



The benchmark of industry standards.



The benchmark of training standards.

MEDIA RELEASE

Thursday, 20 April, 2017

MTA Queensland supports the next step in car buying using Virtual Reality!

On Friday 21st April, MTA Queensland's member Llewellyn Hyundai, in partnership with Fire Station 101, are revealing another level of innovation for Ipswich.

Consistent with MTA Queensland's Carmageddon theme to 'innovate or detonate', Llewellyn Hyundai are leading innovation that is sure to secure their future in a rapidly changing industry. They are releasing the next generation Hyundai i30 using Virtual Reality (VR) technology which is likely to play a huge part in future automotive business models.

The launch will demonstrate that by wearing the VR goggles. The customer will have an authentic 'try before you buy' experience - driving and utilising all the functions of the vehicle from the showroom floor. The VR experience is so realistic that users will find this test drive experience like no other.

Dr Brett Dale, Group CEO of MTA Queensland said, "the experience that Llewellyn Hyundai in collaboration with Fire Station 101 are offering is a huge leap forward for the automotive industry and an incredibly valuable example of how automotive businesses can evolve with technology to seize new opportunities in a digital economy."

"As Queensland's peak industry body for the automotive, MTA Queensland commends Llewellyn Hyundai for their exceptional role in leading innovation and setting the benchmark for many great businesses. MTA Queensland will continue to encourage and support members with innovative solutions to prepare for the technological revolution that will disrupt much of the automotive industry as we know it today. Indeed, the time to embrace new technology shaping the future of business is now."

Ipswich Mayor, Paul Pisasale, has referred to Fire Station 101 as an example of the region's leadership in government-led digital technology innovation, developing digital ideas and skills into new businesses and jobs.

*****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.

