to in excess of 2 000 apprentices and trainees.