



8 October 2020

Re: Submission in response to Mitsubishi Motors Australian Ltd exclusive dealing notification
RN100000433

To whom it may concern

As per the above noted submission from Mitsubishi regarding their changing tactics for servicing for vehicles we would like submit our opinion and necessary reasoning against their application.

Firstly, we are an Ultra Tune centre located at [REDACTED], New South Wales. Our franchise has been in [REDACTED] for over 32 years. My husband and I have owned our centre for the past 20 years, proudly building clientele extending from families to tradespersons, whom all rely on vehicles being serviced to the fullest. We have a staff of 8 including ourselves whom are well educated and trained to service and repair the vehicles that attend our workshop.

The request from Mitsubishi is totally absurd and unnecessary. This is only a request from them (and if goes throughs other dealers) to monopolise the servicing industry and what they like to do best – put the individual business at the bottom of the totem pole. The rights of a privately own businesses will be effected to the extreme and cause both financial loses and also the knowledge loss of new vehicles coming into the system. Financial losses are not what we need especially during this pandemic period we are living through at the present moment.

Mitsubishi is trying to exercise abuse of their power – this is very unethical and unfair to the consumer. Many of our clients have new vehicles and go to the dealer for their first required service but return to us afterwards because of the one on one service, knowledge and confidence that their vehicle will be done as per requirements of the dealers. We are all too much aware of the consequences of not servicing a new vehicle according to the dealers. We would not jeopardise this with our customers.

Secondly, we have a variety of clientele that are not happy with the way the dealerships handle the vehicles or even communicate with them personally. An independent workshop has the ability to treat a customer with respect and knows what the vehicle owners want and requires. Another problem is the most important part of the choice is pricing – there is an extreme difference in the costings of services between dealers and independents. Customers want to get their servicing done but rely on what their finances can allow them – this is a major part of ones right of choice.

Our clientele range from working class, seniors and mostly tradespeople. Tradespeople vary from builders, engineers etc. Trades customers rely on their vehicles – their offices on wheels – and want their vehicle done as soon as possible. Many of our commercial vehicles both private and fleet related are Mitsubishi Tritons and Vans – and we have many times come very early during the week and also on Saturday (where dealership workshops in this region are not open) to get their cars on the road as quick as possible. We find it hard to accept that this will be followed by the dealership as the tradies regularly stipulate to us how unhappy they are with the service times and how they are treated. Also we can diagnose problems that are sometimes missed by the dealership that are required to be fixed under warranty. This is a service that is extremely beneficial to our clients.

These unethical requests from Mitsubishi will have a negative impact on all – except them. Customers have the rights to decide what they will do with their own property and personal items they own. This day and age where financial and servicing consumers with respect and acceptable pricing are a priority – this is a desperate and greedy move for Mitsubishi. We realise we are here to develop successful businesses but it is also important to develop relationship and knowledge with our clientele and most importantly TRUST. That is our priority and hence is why we have a large clientele basis of new vehicles that are still under warranty.

A denial for the request from Mitsubishi will be an advantage not just for the independents but for the consumers – they will be disadvantaged by hidden clauses.

Yours faithfully

[REDACTED]

Ultra Tune [REDACTED], NSW