

Story of expansion and success for prominent state motor vehicle business

Motors' 100-year milestone



KEY COMPANY ROLES: Motors Burnie general manager John Templeton (left) and North-West Coast general sales manager Greg Plummer. Picture: Ben Eyles.

A LEADING Tasmanian motor vehicle business is celebrating its centenary this year.

Motors turns the big 100 in 2010, and Burnie general manager John Templeton said the business meant a lot to the Coast.

“Along the Coast we employ somewhere around 150 staff, including Webster Trucks,” he said.

The company has expanded and evolved over the years.

“I can actually remember the used car lot was where the Harris Building (in Burnie) used to be,” Mr Templeton said.

“The original showroom was opposite St George’s church (in Burnie) where Reece House is.”

Starting in motor vehicles in 1910, the business joined General Motors in 1920.

In 2005 the company acquired Von Bibra Motors and the expansion continued.

Now it has sites in Burnie, Devonport, Launceston and Hobart.

“We built a new facility in Devonport two years ago,” Mr Templeton said.

The Cooe site was moved to South Burnie in 2007.

Mr Templeton said two things had helped Motors be so successful — staff and service.

“Customer service has certainly

FACTS ON MOTORS

■ MOTORS was founded by Robert Nettlefold, who sold Model T Fords in Hobart.

■ Motors was appointed the sole Tasmanian distributor for General Motors products in 1948.

■ In 1994 Motors was publicly listed on the Australian Stock Exchange.

■ Today Motors is a private company and employs about 500 people in Tasmania.

been the key behind being open for 100 years.

“We do have a customer for life philosophy.”

He said the company looked after its employees.

“We do have a loyal band of employees who work for us.”

One of these employees is Bryan Dudman, who started in 1961 and celebrates his 50th year with the company next January.

Mr Dudman originally worked for Smith and Dunn, which Motors took over in June 1965.