



Legislative Council Economy and Infrastructure Committee

Inquiry: Inquiry into Electricity Supply for Electric Vehicles

Hearing Date: 27 February 2026

Question[s] taken on notice

Directed to: Federal Chamber of Automotive Industries

Received Date: 24 March 2026

1. **John BERGER, page 21**

Question Asked:

... I just wonder, to increase the uptake of EVs across the country – If I look at some of the current advertising of vehicles that exist today, it does not resonate with me given you are not actually talking about the vehicle and what it can do; you are more focusing on the people that get in it. I just wonder: if people understood more about what the potential is of an electric vehicle, how that might increase the uptake.

Peter GRIFFIN: ... if you like, just from an OEM perspective. Look, how our members choose to market their vehicles is entirely up to them. Certainly they have an interest in moving the product, so if a vehicle has landed in Australia, the intent is to sell it. They will find a way to meet the market as best they can. It is certainly acknowledged that work needs to be done in terms of the education piece and bringing people up to speed with the capability of the vehicle: how it runs, total cost of ownership et cetera. I can certainly take that on notice.

Response:

‘Each OEM will make its own decisions concerning advertising and marketing communication in a way that best suits the product they are promoting and the target audiences they are trying to reach in a highly competitive market. These programs are developed using sophisticated communication techniques including market research to maximise the appeal to potential buyers. social media platforms, streaming services through to direct OEM and dealer programs’.