

HIROTECH – SUPPORTING THE LAUNCH OF CRUZE

It was a historic day at Holden Vehicle Operations on the 28 February 2011 when the covers were taken off Australia's own small car, the new Holden Cruze.

The new Cruze is not only Australia's most fuel efficient locally-built vehicle but the only small car to be manufactured in Australia.

Holden Chairman and Managing Director, Mike Devereux was joined by the Prime Minister, Julia Gillard, the Premier of South Australia, Mike Rann, the Minister for Innovation, Industry, Science and Research, Senator Kim Carr and the Secretary of the Australian Manufacturing Workers Union, Ian Jones in the General Assembly plant for the announcement.

After speeches from the guests the Prime Minister was presented the keys to a red CDX Cruze by Holden employee, Michael Hatchard and got behind the wheel as the first member of the public to drive the local car.

Key to the successful launch of the Cruze was the work done by suppliers involved in the program. Hirotec, a neighbour of Holden Vehicle Operations in Elizabeth was one of the local suppliers involved in the launch.

It is no secret that the northern suburbs of Adelaide were hit hard during the Global Financial Crisis so when the opportunity to get involved in a plan to build a new small car in Elizabeth, Hirotec were quick and eager to come on board.

Hirotec Executive Vice President, Tex Igarashi, is pleased for Hirotec to be a part of local Cruze production.

"We have supplied the front and rear doors, bonnet and decklid for Commodore since the introduction of the VE Commodore in 2006 and since then have developed a good relationship with Holden. We have four assembly lines producing parts for Commodore and they will now also be used to produce parts for Cruze, which is a big benefit to us," Mr Igarashi said.

"We went through tough times in 2008 as did a lot of local businesses. We were forced to halve our workforce and the company suffered. Winning the contract for Cruze means we have been able to restart our second shift, so it is great news for us that Cruze is localised," he said.

Hirotec is a stamping and assembly plant based in Elizabeth West, South Australia. The plant utilises four stage press lines to produce the parts for Cruze.



Hirotec provide the front and rear doors, bonnet, and decklid for Cruze .



Production at Hirotec is largely automated to ensure a consistently high standard in the parts produced.