

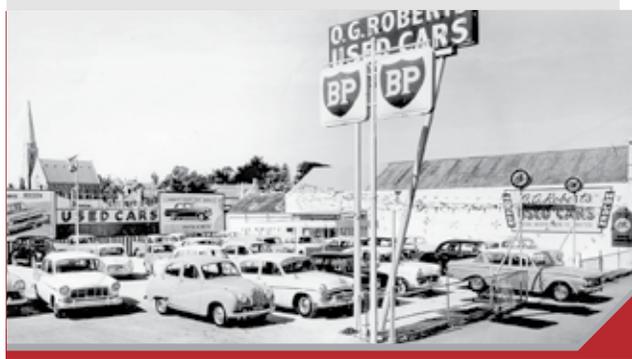
OGR evolution 1956 - 2006



1956 Owen G Roberts moved from Shepparton, Victoria, to Mount Gambier to take over the GMH dealership from May and Davis commencing on July 1, 1956. Initial staff of 14.



1958 The company soon expanded and purchased the opposition Holden dealership of Kentish Motors Ltd in Bay Road, much to the dissatisfaction of GMH, as they had a policy of 2 franchisees per town.



1960 The 60's was a decade of takeovers and property purchases. This included the properties in Percy St to allow for the expansion of the main dealership. The Bay Rd site for the panel shop and used car yard. Also the yard at Commercial St East, Commercial St West (formerly Turner Motors) and another site in Commercial St East, (previously Square Deal Motors). The truck shop was developed at Bay Rd at the Kentish site along with a tyre division. Other sites included South East Wreckers in Wireless Rd, a travel agency in the "Old Town Hall", as well as an Avis Rent-a-Car and Driving School business. There were also service stations and other investment properties like the Blue Lake Oatmill.



1974 OGR purchased the Jubilee Highway site, previously Gambier Truck & Tractor, and set up as a fully equipped truck dealership. OGR also purchased the Ford dealership of Bern Bruning Ford in Compton St and this site was converted to accommodate the used car reconditioning, later the tyre division, Avis and Driving School.



1975 OGR opened a new branch trading as OGR Distributors in Salisbury North in Adelaide. This state of the art truck facility sold White, Leader, UD, Mercedes, Mazda and Leyland trucks. Also, the official opening of the new Truck Shop at Jubilee Highway.

1976 The Service station in Penola Road was sold to Mount Gambier Hotel to operate as a new Bottle dept and interestingly retained the fuel pumps so that clients could fill their cars with petrol, while shopping for alcohol.

1977 Mazda South East was established at 39 Penola Road at the site built and operated by the late D J Fowler. This site also housed the administration offices of the O G Roberts group. The truck City site was also purchased and this became the 2nd truck site for OGR.

1979 Peter Roberts officially takes over as Dealer Principal of O G Roberts & Co and Owen Roberts resided permanently in Adelaide. In March of '79 22 major properties in Mount Gambier were put under the hammer, the biggest sale of commercial and investment properties ever offered in one big sale. Mazda South East becomes Motors South East combining Mazda with Volvo cars.



1981 OGR Distributors sold its Adelaide dealership and consolidated its business back at the Jubilee Highway site with new Holden, Isuzu trucks, Service, Parts & Panel. A new company was formed with Peter Roberts as Managing Director with shares being offered to key staff members, as well as a major interest through the Auswild organization in Sydney.

1989 OGR take over Aslin Motors, Millicent and trades as Dennis Cowling Motors.

1991 There were two trading amalgamations. Motors South East & O G Roberts & Co. The used car lot closes in Commercial Street East.



1992 The Nissan dealership opened on Jubilee Highway West.

1994 OGR took on the Daewoo franchise operating from the Penola Road site, taking the number of new car franchises to 6. The Service depts were consolidation at Jubilee Highway.

1996 40th anniversary celebrations took place and a major function, including past staff at the Glenburnie Racecourse.

1997 Jubilee Highway site received a major revamp with the new Holden sign programme and even the workshop had a facelift. The VT release will be remembered as yet another major event in the OGR history.

2000 The Millicent branch was closed and all service work was relocated back to Mount Gambier.

2001 OGR took over the site previously owned by Baxter Hire. This purchase gave them the opportunity to expand their used car yard as well being able to carry out used car reconditioning.

2002 This year saw the total revamp of Penola Road, Mazda site, which took the building into the new century. The redeveloped site boasted modern facilities, particularly designed for the comfort of our clients.

2003 The Service Department at Jubilee Highway was given a major upgrade, with a brand new reception centre and customer lounge added. The panel shop was scaled down to allow for expansion of the Mazda/Nissan service facilities.

2004 The Nissan showroom was relocated to Penola Road with a brand new state of the art facility, with all the new Nissan signage and Corporate identification.

2005 OGR had a major financial change with the Auswild interest bought out after a 25 year, mutually rewarding venture.

2006 OGR celebrates 50 years.

Driving future 2006 - present

2007

After just three years OGR Nissan was awarded the Platinum Dealer Award. This award is only presented to select dealers throughout Australia.



2007 also saw OGR inducted into the Chamber of Commerce Hall of Fame as one of the oldest businesses in Mount Gambier still operating under the family name.

2008

OGR introduced the Isuzu D-Max franchise to Mount Gambier. Specialising in commercial vehicles and having links to Isuzu Trucks heritage, D-Max was a perfect fit for OGR.



2009

The global financial crisis hit between 2007 and 2009 and the Australian Government introduced tax incentives for small businesses to purchase more resources including vehicles. This saw OGR have one of its biggest sales years to date.

During this time the company also invested \$500,000 in a recycled water car wash facility.

2012

OGR was awarded the Holden Grand Master award for business excellence, service and customer satisfaction.



In December, Peter Roberts and John King of J&B Inter struck a deal to merge each others companies which would go on to become OGR Trucks on Jubilee Highway West.



2013

In 2013 OGR Holden won the Holden Grand Master and numerous other awards. Kym Sykes won the National Parts Manager of the Year Award. Shayne Whennan and Catherine Kilsby won the National Service Adviser Team Award, and Dealer Principal, Bryce Roberts, won the Chairman's Award, one of only six to be awarded nation wide.

In August, Peter Roberts passed tenure of Dealer Principal of the Holden dealership to his son Bryce and takes the role of Managing Director.

Once the Isuzu trucks dealership relocated to the new OGR Trucks site, the Holden dealerships on Jubilee Highway were refurbished with upgrades to the customer lounge and showrooms.

The Kia franchise was added to the OGR business at the Jubilee Highway site.



2014

A particularly significant moment for OGR was when Holden announced the closure of their Australian factory at the end of 2017. Holden was the first new car franchise at OGR.

OGR parts warehouse begins operations out of the old trucks site.

2015

OGR participated in the Disney Customer Experience program. This was also the beginning of the company's everyday hero program which recognises outstanding employees contributions.

Holden commenced manufacturing of its final run of the VF Series II Commodores.

In 2015, OGR Holden won a Grand Master and other awards. Kym Sykes won National Parts Manager of the Year, Stacey Fiegert won National Accountant of the Year and Kersti Mikelsen and Hayley Schreiber won National Stock Controller of the Year. Paul Ferguson won the State Rural Sales Manager of the Year



Dealer Principal, Bryce Roberts, won the prestigious Chairman's Award once again, one of only six to be awarded nation wide.



2016

OGR invested in building a fully sealed window tinting booth which is the only one of its kind in the South East. This allows OGR to provide top quality window tint for its customers.

OGR celebrates 60 years in business.

Proud family business history celebrated

THE OGR story began 60 years ago, in 1956 when our family first arrived in Mount Gambier. My grandfather, Owen Gwilym Roberts (OG), was a man of great integrity. His business vision and management style laid the foundations for O G Roberts & Co to become the modern day automotive business it is today. His philosophy was about having quality people supplying quality service and products.

OG left for Adelaide back in the early 70's leaving his son Peter Roberts to run the Mt Gambier operations. During Peter's time at the helm his vision was clear and that was for OGR to become "Your Driving Future". The investment Peter made into more franchises, technology and training drove the OGR brand to new levels in sales and service.

Over the last 40 years Peter has given back to the automotive industry sitting on various manufacturers boards. His work has been crucial to help pave the way for better dealer/franchise relationships. He still has major involvement with the MTA in South Australia serving as the president during the early 2000's and he still sits on the executive board today.

In March 1995, I commenced my career at OGR at our Penola Road Site as a trainee and I have seen firsthand over the last 20 years how the automotive industry has changed. As a company we have embraced innovation whilst continuing to deliver the best customer experience, services and aftersales support. The On Going Relations philosophy, pioneered by Peter, will always be the back bone of our business strategy.

The Australian car industry has nearly come to a halt with the closure of the Ford manufacturing plant last month. Both Toyota and Holden will cease production of its model lines at the end of 2017.

This will be a very sad day for Australia as we shift into a new era of selling vehicles as a full importer. I can't speak for the other brands but I know for a fact with Holden the business plan is very clear. General Motors is the second largest manufacturer of cars on the planet and is the parent company to Holden.

This means that Holden will be able to bring cars in from all over the GM world to sell through the Holden dealerships around Australia.

Holden is keeping its design and technology business here in Australia meaning we will still be developing cars for Australia and the world in our own back yard. Also, Holden is maintaining its testing facilities in Country Victoria at Lang Lang which will ensure our engineers fine tune all the cars we import to best suit our unique Australian conditions.

We are extremely confident with all of our new car brands moving forward into the next ten years. Mazda is the second largest car franchise in the country and has a very strong retail focus that sets them apart from nearly every other brand. Mazda are leading the way when it comes to innovation for its vehicles, customer care and support. They are ranked amongst the best in the industry.

Nissan's 4WD range is perfect for our local area and has been a major contributor to our business for a long time. Kia is a relatively new player but has taken the industry by surprise with its edgy sophistication and styling. They also back their products with a seven-year industry leading new car warranty.

As you will read in the coming pages, the history of OGR has been an amazing story of major success and some very tough times. What OGR has achieved and delivered has been very significant and something that I am truly proud of.

I would like to personally thank all of our loyal customers for your ongoing support. A special mention goes to all of the OGR staff and their families who support them in the roles they perform in our great company. I am eternally grateful for the opportunity to run O G Roberts & Co and would like to acknowledge my wife Leearna and two boys, Tayte and Jett for giving me the strength to pursue my passion.

Finally, I want to thank my father Peter Roberts for guiding me over the last 40 years with his wisdom and knowledge of both the motor industry and life itself.

Sincerely,
Bryce P O Roberts