



The Australian Made Campaign

17 NOVEMBER

MEDIA RELEASE

Australian Made truck launch proves automotive manufacturing in Australia is far from over *Mac and Volvo trucks wrapped in green and gold to celebrate automotive manufacturing in Australia*

Australian Made Campaign Chief Executive, Ian Harrison, launched the largest fleet of certified Australian-made trucks today at Volvo Group Australia's headquarters in Brisbane, proving automotive manufacturing in Australia is far from over.

Volvo Group Australia is the largest automotive manufacturer in Australia and is currently the only manufacturer of certified Australian-made trucks in the country.

This is the first time the green-and-gold Australian Made logo will be seen on trucks nationwide.

Volvo Group Australia's Mac and Volvo trucks were wrapped in green-and-gold to celebrate.



Image caption: Peter Voorhoeve, President Volvo Group Australia (L) and Ian Harrison, Australian Made Chief Executive (R)

"We are thrilled these green-and-gold giants will be trucking around the country celebrating the Australian automotive manufacturing industry," Australian Made Campaign Chief Executive, Ian Harrison, said.

"By joining the Australian Made Campaign, Volvo Group Australia is making a powerful statement about its commitment to promoting local manufacturing, both in its direct production operations and through its support of the local automotive components' industry."

President and CEO of Volvo Group Australia, Peter Voorhoeve, said that despite well-publicised reports of recent car manufacturing closures, the Group is proving automotive manufacturing in Australia will remain, highlighting the ongoing success of the Group's Brisbane-based Wacol plant, and outlining future investment plans.

"Our Wacol plant has been operating since 1972, and houses manufacturing and engineering facilities to produce both Volvo and Mack trucks," he said.



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“The plant makes a significant economic contribution to the local area, and it does so without any government subsidies,” he added.

Voorhoeve said the Australian market was very competitive, but building trucks locally meant the company could meet and exceed the demands of customers, by building exactly to their specification.

“We have close to 450 people directly employed in the production process, about 50 dedicated engineers based in Brisbane. The Wacol factory also has approximately 85 local suppliers delivering more than 3,500 different components to the Wacol factory – of which, many are produced right here in Australia,” he said.

“We are committed to manufacturing trucks in Australia and have invested over \$27m in the production facility alone in the last 6 years, and will invest a further \$3.7m in upgrading our chassis treatment and cab paint process. We’re talking about a lot of money, which is a reflection of how confident we are in local manufacturing.”



Image caption: Volvo and Mac trucks branded with the Australian Made logo

“We are also investing considerably, together with our private partners, in our dealerships and customer service network,” he added.

Between the Volvo Group and private partners, approximately \$160m worth of investment will have been made between 2014 and 2018 in its dealership and service network.

Voorhoeve explained that the investment amounts are considerable because trucking is big business in Australia.

“The road freight transport industry is generally quite humble, and rarely in the spotlight despite being a \$42 billion industry. Almost everything we touch, eat and use has been on a truck at some stage,” he said.

The industry employs approximately 150,000 people across more than 40,000 businesses, contributing \$8.4 billion in wages back into the economy.

Voorhoeve added that while growth in the transport industry has slowed in recent years, it has weathered the slowdown of the resource sector quite well and looks to be bouncing back in 2017.



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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and President and CEO of Volvo Group Australia, Peter Voorhoeve, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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ABOUT VOLVO GROUP AUSTRALIA

Volvo Group Australia is responsible for Mack, Renault, UD and Volvo truck brands within Australia, New Zealand, New Caledonia, Papua New Guinea and the South Pacific Islands. Volvo Group Australia is part of Swedish-based Volvo Group, one of the world's leading manufacturers of trucks, buses, construction equipment and marine and industrial engines.