

## Media Release



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### **Leadwest welcomes decision by Toyota**

LeadWest has welcomed Toyota's decision to manufacture Australian-built hybrid cars at its Altona plant.

Chief Executive Anton Mayer labelled the decision a "triple treat" for the western suburbs, claiming it would benefit economically, socially and environmentally.

"This is great news for the western suburbs," Mr Mayer said.

"The manufacturing industry has been looking for a boost and this decision has a number of flow-on effects that will significantly enhance the industry and the western suburbs in particular."

Up to 10,000 hybrid-built Camry vehicles will be produced in the first year of production at the Altona plant in 2010.

The State Government has provided Toyota with a range of financial incentives to produce the vehicles in Altona and will purchase up to 2000 for the Government fleet.

"The State Government has demonstrated true leadership in helping Toyota to invest so heavily in the western suburbs," Mr Mayer said.

"Producing green, fuel-efficient cars is crucial for the environment and the future.

"For an international company like Toyota to invest up to \$150 million annually to the local economy is a huge vote of confidence for Victoria and in particular the western suburbs.

Mr Mayer added that “the \$35 million Federal should be seen as a strategic investment in research and development of new technology that would benefit the nation & would secure jobs for Victorian car workers”.

This outcome represents an important moment for the Australian car industry particularly with car manufacturers moving increasingly onto a global scale to produce clean, green, fuel-efficient cars.

“The decision has a range of social benefits as well. Families can be confident they will have jobs in the industry for many years to come.

“The automotive industry is the largest manufacturing industry in Victoria and is of vital importance for Melbourne’s west.

“For every car built, at least six other companies and businesses benefit either directly or indirectly. There’s a huge flow-on effect and that is important for everyone.”

“LeadWest encourages all manufacturers to look at ways to improve their businesses to become more environmentally efficient.”

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