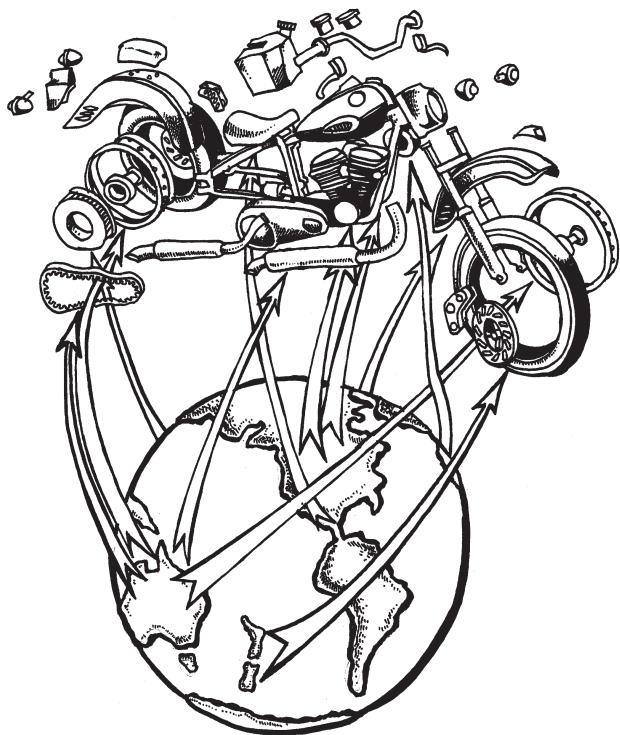


## Automotive exporters

Companies export Australian designed and built cars, like the Holden Monaro, and Australian automotive component manufacturers export parts for vehicle assembly overseas through global supply chains.

**Holden** began in 1948 and exported its first car in 1954. By 1966 it was exporting to over 60 countries. Holden is one of Australia's most successful exporters contributing \$1.1 billion to Australia's balance of trade in 2002. In that year Holden exported 31,737 vehicles worth \$903.5 million and 94,559 engines and other components worth \$150.5 million. 22 per cent of the 144,697 vehicles produced at Holden's Elizabeth plant in South Australia were exported. [www.holden.com.au](http://www.holden.com.au)



**Global supply chains** offer a new way for small and medium sized enterprises (SMEs) to enter the global market place because multinational businesses now buy their parts, equipment and services from many SMEs globally. The SMEs must provide competitive, quality equipment and services to strict timelines and exact specifications.

### Find these automotive components

H	C	T	I	W	S	Y	T	E	F	A	S	P	I	A
V	A	L	V	E	G	U	I	D	E	S	R	F	Y	U
V	A	L	V	E	S	E	A	T	I	N	S	E	R	T
R	O	T	O	M	R	E	T	R	A	T	S	O	Y	T
S	G	N	I	R	N	O	T	S	I	P	R	F	M	W
S	R	O	T	A	N	R	E	T	L	A	L	Z	K	X
A	I	R	C	O	N	D	I	T	I	O	N	I	N	G
S	P	A	C	R	O	T	A	I	D	A	R	E	K	M
U	E	N	G	I	N	E	P	I	S	T	O	N	S	H
F	U	E	L	I	N	J	E	C	T	I	O	N	C	O

Airconditioning	Valve-seat-insert	Starter-motor
Fuel-injection	Alternators	Engine-pistons
Safety-switch	Piston-rings	Radiator-caps
Valve-guides		

Year	Vehicles	Components	Total
1990	420	620	1040
1991	430	740	1160
1992	450	800	1250
1993	580	890	1470
1994	590	940	1540
1995	660	1110	1780
1996	1020	1240	2260
1997	1270	1450	2720
1998	1300	1280	2570
1999	1760	1490	3250
2000	2420	1800	4220
2001	3260	1700	4960

Sources: DISR (1999), DITR (2001, unpublished data)

The South Australian firm, **Castalloy** makes wheels for the Harley-Davidson, one of the world's most famous motorcycles, and has a contract with them until 2010. **Castalloy** is the light metal casting division of Ion Automotive and also provides components to Ford, Holden, Peugeot, Proton and Mitsubishi. [www.castalloy.com.au](http://www.castalloy.com.au)



Mark Vaile, Federal Minister for Trade, on a Harley V Rod with Castalloy wheels and hubs.

**Bosch Australia** is the regional subsidiary of the Bosch Group, one of the world's largest private industrial corporations. Bosch Australia has established itself as global centre for excellence for the development and manufacture of automotive on board electronics. Bosch Australia has made itself a major contributor to the Australian economy and a strong and growing export business. [www.bosch.com.au](http://www.bosch.com.au)

### Student activities

- Create a line graph showing the changes in automotive exports of vehicles and components from 1990 to 2001.
- Research companies that assemble vehicles from parts bought through global supply chains.