

AADA TO TAKE AUSTRALIAN DEALER VOICE TO BEIJING

20 October 2026

The Australian Automotive Dealer Association (AADA) will travel to Beijing this week to participate in the 2026 World Intelligent Connected Vehicles Conference (WICV), bringing the perspectives of Australian dealers to one of the world's leading automotive industry forums.

The AADA delegation will present on the transformation of the Australian automotive market, the opportunities and challenges arising from increasing competition, and the importance of strong and profitable dealer-manufacturer partnerships in delivering positive outcomes for customers and businesses.

The delegation will also meet with government and industry stakeholders, including regulators, industry associations and vehicle manufacturers, to discuss developments affecting the Australian market and advocate for the interests of Australian dealerships.

AADA Chief Executive Officer James Voortman said Australia had become one of the world's most competitive automotive markets and offered valuable lessons for the global industry.

"Australia is being closely watched by other automotive markets. Intense competition between new and established brands has coincided with rapid technological change which is shaping the future of automotive retail."

"The AADA represents thousands of Australian businesses, many of them family-owned dealerships, and it is important that their interests are represented in international discussions about the future of our industry."

"As Australia's automotive market becomes increasingly diverse and competitive, Australian dealerships need a seat at the table and a voice in conversations that will influence the future of automotive retail."

"Our presentation will focus on market trends, the opportunities and challenges created by increasing competition, and why strong local and profitable partnerships remain critical to long-term success."

"We will also be highlighting the role dealer councils can play in helping manufacturers better understand local market conditions, strengthen communication and build stronger, more sustainable dealer networks."

Mr Voortman said the delegation also expected discussions on connected vehicle technology and the changing ownership experience.

"As vehicles become increasingly connected and software-driven, important questions continue to be examined globally around vehicle data, customer choice and the future ownership experience. The AADA's role is to ensure the perspectives of Australian dealerships and their customers are part of those conversations."

The AADA represents more than 3,900 franchised new vehicle dealers across Australia and is the national voice of the retail automotive industry.

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