

From: Roger D Simpson & Associates [REDACTED]
Sent: Monday, 21 May 2012 12:08 PM
To: 'REID Joanne'
Cc: 'PLATT Nicole'; 'Neil Mullins'
Subject: Arrowcrest's reposne to SEF No. 181

Hi Joanne,
NON-CONFIDENTIAL

We note that in its response to the SEF, Arrowcrest claims that – *But for the dumping and subsidisation impacting price, the Australian industry would not have lost volume.*

The “but for” ground for loss of sales volume is obviously unsustainable. Arrowcrest’s loss of sales volume to Toyota for reasons not related to dumped or subsidised imports is greater than its overall loss of sales volume.

We also note Arrowcrest’s reference to *significant and persistent* price undercutting. As you know, price undercutting is not of itself a factor to which material injury to an Australian industry can be attributed. It is not because of price undercutting that Arrowcrest experienced material injury in the forms of loss of sales volume, price suppression and loss of profit and profitability.

Regards,
Roger

22/05/2012