
From: Thomas Beck
Sent: Tuesday, 1 April 2008 10:45 PM
To: Automotive Review
Subject: Fw: Create a safe and green Australian automotive environment

Best regards/Mit freundlichen Gruessen
Thomas Beck

EDAG Australia

Dipl.-Ing. Thomas Beck
Managing Director

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----- Forwarded by Thomas Beck/Australia/edag on 01/04/2008 10:40 PM -----

To automotivereview@innovation.gov.au
cc
Subject Create a safe and green Australian automotive environment

Thomas Beck/Australia/edag

04/03/2008 10:21 PM

Dear Automotive Review Secretariat,

I am writing you as an MD of an Australian subsidiary of the largest independent engineering service provider EDAG, headquartered in Germany. I am also 'born' in the German automotive industry and working now

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already 5 years within the Australian automotive industry.

I am very interested in the outcome of the review of the Australian automotive industry. Over my time as MD I saw the action of the local state Government (SA/VIC) in order to support the local car industry. With mixed success.

Based on the latest discussion in the media I like to express my opinion on this matter, because I believe Australia has the possibility to send a signal to the rest of the world and also to support the local industry.

As I haven't done this before, I try to get the major points across and will be happy to explain this further if this is of interest to your panel.

In order to create a positive image instead of a protective image (tariff discussion) we should bring the following point to the front => SAFE AND GREEN!

What does this mean?

The US Government has established their own safety regulations for the US market. From an engineering point of view these regulations are questionable but for every importer it is a hurdle to get into the market. Because the US is a huge market nearly every carmaker is prepared to spend the money to have his share in the market.

Australia has to accept that the local market is not huge. In this case it can be an advantage. If Australia 'creates' safety standards (ADR) which are an extra effort for the carmaker, every carmaker in the world has to make the call if they want to invest the money for being in this market.

Expected effect:

- high end brand (Mercedes, Audi, BMW etc.) maybe have the funds and want to be in the market
- mid end brands (Japanese, Korean, European) probably will reduce the available range
- low end (Chinese, Indian) maybe stay away completely
- local manufacturer can use the (already available) Government funds to develop these safety standards
- local manufacturer can use these leading safety features for their export programs

Australia can create the brand 'SAFE AND GREEN'.

Australia is looking after their citizens with the highest safety standards in the world. If you combine this with the green car future (reduced emissions etc.) Australia can be known as the green and safe continent.

The whole Hybrid-hype was created by the Californian Government. It started locally and is now a worldwide hype. Australia is larger than California and should be able to create a similar image/starting point.

In combining the already existing support programs in a smart way it shouldn't cost any extra. It 'just' needs a smart combination of the right ideas and a neutral and realistic view on the strength of the local auto industry and the rest of the world.

I hope I could get my thoughts across. If this is of interest to you, I am more than happy to explain this further via telephone or face to face to someone from your panel.

Best regards/Mit freundlichen Grüßen
Thomas Beck

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