

Our Proud Heritage



The organisation which would eventually grow into Flexible Drive began in 1929 through a partnership of Jock McHale and Milton Johns. Working from Elizabeth Street in Melbourne, the business focused on repairing automotive instruments and producing early speedometer cables and push-pull control systems.

By 1944, as demand for specialised cable products increased, the company was formally established as *Flexible Drives Pty Ltd* and operated out of a property on Mt. Alexander Road in Ascot Vale. The business remained there for decades until relocating to Kensington in the late 1980s.

On December 11th, 1985, a strategic investment transferred majority ownership of our company to Alan Rushton, who became managing director, while minor shareholders and BLE, a venture capital partner joined the board.

Renamed to FDA (Flexible Drive Agencies) the company progressed under Alan's prudent, cautious, yet dedicated leadership, focusing on its aftermarket and OEM customers. Alan grew the business into a national network until his untimely passing in the early 90's.



*Alan Rushton and
FDA staff 1985.*

*Flexible Drive Agencies
has steadily increased
its sales throughout
Australia since the
management buyout*



Although Alan never fully realised his vision for the company, his legacy brought new owners *Andrea Rushton* and *Kevin Holmes* together in 2014 guiding a refreshed strategic direction for the organisation, which is now based in Keilor Park.

Today, *Flexible Drive* has grown well beyond what Alan first envisioned, shaped by the dedication of everyone who has contributed along the way. And while many products, customers and suppliers remain from Alan's era, new product ranges, such as braking and digital tools now set the foundation for the next forty years.

40 years strong