



8th May 2013

**Motoring Icon, A.P. Eagers, turns 100
and launches its own Foundation to support the
Leukaemia Foundation and Variety the Children's Charity**

In 1913 Henry Ford commissioned his first assembly line launching automobile mass-production as we know it. That same year, A.P. Eagers opened its doors for business. Now 100 years on, the Australian automotive icon is tonight celebrating its first centenary, at the Brisbane Convention & Exhibition Centre.

These 100 years have witnessed transport move from horses to horse power, world wars waged, recessions, booms, fashions come and go and many car marques. All the while, A.P. Eagers operations have continued to grow from strength to strength.

A.P. Eagers Managing Director and CEO, Mr Martin Ward, said that successfully trading for 100 years is a major achievement for any business, particularly in an industry that is itself not much older than 100 years.

"I feel privileged to be associated with this Australian commercial icon that has achieved many years of impressive growth," he said.

"We've paid a dividend every year since listing on the stock exchange in 1957, and now we proudly employ over 3,000 Australians, operate 93 dealerships across five states, represent 41 vehicle brands in Australia and enjoy sales revenue in excess of \$2.6 billion per annum."

Mr Ward attributes A.P. Eagers long-term success to its ongoing focus on five key stakeholder groups – customers, partners, employees, shareholders and the communities in which we live and operate.

For the centenary year, the company has adopted the theme of '100 Years Driven Together' to acknowledge the shared journey with their key stakeholders groups.

"By responding quickly to the changing environment and following our 'optimisation for all, not maximisation for one' approach, we've remained in good stead for our customers, partners, employees, shareholders and the community."

At a centenary celebration dinner held tonight in Brisbane, the company will be celebrating alongside key stakeholders and other dignitaries including Her Excellency Ms Penelope Wensley AC - Governor of QLD and The Honorable Tim Nicholls MP.

The occasion, Mr Ward further comments, is one that also marks the launch of the A.P. Eagers Foundation that will support and channel existing and future philanthropic efforts of the organisation.

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“We have a proud tradition of contributing back to the community,” Mr Ward said.

“What we have done now is formalise the A.P. Eagers Foundation so we can better support worthwhile causes within our community well into the future. The Leukemia Foundation and Variety the Children’s Charity will be the initial beneficiaries of the A.P. Eagers Foundation.”

In commemoration of this centenary milestone, the company has also penned a collector’s book ‘A Driving Force’, which chronicles the company’s growth and achievements over the past 100 years.

Event Information:

Media are invited to attend an interview opportunity with A.P. Eagers Managing Director and CEO, Mr Martin Ward tonight from 5:00pm – 5:15pm in the Plaza Ballroom Foyer of the Brisbane Convention and Exhibition Centre. Cameras and video cameras are welcomed for a media wall in place as a backdrop at 5pm.

A social photography opportunity will also be available from 5:45pm – 6:15pm.

Media Contact

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