



**FEDERAL  
CHAMBER OF  
AUTOMOTIVE  
INDUSTRIES**



**Annual Report  
2024**



**FEDERAL  
CHAMBER OF  
AUTOMOTIVE  
INDUSTRIES**

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# Representing the Australian Automotive Industry

The Federal Chamber of Automotive Industries (FCAI) is the peak representative organisation for companies that distribute new passenger vehicles, light commercial vehicles, motorcycles and off-road vehicles in Australia. With more than 75 brands, Australia's automotive sector is a large employer and contributor to our economy, lifestyle, and communities big and small.

The automotive sector is experiencing a period of unprecedented evolution. Never before have consumers had such a broad choice of power train as battery electric, plug-in hybrid and hybrid vehicles take an increasing share of new vehicle sales. Vehicles are more connected than ever before, and feature an increasing list of safety and driver aid functionality.

Governments and regulators at a federal, state and territory level are increasingly playing a role in all of these areas. FCAI is engaging in these issues with industry data that supports the proposition that sound policy is built on high quality information.

The reach of the automotive sector is significant: vehicle importation, distribution, retailing, servicing, logistics/transport and engineering. Support comes from hundreds of supplier companies, employing thousands of Australians. New vehicle distributors and Australian new car dealers employ more than 75,000 employees, including many trained at TAFE and other colleges to provide vital service and repair functions. Further, automotive brands themselves are major providers of subsequent specialist training for these technicians, some of whom will diversify into other industries, bringing with them skills honed by the vehicle industry.

# Life Members

BL Burton CBE

DM Morgan

D I Donaldson AM

P Thomas AM

RC Hunt

PH Hanenberger

WL Dix AO

T Phillips

IA Deveson AO

S Strickland OAM

RH Johnson AO

PM Sturrock

BW Schlickum

TK Amery

JH Conomos AO

RJH McEniry

LP Daphne

L Smalley

MD Gough

DG Dickson

MT Quinn AM

M Yasuda

IF Grigg AM

DS Blackhall

# FCAI Members

Ateco Automotive Pty Ltd

- Maserati
- LDV
- Ram Trucks Australia
- Renault Australia BMW Group Aust Ltd

BMW Group Australia Ltd

- MINI

BMW Motorrad

BRP Australia Pty Ltd

- Can-Am

BYD Australia Pty Ltd

Chery Motor Australia Pty Ltd

Ducati Australia and New Zealand

Ferrari Australasia Pty Ltd

Ford Motor Company of Australia Pty Ltd

Geely Auto Australia Pty Ltd

GM Holden Ltd

GWM Australia & New Zealand

- Haval Motors Australia

Harley-Davidson Australia Pty Ltd

Honda Australia Pty Ltd

Honda MPE (Aust) Pty Ltd

Hyundai Motor Company Australia Pty Ltd

- Genesis

Inchcape

- Deepal
- Foton
- Peugeot
- Citroen
- Subaru Australia Pty Ltd

Isuzu Australia Limited

Isuzu UTE Australia Pty Ltd

Iveco Trucks Australia Limited

Jaguar Land Rover Australia Pty Ltd

Kawasaki Motors Pty Ltd

KGM SsangYong

KIA Motors Australia

KTM Australia

- Husqvarna
- GasGas
- MV Agusta

Lexus Australia

LTS Auto Holdings Pty Ltd

- JAC Motors

Mazda Australia

Mercedes Benz Australia Pacific Pty Ltd

Mitsubishi Motors Australia Ltd

Nissan Motor Co Australia Pty Ltd

Peter Stevens Importers Pty Ltd

- Aprilia
- Moto Guzzi
- Triumph
- Vespa
- Piaggio

Polaris Industries Australia & New Zealand

- Indian Motorcycle

Porsche Cars Australia

SAIC Motor Australia Pty Ltd

- MG
- IM Motors

Stellantis Australia

- Abarth
- Alfa Romeo
- Chrysler
- Fiat
- Jeep
- Leapmotor

Suzuki Australia Pty Ltd

Suzuki Motorcycles Australia

Toyota Motor Corp Australia Ltd

Volkswagen Group Australia Pty Ltd

- Audi Australia
- Cupra
- Skoda
- Bentley
- Lamborghini

Volvo Car Australia

Yamaha Motor Australia Pty Ltd

Zeekr Intelligent Technology Aust. Pty Ltd

Zero Motorcycles BV

# Chairperson's Report

**Vinesh Bhindi**  
**Chairperson**



Australia's automotive industry underwent a significant transformation in 2024. The New Vehicle Efficiency Standard will shape the market for years to come. The industry supports the objective of carbon dioxide emission reduction and supports an ambitious, achievable standard suited to Australia's geography, driving patterns and consumer needs.

Manufacturers have expanded the range of lower-emission vehicles for Australian buyers. By May 2025, 37 brands offered more than 100 battery electric vehicle (BEV) models and more than 50 plug-in hybrids, marking rapid growth in supply. However, consumer confidence has declined due to economic pressures and concerns about charging access, resale values and practicality. If these trends continue, progress may slow. It is essential to keep the transition affordable, orderly and sustainable for households and businesses.

By the end of 2024, BEVs accounted for 7.5 per cent of new vehicle sales. While this is a positive development, it underscores the challenges ahead. Larger SUVs and light commercial vehicles remain the top sellers, especially among regional communities, families and tradespeople, but lower-emission options in these segments are limited. Australians will be open to cleaner technologies when capability, cost and convenience are delivered. Policy must reflect these factors to support both environmental goals and consumer choice.

Franchising remains a key policy focus. The Government intends to expand automotive provisions in the Franchising Code of Conduct. However, evidence that supports further regulation in a sector already governed by healthy competition and commercial law is limited. Additional prescriptive rules could reduce flexibility, discourage innovation and increase costs in an already competitive market. A balanced approach is needed to protect consumers without disrupting effective commercial relationships.

Throughout the year, the FCAI has advocated for evidence-based, practical policies aligned with the nation's long-term interests. Our members are committed to investing in new technologies, improving safety and supporting Australia's emissions reduction goals. Ongoing collaboration with the Government, dealer representatives and the broader transport sector will be essential to ensure current reforms deliver real benefits for Australians.

The coming year will bring both challenges and opportunities. Continued collaboration between industry and the Government can help Australia build a modern, efficient and competitive vehicle market that supports consumer choice and lower emissions. The FCAI will remain a strong, solutions-focused advocate for the industry and for the millions of Australians who rely on safe, reliable and affordable vehicles.

# 2025 Annual General Meeting

The 2025 AGM occurred on Wednesday 21 May at the Four Seasons Hotel, Sydney.

## 2025 FCAI Board

Vinesh Bhindi  
(Chairperson)  
Managing Director, Mazda Australia Pty Limited

Matthew Callachor  
(Deputy Chairperson)  
President and CEO, Toyota Motor Corporation Australia Limited

Shaun Westcott  
(Deputy Chairperson)  
President and CEO, Mitsubishi Motors Australia Ltd

Andrew Humberstone  
(Treasurer)  
Vice President - Managing Director, Nissan Oceania

Jaime Cohen  
(Director)  
Managing Director, Mercedes-Benz Cars & CEO, Mercedes-Benz Australia/Pacific

Penny Ferguson  
(Director)  
Managing Director, Jaguar Land Rover Australia

Matthew Ferry  
(Director)  
General Manager Sales & Marketing - Land Mobility, Yamaha Motor Australia

Blair Read  
(Director)  
Managing Director, Inchcape Australasia

Michael Tsesmelis  
(Director)  
Managing Director, Stellantis Australia and New Zealand

Glen Sealey  
(Director)  
Managing Director, Renault Australia

Robert Thorp  
(Director)  
Honda Australia

Tony Weber  
(Secretary)  
Chief Executive, Federal Chamber of Automotive Industries

# State of the Automotive Industry in 2024

Australia's automotive industry recorded another milestone year in 2024, with 1,220,607 new vehicles delivered, surpassing the previous record set in 2023 (1,216,780). While the headline figure marked an all-time high, the industry entered 2025 facing a subdued outlook. Rising interest rates, cost-of-living pressures and ambitious regulatory settings are weighing on consumer confidence and manufacturer planning.

Toyota remained the market leader with 241,296 sales and 19.8 per cent share, ahead of Ford (100,170 or 8.2 per cent) and Mazda (95,987 or 7.9 per cent). Kia and Mitsubishi rounded out the top five.

The Toyota RAV4 was the year's best-selling model, followed by the Ford Ranger and Toyota HiLux.

SUVs dominated with 695,566 sales, accounting for more than half of all vehicles sold. Light commercial vehicles reached 270,351, while passenger cars continued to contract to 203,384.

Battery electric vehicle (BEV) uptake slowed compared to expectations. While BEV sales remained below forecast (7.5 per cent), hybrid and plug-in hybrid vehicles grew strongly, making up 14.1 per cent and 1.9 per cent of the market respectively.

|              | January       | February       | March          | April         | May            | June           | July          | August        | September     | October       | November      | December      | Total            |
|--------------|---------------|----------------|----------------|---------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|
| Passenger    | 16,434        | 19,610         | 17,611         | 17,314        | 21,252         | 21,065         | 17,291        | 15,166        | 14,488        | 15,527        | 13,621        | 14,005        | 203,384          |
| SUV          | 49,830        | 57,773         | 64,631         | 54,135        | 59,737         | 65,248         | 56,590        | 56,541        | 56,440        | 56,152        | 60,612        | 57,877        | 695,566          |
| LCV          | 20,601        | 23,765         | 23,061         | 21,413        | 25,317         | 27,880         | 21,707        | 22,496        | 21,568        | 22,171        | 20,544        | 19,828        | 270,351          |
| HCV          | 2,917         | 3,875          | 4,344          | 4,340         | 4,793          | 5,466          | 3,898         | 4,125         | 4,524         | 4,525         | 4,314         | 4,185         | 51,306           |
| <b>Total</b> | <b>89,782</b> | <b>105,023</b> | <b>109,647</b> | <b>97,202</b> | <b>111,099</b> | <b>119,659</b> | <b>99,486</b> | <b>98,328</b> | <b>97,020</b> | <b>98,375</b> | <b>99,091</b> | <b>95,895</b> | <b>1,220,607</b> |

Motorcycle and off-highway vehicle sales totalled 94,224 units in 2024, a decline of 1.8% from 2023. Off-road motorcycles grew 2.6 per cent to 41,178 units. Road motorcycles declined 2.4 per cent to 34,266.

Scooters fell sharply, down 22.5 per cent to 4,752. OHVs declined 3.8 per cent to 14,028. Electric motorcycles remained negligible, with 429 units sold (0.45 per cent of the market).

| Class        | Sales 2024    | Sales 2023    | Change        |
|--------------|---------------|---------------|---------------|
| OHV          | 14,028        | 14,585        | -3.80%        |
| Off Road     | 41,178        | 40,318        | 2.60%         |
| Road         | 34,266        | 35,122        | -2.40%        |
| Scooter      | 4,752         | 6,135         | -22.50%       |
| <b>Total</b> | <b>94,224</b> | <b>95,980</b> | <b>-1.80%</b> |

# Key Actions

## Submissions

### **Australian Competition and Consumer Commission**

- Tyre Product Stewardship Scheme

### **AUSMASA (Mining and Automotive Skills Alliance)**

- Initial Workforce Plan

### **Department of Climate Change, Energy, the Environment and Water**

- Development of a Paraffinic Diesel Standard

### **Department of Infrastructure, Transport, Regional Development, Communications, the Arts and Sport**

- A Future Made in Australia: Unlocking Australia's Low Carbon Liquid Fuel Opportunity
- Cleaner, Cheaper to Run Cars: The Australian New Vehicle Efficiency Scheme
- Automated Vehicle Safety Reforms
- Net Zero Consultation Roadmap
- New Vehicle Efficiency Standard (Exempt Vehicles) Determination 2024 Consultation
- Euro 6d Exposure Drafts
- RAV Power Definition and Motive Power
- Updates to VTAs for NVES and Other Purposes

### **NSW Fair Trading**

- Proposed changes to repair classes and qualifications

### **Productivity Commission**

- Inquiry on Opportunities in the Circular Economy

### **Standing Committee on Climate Change, Energy, Environment and Water**

- Inquiry into the Transition to Electric Vehicles

### **Treasury**

- 2024-25 Pre-Budget Submission
- Treasury Laws Amendment Bill 2024: Multinational Tax Transparency, Country-by-Country Reporting
- Treasury Laws Amendment (Fairer for Families and Farmers) Bill 2024: Luxury Car Tax

## Media Activity

**Australia breaks all-time new vehicle sales in 2023** 4 January 2024

**FCAI releases motorcycle sales for 2023** 10 January 2024

**Proposed New Vehicle Efficiency Standard Must Consider Needs of Consumers** 4

February 2024

**SUV, Utes Deliver Record January Sales – and Challenges for Proposed NVES** 6 February 2024

**FCAI releases February 2024 car sales data** 5 March 2024

**FCAI submission to New Vehicle Efficiency Standard—Cleaner, Cheaper to run Cars for Australia Consultation Impact Analysis** 6 March 2024

**Fuel Efficiency Standards – US EPA Announcement** 21 March 2024

**Changes to New Vehicle Efficiency Standards** 26 March 2024

**New Record for March New Vehicle Sales** 4 April 2024

**FCAI releases January–March 2024 Motorcycle Sales** 9 April 2024

**Historic Milestone in April New Vehicle Sales** 3 May 2024

**FCAI Welcomes Expansion of New Energy Apprenticeships Program** 3 May 2024

**FCAI Supports Expansion of EV Rebate Scheme** 6 May 2024

**FCAI Welcomes Government Response to Franchising Code of Conduct Review** 7 May 2024

**New Vehicle Efficiency Standard passes Federal Parliament** 16 May 2024

**Automotive sales records broken with continued growth in May** 5 June 2024

**FCAI expands membership with addition of BYD, Isuzu, and LTS Auto Holdings** 14 June 2024

**FCAI welcomes NSW State Budget: A significant boost for Electric Vehicle infrastructure** 18 June 2024

**Strong new vehicle sales for the first half of 2024** 3 July 2024

**FCAI releases January–June 2024 motorcycle sales** 8 July 2024

**New Vehicle Sales Records Continue in July** 5 August 2024

**Technology, Tax, Infrastructure and Fuel Provide Framework for Net Zero Consultation Roadmap** 20 August 2024

**Driving change in automotive recycling: FCAI and MTA unveil plan to progress end-of-life vehicle management** 29 August 2024

**New Vehicle Sales Remain Strong in August** 4 September 2024

**September 2024 New Vehicle Sales** 3 October 2024

**FCAI Releases January–September 2024 Motorcycle Sales** 10 October 2024

**New Safety Campaign for Side-by-Side Vehicles** 23 October 2024

**New Vehicle Sales Reach One Million in 2024** 6 November 2024

**Industry Joint Effort to Support Tyre Stewardship** 19 November 2024

**New Vehicle Sales Reflect Tough Times** 4 December 2024

**FCAI Acknowledges Government Action to Support EV Sales** 19 December 2024

## Financial Statements

The Financial Statements for the year ended 31 December 2024 have been prepared.

The Financial Statements and notes comply with the Corporations Act 2001, the Australian Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements.

The Financial Statements were audited by PwC in accordance with the Australian Auditing Standards.

A copy of the Financial Statements is available to members in accordance with notification requirements.



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