

# Bulletin

## Industry Divisions



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## MTAA – AADA Dealer Webinar - The Government's Proposed New Vehicle Efficiency Standard

Victorian Automobile Dealer Association (VADA) members are invited to attend a joint Motor Trades Association of Australia (MTAA) and Australian Automotive Dealer Association (AADA) exclusive briefing on the Australian Government's proposed New Vehicle Efficiency Standard (NVES).

This is a special moment in lobbying in the Automotive retail sector as the two major automotive industry associations share resources and IP to combine to help sway the Australian Government NVES criteria. VADA wishes to acknowledge the respective boards of MTAA and AADA for their actions thus far in this most critical time for our sector.

The graphic is a dark blue rectangular banner with a space-themed background of stars and colorful arcs. In the top left, it features the logos for AADA (Australian Automotive Dealer Association) and MTAA (Motor Trades Association of Australia). The word 'WEBINAR' is written in large, bold, light green letters. Below it, the title 'The Government's Proposed New Vehicle Efficiency Standard' is displayed in white. A short paragraph in white text invites attendees to an exclusive industry briefing featuring an automotive expert from the USA. The date and time, 'FRIDAY 8 MARCH 11:00AM (AEDT)', are shown in white and blue. A 'REGISTER NOW' button is located at the bottom left, with the contact email 'media@aada.asn.au' below it. On the right side, there is a circular portrait of Barbara Kiss, a woman with short blonde hair, smiling. Below her portrait, her name 'BARBARA KISS' and title 'COMPLIANCE EXECUTIVE' are written in white. A play button icon is overlaid on the bottom left of her portrait.

The webinar will be held on Friday 8 March 2024 Time: 11:00am (AEDT) Presenters: Featuring Barbara Kiss alongside MTAA CEO Matt Hobbs & AADA CEO James Voortman. You can register [by taking this link.](#)

The Government is seeking to catch up to the United States by 2028. Dealers will hear from Barbara Kiss, a distinguished former automotive regulatory executive who helped design and implement a number of fuel efficiency policies in the US. Certainly, a key and effective strategist.

Barbara will join MTAA CEO Matt Hobbs and AADA CEO, James Voortman, to provide Dealers with invaluable insights from the US market along with the potential implications, challenges, and opportunities these standards will bring for Australian new car Dealers.

MTAA, VADA and AADA urge dealers to not miss the chance to deep dive into the standard, and gain insights from the US market and lessons learned there. Register now to secure your spot at this essential industry briefing!

VADA thanks Ashleigh Sykes from AADA for her assistance in producing this meeting notice and invitation.

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