

# Bulletin

## Victorian Automobile Dealers Association



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### **Important Victorian Dealership webinar to discuss transformation to ZLEV dealership model: Address from Norwegian Automobile Dealership Association Chair for VADA Members**

Following a recent meeting of the Victorian Automobile Dealer Association (VADA) Executive Committee it was agreed that VADA members should know how the shift from a new motor vehicle dealership model from predominantly internal combustion engines (ICE) to a Zero Light Emission Vehicles (ZLEV) dealership model would be made. VADA members remain uncertain on how exactly the five dealership elements (new, used, service, parts, and finance departments) would be affected in the business model transition.

Issues with regards to operational requirements, the role of vehicle technicians and face to face interactions with consumers are issues causing VADA members varying degrees of anxiety.

#### **What action has VACC taken to assist VADA?**

In order to address the situation, it was agreed that linkages should be formed with international new car sales enterprises to help inform VADA on the changes that a transition to a ZLEV business model has brought upon the industry, in their country. It was important to VADA that Victorian dealers heard the story of an actual dealer.

#### **Who has VACC approached to inform its VADA members?**

VACC has extensive industry links internationally and this network has much to offer VACC members.

Following the most recent VADA meeting, the VACC CEO Geoff Gwilym has made contact with industry colleagues in Norway and has secured Per (Peter) Helge Gumpen, who is Chairman of the Norwegian Automobile Industry Association (NAIA) to address VADA members on his dealership groups transition from ICE to ZLEV technology.

The webinar will be held:

**Thursday, 31 March 2022**

**6.00 – 7.30pm**

Please register your attendance [here](#).

#### **About Peter and what he will be able to share from the Norwegian dealer's perspective**

Peter is a third generation multi brand new and used car dealer who owns the [Gumpen Dealership Group](#). VACC CEO Geoff Gwilym says Peter's insights into how the vast uptake of ZLEV in Norway have changed the industry are "hugely insightful".

Peter has agreed to address the VADA membership base and shed a strong light on the changes that are occurring in a country that has the fastest take up of ZLEV globally.

**Other issues Peter will advise on**

Timing for the discussions will also include the participation of Peter's after sales and service managers who can provide a summary of the key changes and how it has affected the new car market in Norway.

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