



The benchmark of industry standards.



The benchmark of training standards.

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Automotive Innovation Hub an Australian first

The Motor Trades Association of Queensland (MTA Queensland), the automotive industry's peak body for Queensland, has launched the MTAiQ innovation hub.

The MTAiQ is the first such facility in Australia to be focused on the automotive industry exclusively and was established in response to the enormous technological change sweeping through the industry. The iQ hub will bring together mentors, investors, coaches, commercial partners and industry experts to collaborate with both start-up businesses and entrepreneurs as well as established businesses looking to capitalise on the changing landscape of industry.

The iQ hub, located at MTA Queensland's head office in Brisbane, offers a hi-tech home for fledgling businesses. High-speed internet access, first-class presentation and hot desk office facilities, as well as state-of-the-art audio visual equipment is all available to hub clients. Additionally, clients will have access to experts in the fields of ICT, business innovation, finance management, marketing and communications, and Australian law.

Several businesses have already been welcomed as clients of the MTAiQ, and these include start-ups that are developing concepts in tyre sales and distribution, new vehicle sales, lead management, and digital technology for use in the mechanical repair trade.

According to Dr Brett Dale, the Group Chief Executive, the MTAiQ innovation hub will help establish Queensland as a centre of automotive innovation and create opportunities and growth that will have a positive effect on the industry and the wider community.

"The technology coming to our industry - such as driverless vehicles, new electric vehicles and the way those vehicles are charged and the application of virtual and augmented reality in business processes means that in a few years' time, not too many businesses will look as they do today," he said during the MTAiQ launch presentation last week.

"By 2020 we will see significant changes to our industry and by 2022 the major impact to business will be here. And that is no time at all. More than ever, we need to collaborate to innovate and I believe this facility is totally relevant to where we need to be in the 21st century.

Motor Trades Association of Queensland

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“As a Group, MTA Queensland is committed to leading in the innovation space. We are committed to driving opportunities for industry, supporting existing business to transform their business model to ensure they are postured for maximum opportunity, and to bringing in new start-ups that are relevant to our industry and that will service and add value not only to that industry but to our community in general.”

To make an enquiry about the MTaiQ Hub please email info@mtaiq.com.au

ENDS

Weblink: www.mtaiq.com.au

Download the [Electronic Brochure Here](#)

For more information:

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Attached images:

MTAiQ innovation hub launch Thursday 9th November 2017

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. 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 more than 2 000 apprentices and trainees.

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