



BOROUGH TYRE & AUTO

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BOROUGH TYRE SERVICE.COM.AU



Mitsubishi Motors Australian Limited (MMAL) Exclusive Dealing Notification
RN10000433.

Interested Party Response – Objection to the Notification

Email to: adjudication@acc.gov.au

I object to this notification and request that the ACCC revoke this notification because this conduct:

1. has the purpose, effect or likely effect of substantially lessening competition, and
2. in all the circumstances, will not result in likely public benefit which would outweigh the likely public detriment.

I own and operate a licensed automotive tyre and mechanical business in Bendigo, Victoria. I have been in the automotive tyre and mechanical business my entire life, and in my current business for 5 years, and it feels like the day to day running of a small business gets harder and harder.

I employ 5 full time staff and feel passionately about ensuring the business not only survives, but flourishes to provide for them and future staff.

If this exemption is granted to Mitsubishi, I feel the effect on my business would be substantial as it could potentially impact our current customer base, and potential future customers, thus impacting my ability to keep everyone employed.

Unlike other 'extended' warranties, in this instance the consumer does not exercise any choice or discretion in purchasing the Notified Warranty, because the consumer does not knowingly pay for this so called 'added' benefit.

There is an absolute lack of transparency about the cost of the warranty, and whether the price of the 'extended' warranty is embedded in the price of the vehicle.

There is greater potential for the consumer to be misled in relation to their rights under Australian Consumer Law, or more worryingly, confused about the terms of the warranty, when the extended warranty is 'free'.

Yours sincerely,

Rod Hunt

Director