
From: Prodyno - Info <info@prodyno.com.au>
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To: Adjudication
Cc: [REDACTED]
Subject: Persuasive Dealer Behavior

Categories: Submission

Contribution to "The Objection of Notification"

Our Business is a Small Mechanical Repair business located Rockhampton in Central Queensland.

We, "my wife" Sondra and I Brad Hill, Business Partners, have been in business in Rockhampton for 28 years.

Over that period, we have an average staff rate of around seven at any time and at times as many as thirteen.

It cannot be disputed that the margins in the Automotive Manufacturing Industry have declined.

With this, the dealers in an effort to maximise their Margins, aiming to capture a market by grooming a culture of committing vehicle owners to return to the dealer for service and repair.

In my eyes, the big dealers on some level if delivered properly "Log Book Service" deliver value for money.

On the other hand, the level of maintenance is closely calibrated to just keep the vehicle in reasonable service condition.

I frequently have OUR customers say that they were sick of returning to dealer service and have add-on services impressed upon them of which is well beyond the scope of servicing by book requirements. Furthermore, expressed to them if the services weren't performed, would minimise or lose their warranty.

We have a solid business and customer base built on disgruntled Dealer customers who just want Milk the tastes like Milk.

Fee for service and get what you pay for. Unfortunately, we find the BIG BOYS leveraging a language to the community, dictating their freedoms to have quality services performed and retain warranties. I support any movement that outlines clear communication, advice and "Fair Trading For All."

Regards Brad Hill
Director

Phone: 07 49 272 112
Email: enquiries@prodyno.com.au
Website: www.prodyno.com.au
Address: 301 Bolsover St
Rockhampton QLD 4700

