



Leadership for the West

11 November 2008

LEADWEST WELCOMES RUDD GOVERNMENT \$6.2 BILLION GREEN CAR PLAN

Anton Mayer, CEO of LeadWest, today welcomed the Rudd Government's \$6.2 billion Green Car Plan that will transform the Australian automotive industry into an economically viable and environmentally sustainable industry by 2020.

"LeadWest supports the Rudd Government's Green Car Plan as it will transform the industry to be greener and better placed for the future," Mr Mayer said.

Having a viable automotive industry in the West, given several of Australia's automotive manufacturers are based in the Region, is essential to the economy. The Federal Government's Green Car Plan will help to stimulate job growth and R&D into producing green, fuel-efficient cars.

"While the Plan supports high-level R&D, the benefits go beyond the environmental and financial factors. The Green Car Plan will create highly skilled greener jobs and career paths based in Australia. Not only is this initiative of national significance, it gives the automotive industry the added ability to act in a globally responsible way by reducing their product's future carbon footprint and that benefits everyone," Mr Mayer said.

The Green Car Plan works in four key areas:

- Attract new investment in long-term vehicle production;
- Green the industry – improve fuel efficiency and reduce carbon emissions;
- Strengthen the local supply chain and boost skills; and
- Link to international supply chains and improve market access for Australian manufacturers.

LeadWest is a peak advocacy body that was formed to provide leadership to the West in addressing its challenges and capitalising on its advantages, to be a representative voice for the West, especially to State and Federal Government. LeadWest's goal is to help the West realise its great potential as a dynamic and enjoyable place in which to live, work and visit.

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