



March 2, 2024

To:  
Department of Infrastructure, Transport, Regional  
Development, Communications and the Arts  
GPO Box 594  
Canberra ACT 2601

Via: online submission

**IMPACT OF FEDERAL GOVERNMENT'S PROPOSED "CLEANER, CHEAPER TO RUN CARS: THE AUSTRALIAN NEW VEHICLE EFFICIENCY STANDARD" ON CONSUMERS AND AUTOMOTIVE DEALERS**

We are making this submission as the national body representing franchised Ford Dealers from across Australia. We wish to express our strong concerns with the announcements made by the Federal Government in its recently released "Cleaner, Cheaper to Run Cars: The Australian New Vehicle Efficiency Standard" consultation impact analysis paper. In particular, the proposal that would require a 60 per cent reduction in new vehicle emissions by 2030.

While we support the introduction of a Fuel Efficiency Standard, it must be one that is fit for purpose for Australia. To achieve a 60% reduction by 2030 is an incredibly ambitious target that will be difficult to achieve - especially for Pick-ups and large SUVs.

We believe the Government's proposal goes **too far, too fast** and will have significant consequences for the Australian automotive industry. We also believe it will hurt consumers as it will affect affordability and vehicle choice - particularly for SUV and Pick-up models.

Other countries have reduced their new vehicle emissions over a much longer time frame than what is being proposed in the New Vehicle Efficiency Standard paper. Overseas Governments have also invested significant funds to provide accessible recharging infrastructure and many countries offer generous, universally available, incentives to consumers to buy low emissions vehicles.

Registered Office  
Shinewing Australia Pty Ltd, Level 10, 530 Collins St,  
Melbourne, VIC 3000.

Ford National Dealer Council Limited  
A.B.N 53 060 434 460



One of the best methods of improving vehicle fuel efficiency is to replace old cars with new cars that offer the latest in efficiency improvements and safety features – thereby improving the fleet overall. However, if prices significantly increase as a consequence of the proposed Standard, we believe consumers will be reluctant to purchase new vehicles. Such an effect would be counter-productive to the stated goals of the proposed Standard. Consumers would require the introduction of adequate incentives to encourage them to upgrade their vehicle.

Ford Dealers always strive to connect their communities with the best available vehicle options to suit their needs. Without a measured and sensible approach to such a significant change, we assert automotive businesses and the communities we service will suffer.

Ford Dealership employ thousands of skilled people located in more than 190 communities across Australia. In addition to employment opportunities, Ford Dealers play a critical role in the transport sector by keeping Australians mobile. Ford Dealers also return significant funding to their local communities through donations, sponsorships and related activities.

We urge the Federal Government to reconsider the implications and timing of its proposal, taking into account the impact on consumers, automotive Dealers and the supply of automotive products that consumers want to buy.

Yours sincerely,

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on behalf of

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# Organisation questionnaire response

**Privacy Setting:** I agree for my response to be published with my name and position withheld.

<b>What organisation do you represent?</b>  (required)	Ford National Dealer Council Limited
<b>Please rank the proposed options in order of preference.</b>  (optional)	Option A - 0th, Option B - 0th, Option C - 0th
<b>Briefly, what are your reasons for your choice?</b>  (optional, 3000 character limit)	NULL
<b>Do you support the Government's preferred option (Option B)?</b>  (optional)	No
<b>Do you have any feedback on the analysis approach and key assumptions used?</b>  (optional, 3000 character limit)	NULL
<b>Briefly, describe how the NVES might impact your organisation</b>  (optional, 3000 character limit)	See attached submission.
<b>Who should the regulated entity be?</b>  (optional, 3000 character limit)	NULL