



## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

### End of an Era for Holden

The Motor Trades Association of Queensland (MTA Queensland) are disappointed by news released yesterday that General Motors (GM) will retire the Holden name from 2021.

The leadership team in Australia for Holden presented a business case to GM executives, who decided the investment in future Holden models would not produce a significant return.

A staple of the Australian automotive landscape for the last 72 years, the announcement will have a significant, lasting impact on the local automotive industry in Australia, both economically and socially.

Dr Brett Dale, Group CEO of MTA Queensland said, "First and foremost, our thoughts are with the dealerships and their employees affected by the announcement along with their families.

"With approximately 200 Holden new vehicle dealerships across Australia affected by the announcement, including 39 here in Queensland, it is imperative that these dealers are compensated adequately for the significant investments they have made over many years in terms of capital, time and effort. GM has stated that compensation to dealers will be confidential.

"The departure of Holden comes at a time where franchised new car dealers are under immense pressure from global manufacturers. This development re-affirms the need for government to thoroughly consider the framework of the new automotive franchising code in Australia to ensure that has adequate protection for businesses who've invested millions of dollars."

GM has said it will continue to support its vehicles and have assured that all warranties, spare parts, servicing and recalls will remain for at least 10 years through national aftersales networks.

#### Motor Trades Association of Queensland

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MTA Queensland member and Holden dealer, Ireland's of Cairns is planning to get on with business following yesterday's announcement.

Although surprised, dealer-principal of the family firm Richard Ireland said they had been around for 97-years and would not be going anywhere and would continue to sell Holdens until they ran out of stock.

"It's a sad day but no one can dwell on that. At the end of the day, we have 105 families to look after. I made it clear to staff that we have faced challenges before. The dealership completely burned down in 1993. We will reconfigure, repurpose and redesign," he said.

The business has 11 other brands, including HSV (Holden Special Vehicles), Mitsubishi, Chrysler, Jeep, Isuzu trucks and Chevrolet.

Mr Ireland said that the announcement had actually made some decisions a bit easier as for the last few years they had not been selling enough units to support the brand.

"In some ways, it is a relief because we won't have to meet the requirements of the brand.

"We do have plenty of stock..... and will be making some sensational retail offers in the next few days and give people a lot of reasons to buy the product."

Mr Ireland said the business would continue to support Holden vehicles with servicing and parts for at least the next 10 years. He also said he would be expecting some compensation from Holden.

Another MTA Queensland member, Devietti Holden is located in Ingham and only sells Holden. Dealer Principal Michael Devietti said they could find themselves with nothing to sell by the end of the year.

"Unfortunately, it's a huge shock. We'd like to think we are going to stay in the motor industry, but what we are going to be selling, who knows?"

The business employs 10 people and will begin making decisions on the best cars to sell for the area while continuing to support existing Holden customers.

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

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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 / mobility industry. There are some 15,500 automotive value chain businesses employing in excess of 90,000 people, that generate more than \$20 billion annually. The Association represents and promotes issues of relevance to the automotive / mobility industry to all levels of Government and within Queensland's economic structure. 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 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 (RTO 31529)** - a registered training organisation. It is the largest independent automotive apprentice trainer 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 announced 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 eco-system that supports innovation for mobility and the motor trades.

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