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**New product reflects AutoCRC drive to collaborate and innovate**

Senator the Hon Kim Carr, Federal Minister for Innovation, Industry, Science and Research opened a new advanced manufacturing facility at SMR Automotive in Adelaide on Thursday 19 May.

This state-of-the-art facility has been established to commercialise a new range of lightweight plastic mirrors, which will be exported to world markets by local technology company SMR Automotive Australia.

The secret to the new plastic mirror is a high-performance coating system, developed through joint research project between SMR Automotive, the Mawson and Ian Wark Research Institutes at the University of South Australia and the CRC for Advanced Automotive Technology (AutoCRC).

“This new mirror has improved reflective capability and great scratch resistance. It’s shatterproof, it’s much lighter and than conventional glass mirrors and it takes less energy and resources to manufacture” said Dr Matthew Cuthbertson, Chief Executive of AutoCRC

Support for the manufacturing phase of the project was also provided by the Federal Government, through the Green Car Innovation Fund and the SA State Government through the South Australian Innovation and Investment Fund. The opening ceremony was also attended by the Hon Tom Koutsantonis, state Minister for Industry and Trade.

“This is a great example of the Australian innovation system working” Cuthbertson said. “It’s a real partnership between industry, research organisations and government.”

“This is the future of the Australian automotive industry - innovative, globalised and ready to compete. We cannot focus on merely supplying for domestic consumption.”

“AutoCRC is working to help secure the 50,000 Australian jobs that rely on the automotive industry, by providing the technology and products to carve out real opportunities in the world market for safer, smarter, cleaner vehicles. This work with SMR is just one of the many examples, but we are very proud to be involved.”

AutoCRC was established in 2005 under the Federal Government’s Co-operative Research Centre (CRC) program. It is a unique collaboration between researchers and industry that is focused on driving innovation and producing the next generation of scientists and skilled workers for the automotive sector.

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*Dr Matthew Cuthbertson CEO, AutoCRC with Senator Kim Carr at the launch, Thursday, 19 May 2011*