



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Automotive Businesses – Are You Ready for Electric Vehicles?

When Ford introduced the first Model T automobile to market in 1908, it transformed the way we moved and lived. It not only put the “world on wheels”, but it revolutionised mass production, forever changing the automotive industry and society at large. Fast forward to today, we are now in the midst of the largest transition of mass transportation since the industrial revolution – the transition to electric.

Things are changing fast in the electric vehicle (EV) space, with major manufacturers publicly announcing their ambitions to transition to all-electric model line-ups. Global brands including Ford, Nissan, and Renault are aiming for a large percentage of their sales to be battery electric by the end of this decade, while luxury car makers such as Jaguar, Volvo, and Mercedes-Benz are aiming to go electric-only by the same deadline.

Support from environmentally conscious consumers is driving this shift, as is global government mandates aimed at reducing greenhouse gas emissions through EV adoption. Consumers can now buy the latest EV for under \$40,000, and as more models follow, there will be some real competition over the most competitively priced. With the range of EVs improving every day, it is no surprise that the number registered in Queensland has increased by 466 per cent over the last 3 years, and we now have just under 25,000 registered EVs on our roads.

Regardless of whether you believe the future is electric or not... it is already here.

The transition from internal combustion engines to electric changes everything, including the role of automotive service and repair businesses. International case examples suggest that revenue from servicing an EV is 42 per cent lower than the internal combustion engine equivalent. Businesses will need to think carefully about their next move in this fast-changing environment.

Motor Trades Association of Queensland

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Being ahead of the game and working out a strategy for your business's future is critical. Now is the time to start planning.

The Motor Trades Association of Queensland (MTA Queensland), under the Queensland Government's VET Emerging Industries program, will be hosting FREE workshops across the state to help automotive businesses prepare for the emergence of EVs. Taking them through everything they need to be aware of in order to thrive in an electric world. Business owners will leave the workshop better informed and with a tailored business plan to help them map out their future.

This workshop will help those who choose to expand their business to accommodate EVs, continue to specialise only in internal combustion engines, or adapt to be a mix of the two.

"With so much happening across the industry, it is often difficult for small business owners to keep up and stay ahead of the game while tending to day-to-day business operations," said Rod Camm, MTA Group CEO. "The transition to EVs is very different to previous technology changes. Put simply, if the industry does not plan and prepare, we can expect to lose a considerable percentage of businesses. This is why MTA Queensland, as the peak industry body representing businesses in the automotive industry, is doing what we can to deliver valuable information and resources to keep business owners informed and ensure they can continue to thrive in the future.

"We want to see automotive businesses across the state take advantage of this great opportunity and welcome all industry stakeholders, whether they are members or not, to come along and learn how they can prepare their business to seamlessly accept EVs for maintenance and repairs in their workshop."

There will be multiple sessions held across the state, including:

Location	Date	Time	Venue
Brisbane	Wed, 30 August	7:30am – 9:30am	Brisbane SunPac
Gold Coast	Tue, 5 September	7:00am – 9:00am	Sofitel Gold Coast
Sunshine Coast	Wed, 6 September	7:00am – 9:00am	Maroochydore Surf Club
Townsville	Mon, 11 September	7:00am – 9:00am	Townsville Hotel Grand Chancellor
Cairns	Tue, 12 September	7:00am – 9:00am	Pullman International
Mackay	Wed, 13 September	7:00am – 9:00am	Rydges Mackay
Toowoomba	Wed, 20 September	7:00am – 9:00am	Oaks Toowoomba

[RSVP HERE](#)

ENDS

For more information:

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Background:

The Motor Trades Association of Queensland (**MTA Queensland**) is the peak body representing the interests of employers in the retail, repair, and service sectors of Queensland's automotive industry. MTA Queensland has been performing its vital representative role for the automotive industry since

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1929. In Queensland there are some 16,000 automotive businesses employing more than 90,000 people, that generate more than \$7.24 billion to the state economy annually. The automotive industry is estimated to contribute \$37 billion to the Australian economy each year. The Association represents and promotes issues of relevance to all levels of government. In 2019 MTA Queensland was announced as an ABA100 winner in The Australian Business Awards and a finalist in the Lord Mayor's Business Awards, for Business Innovation.

The **MTA Institute (RTO 31529)** is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry. The MTA Institute is the largest independent automotive training provider in Queensland, employing experienced trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba to Emerald. In the last year, the MTA Institute delivered accredited courses to more than 2,000 students. The MTA Institute is the first trade RTO in Australia to be approved under the ITECA Industry Certification Program and was the winner of the Small Training Provider of the Year at the 2019 Queensland Training Awards.

MTAiQ, Australia's first automotive innovation hub established by MTA Queensland in 2017, is an ecosystem that supports innovation and research for the motor trades.

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