

LE FEVRE TAKES THE REINS AT SUZUKI AUTO CO

SUZUKI'S independent Queensland distributor Suzuki Auto Co has announced the appointment of Adam le Fevre as its new general manager, replacing Keith Carroll who is retiring after 38 years of service.

Mr le Fevre has more than 15 years' experience in the automotive industry, starting in fleet management and motor vehicle finance before moving into retail sales, dealership management positions and regional responsibilities for light commercial vehicle brands.

He was appointed national fleet and commercial vehicle manager for Renault Australia in 2004, replacing long-time Nissan and Renault executive John Datson, who was retiring after 21 years.



Adam le Fevre

In 2007, Mr le Fevre established a northern region office for Renault, based at Nissan's Queensland HQ at Acacia Ridge in Brisbane, and was regional manager for the French brand

in the state with responsibility for dealer operations.

Mr Carroll began his career with Suzuki in motorcycle parts and rose through parts management and administrative positions to become general manager in 1995.

Over the years he saw the introduction of the first Suzuki motor vehicles, which began with the LJ50 4WD in 1974, and as general manager is credited with lifting sales in Queensland from around 1000 units a year to more than 8000.

Suzuki Auto Co is considered the world's longest-running independent distributor of Suzuki motor vehicles, and this year is marking a 50-year association with Suzuki as the Japanese manufacturer celebrates its centenary.



Keith Carroll

If you have any car industry personnel announcements, please email them to Terry Martin at tmartin@mellor.net