



GM Holden

Additional Submission

Education and Employment References Committee (Senate)

General Motors Holden Operations in Australia

9 November 2020

GM Holden (Holden) notes that in some other submissions which have been made to the Senate Education and Employment References Committee, their reason stated for Holden's exit from the Australian market was because of a decision by General Motors (GM) to cease production of right-hand-drive vehicles. This is not correct.

The reason for GM's decision to wind down Holden's operations in the Australian and New Zealand markets is set out in detail in Holden's 25 June 2020 submission to the Committee and is repeated here in brief.

GM explored numerous options to maintain Holden operations. Every realistic possibility was carefully examined but none could overcome the challenges of the investments needed for Australia's highly fragmented and right-hand-drive market, the economics to support growing the brand, and the need for an appropriate return on investment.

Despite hopes of reaching a different outcome, the inescapable conclusion was that GM could not sustain further investment into Holden. GM reluctantly made its decision to wind down Holden a few days before the public announcement which was made with great sadness on 17 February 2020.

Holden thanks the Committee for the opportunity to provide this clarification.

David Magill

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