

Bulletin

Industry Divisions



Reference No. carsales/mm-9-21

Date: 28/09/2021

Carsales and VADA negotiate support package for Victorian New Car Franchise Dealers

Members of the Victorian Automobile Dealers Association (VADA) are advised that the VADA Chair and members of the VACC/carsales.com.au Dealer Advisory Board (DAB) has recently met and discussed how carsales.com.au can assist Victorian new car franchise dealers during what seems to be never ending period of new car dealership showroom shutdown. This is combined with an unprecedented level of disruption to the Victorian vehicle supply chain.

What has been the outcome of the dialogue between carsales.com.au and VADA?

Carsales has advised that it can confirm a Special Offer for Victorian franchised dealers, that will help provide some surety in uncertain times.

What is the support package offered by carsales.com.au?

The Special Offer is specifically tailored for new car accounts and will include;

- 50% discount (until Dec 31st 2021) applied to the Assured new car advertising packages, both current and new contracts.
- The advertising package includes: Monthly New Car Subscription Fee, all monthly new car Leads*, and a prescribed allocation of Promote/Display products against new car stock listed (if applicable).
- There will be 4 tiers available, to ensure parity for dealers that may be restricted by an OEM listing policy.

NB. Doesn't include Demo or used leads

What you must do to take advantage of the support package offered by carsales.com.au

You must contact your Carsales representative asap to organise a meeting, and discuss the offer available.

Acknowledgments

VADA acknowledges the willingness of carsales.com.au Executive Director- Dealer Michael Holmes and General Manager Automotive Matt Heggie for the willingness to collaborate and support the Victorian Franchise Dealer Network with this support package.

A special note of thanks to VADA Chair Sid Centindag, DAB Delegate Adam Sawicki and prominent VADA member Max Kirwan Jnr for their guidance on this issue.

Michael McKenna MBA
Industry Policy Advisor
Industry Divisions

VACC

Level 1 | 464 St Kilda Road | Melbourne Vic 3004

P: 03 9829 1280 | **M:** 0418 822 939 | **F:** 03 9867 1795 | **W:** vacc.com.au