



SIMI

2023 ISSUE 1

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



**FRANCHISED AFTERSALES
OPERATION OF THE YEAR**
Blackstone Motors



BODYSHOP OF THE YEAR
Accident Repair Centre Dublin



**FRANCHISE SALES
OPERATION OF THE YEAR**
MSL Cork



**COMMERCIAL VEHICLE
OPERATION OF THE YEAR**
Rathcoole Commercial



**INDEPENDENT AFTERSALES
OPERATION OF THE YEAR**
Auto Assure



**VEHICLE RECOVERY
OPERATOR OF THE YEAR**
James Foy Auto Service



**INDEPENDENT SALES
OPERATION OF THE YEAR**
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LOOKING FORWARD TO BRIGHTER DAYS



Spring is the season where the landscape comes to life after a cold winter, temperatures begin to rise, and the days grow longer. Businesses too will be looking forward to brighter days, as it has been over a year since Russia's invasion of Ukraine, which continues to cast its dark shadow on the world.

We remain in a volatile business environment. Ireland as a small open economy is exposed to the forces of globalisation and what happens at an international level has implications for our economy. We have seen serious disruption to global energy supply and global energy prices, which was reflected in natural gas and oil prices rising significantly. While inflation appears to be embedded in the economy and interest rates continue upwards, this has created cost-of-living pressures and increased the cost of doing business. In addition, Climate Change continues to make global headlines, with the Intergovernmental Panel on Climate Change (IPCC) recently publishing their Synthesis Report, which provides the full picture of climate change and its challenges. The build-up of greenhouse gases in the atmosphere is driving global warming with emissions continuing to increase. The main sources are fossil energy use, unsustainable land use and unsustainable patterns of consumption and production. The decisions and actions taken over this decade, by politicians, business leaders and consumers, will determine the scale of future climate change and have intergenerational consequences. Therefore, political commitment, on effective climate action is needed and everyone must play their part if we are to meet our climate targets and transition to zero emissions.

For the Motor Industry, the transition to electric vehicles cannot rely on the availability of supply alone; Government supports and the State's commitment to investing in charging infrastructure, are all essential elements in encouraging the transition to electric. The new car market has shown signs of growth in the first quarter of 2023, with electric vehicles continuing to outperform the rest of the market. However, we need this strong growth to continue if we are to achieve our climate ambitions for the end of the decade and beyond. The level of growth will be determined by a number of factors, including economic, taxation and political decisions, all of which will contribute to business and the consumer environment in which our members operate. Get this right, and the Industry will deliver more and more zero and low emitting cars at a variety of price points. This means no taxation increases and the continuation of EV supports. The Government announcement of the reduction in the SEAI EV grant from July 1 is disheartening.

Had the current maximum of €5,000 been retained beyond June 30, it would have built on the momentum behind electric vehicle sales, especially with the second registration period commencing from July 1. SIMI has highlighted on several occasions that we are still in the early stages of the EV project, and we cannot risk stalling sales at a key time of growth in the market. We of course welcome investment in charging infrastructure to allay range anxiety concerns, but one incentive should not be at the expense of another.

It is important to underline to consumers that in addition to the grant support, there is still VRT relief for many EVs as well as low annual road tax, which along with the home charger grant means there is still a very strong basket of incentives

(continued overleaf)



Forest Stewardship Council® (FSC®) ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.



Programme for the Endorsement of Forest Certification (PEFC™), is an international, non-profit, non-governmental organisation which promotes sustainable forest management through independent third party certification.

(continued from page 3)

available for those considering the purchase of an electric vehicle. It is paramount that there is no further diminution of these EV supports over the next couple of years.

On a more positive note, the Irish economy is proving very resilient, with strong economic momentum and tax revenues. Employment is at record high levels and consumer spending has held up despite confidence being fragile. Household savings reached record levels of personal savings, a positive foundation for the consumer side of the economy into the future. These at some stage will find their way into consumer spending and hopefully into our sector. Over the last few weeks, we have seen a more optimistic assessment, with a revision by international forecasting agencies of the global economy to a slightly more optimistic assessment at present, that growth will be modestly better. However, the outlook can still be categorised with a high level of economic uncertainty as political events can have a huge

impact on economic outcomes.

After the Covid-enforced restrictions, it is great to see the return to normality with more in-person events. The SIMI Annual Dinner and Irish Motor Industry Awards, sponsored by Bank of Ireland, was a great celebration of the industry. In addition, SIMI also welcomed members to our Independent Aftermarket Conference, where there was a variety of guest speakers, who delivered insightful presentations on the trends affecting the Irish independent aftermarket. There will be a further opportunity to network at our upcoming Women@SIMI event, which will take place on April 28 in Dublin, while the Society's AGM will take place at the end of May. We in SIMI look forward to meeting members at those events.

Brian Cooke
Director General, SIMI

EUROPEAN CAR MARKET GROWS 11.3% YEAR-ON-YEAR



The European Union passenger car market began 2023 with year-on-year growth of 11.3% to 760,041 units, starting the new year on a positive note, according to the European Automobile Manufacturers' Association (ACEA). However, this was largely due to an unusually modest base of comparison in 2022, when the lowest January volume on record was reached.

At a country level, the region's positive performance in January was reflected in three of the four key markets. The strongest gains were seen in Spain (up 51.4%) and Italy (up 19.0%), followed by France, with a more modest but still solid growth (an increase of 8.8%). The exception to this trend was Germany, which recorded a 2.6% decline last month. Battery electric and hybrid passenger car registrations in the EU continued to grow, accounting for 9.5% and 26% of the market respectively. Nonetheless, petrol remained the most popular fuel type for newly-registered cars in the EU, with a market share of 37.9%.

January registrations of new battery electric vehicles (BEVs) increased by 22.9%, reaching 71,984 cars registered across

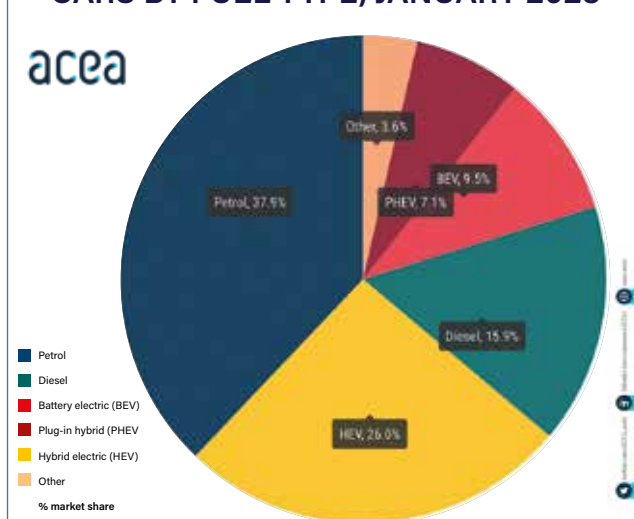
the EU and a market share of 9.5% (against 8.6% in January 2022).

Hybrid electric vehicles (HEVs) also had a strong start to the year. Their volumes grew by 22.1% to 197,982 units, sustained by double-digit gains in the region's four biggest markets: Spain (+59.3%), Italy (+24.7%), Germany (+19.0%), and France (+12.5%). This resulted in a market share of 26.0%, a 2.3 percentage-point improvement compared to January 2022.

On the other hand, EU plug-in hybrid vehicle (PHEV) sales declined by 9.9% to 53,649 units in January, as registrations more than halved in Germany (-53.2%). As a result, the market share for PHEVs contracted from 8.7% in January 2022 to 7.1% this year.

Registrations of new petrol cars in the EU recorded a 12.3% uplift in January, contributing to the expansion of their market share to 37.9% (against 37.6% in 2022). All the region's major markets contributed to this growth: Spain (+59.4%), Italy (+15.5%), France (+11.9%) and Germany (+3.5%).

CARS BT FUEL TYPE, JANUARY 2023



WOMEN@SIMI



Women@SIMI is a business lunch event that celebrates the role of women within the Motor Industry. An annual occasion, now in its eighth year, the event has been firmly established within the industry's diary, with thanks to the support of our sponsor Bank of Ireland.

Women@SIMI creates a space where professional women from different sectors within our Industry have the opportunity to network and learn from each other as well as hear from other successful people of different backgrounds and industries.

DATE FOR YOUR DIARY

WOMEN@SIMI TAKES PLACE ON FRIDAY, APRIL 28, 2023

Location: The Conrad Hotel, Earlsfort Terrace, Dublin 2

Keep an eye on SIMI.ie for guest speaker announcement and booking details

Event contact: Jane O'Sullivan, **E:** Josullivan@simi.ie **T:** 01 676 1690



GOWAN APPOINTS FORT MOTORS AS FIAT DEALER

Gowan Auto, Fiat and Jeep Importers in Ireland, recently announced the appointment of Fort Motors to the Fiat, Jeep, and Fiat Professional dealer networks.

Fort Motors is a landmark site located in Dublin 12. A family run dealership which was started in 1959 by Cyril Molloy Snr with its initial dealership roots very firmly placed with the Fiat brand. The business legacy continues with the leadership of the next generation, Cyril Jnr and Paul Molloy. Speaking of the appointment, John Saunders, Managing Director of Fiat and Jeep Ireland said: "We warmly welcome Cyril and Paul Molloy and the wider team at Fort Motors to the Fiat, Jeep, and Fiat Professional dealer networks."

Cyril Molloy, Director, Fort Motors said: "The team at Fort Motors are delighted to be joining the Fiat, Jeep and Fiat Professional networks. This is an exciting relaunch period for Fiat and Jeep in Ireland and we are proud to be part of the new future of these brands



Pictured from left to right: Alexis Moore, Head of Brands Fiat, Jeep & Alfa Romeo Ireland; Cyril Molloy, Director Fort Motors; John Saunders, Managing Director Fiat, Jeep & Alfa Romeo Ireland; and Paul Molloy, Director Fort Motors.

in Ireland."

Paul Molloy, Director, Fort Motors added: "The Fort Motors team have firmly established ourselves as a go-to for quality service that our customers have trusted for generations. We are

delighted that we will bring Fort Motors back to its Fiat heritage and launch the Jeep brand in Dublin 12. We look forward to showcasing what these incredible brands have to offer from January 2023 to all our customers."

VW IRELAND PARTNERS WITH OHME EV CHARGING



Cork-based smart charging company Ohme is the new official charging partner for Volkswagen Group Ireland.

The agreement will see all six Volkswagen Group Ireland brands, Volkswagen, Audi, Škoda, Cupra, Seat and Volkswagen Commercial Vehicles, recommend Ohme chargers for all of their electrified vehicle sales with an Ohme Home Pro charger in showrooms.

"Our partnership with the Volkswagen Group Ireland underlines Ohme's position as one of Ireland's fastest growing smart charging companies," said David Watson, CEO at Ohme. "We are looking forward to introducing drivers to the benefits of off-peak charging with reduced running costs and working with retailers to help their customers through the entire process."

Volkswagen Group Ireland is Ireland's leader in battery electric vehicles (BEV). In 2022, Volkswagen reports its retail brands had a combined EV market share of 34%.

"We are delighted to announce that we will be partnering with Ohme as our preferred home charger supplier," said Carla Wentzel, Managing Director for Volkswagen Group Ireland. "Ohme's award-winning Home Pro charger and reputation for excellent customer service represents a clear differentiator in the market and a perfect match to the extensive range of electrified models across the Volkswagen Group."

Ohme's range of smart chargers can connect with all of Ireland's electricity suppliers and automatically adjust an EV's charging for drivers to take advantage of off-peak tariffs. Ohme already works with a number of other partners across Ireland including the AA, Donegal County Council and Iarnród Éireann.

NEW MANAGING DIRECTOR APPOINTED AT SUZUKI

Suzuki have announced a new Managing Director for its UK and Republic of Ireland operations. Nobuo (Sam) Suyama, who joined Suzuki Great Britain in the Autumn of 2014 and has over 40 years' service with Suzuki Motor Corporation (SMC) will be leaving at the end of February to take up a new global position as President of Suzuki Marine for the United States of America (SMA).

Sam Suyama's replacement will be Mr Takanori Suzuki who is currently Division

General Manager for Europe, Oceania and Latin America for SMC Automobile.

As well as imminently taking up the role of SGB Managing Director, Takanori Suzuki will retain his position as Division General Manager, European Market for SMC Automobile. Commenting on his departure, Sam Suyama comments: "I have very much enjoyed my eight years at SGB and would like to thank all our employees and dealers for their major efforts and achievements in sales, aftersales and above all, customer satisfaction and retention where we continue to thrive. I will watch the market with interest and wish my friends and colleagues the very best of luck."



Mr Takanori Suzuki, who takes up the role of Managing Director at Suzuki's UK and Ireland operations.

SVEN SCHUWIRTH NAMED NEW COO OF CUPRA



Sven Schuwirth has been appointed as the new COO of Cupra, reporting directly to Cupra CEO Wayne Griffiths. Schuwirth took up his position in March, and succeeds Antonino Labate, who has left the company. Schuwirth joined SEAT SA in June 2021 as Head of Digital Business, Corporate and Product Strategy and over the past 20 months has been instrumental in developing Cupra's product strategy and

leading the brand's expansion into new markets including Australia.

"Sven Schuwirth is a very skilled executive with a great vision for future automotive trends," said Cupra CEO Wayne Griffiths. Schuwirth has more than 20 years of experience in the automotive industry in areas such as sales, marketing and digital strategy, spending most of his career at the Volkswagen Group.

MAHA AND RATHCOOLE PARTNERSHIP GROWS STRONGER

MAHA Ireland says it is responsible for maintaining close to 200 lanes for Commercial Vehicle Roadworthiness Testing – a market share of 70%. There are approximately 150 centres, with operators conducting tests up to six days-a-week and 10 hours-a-day – one of those test centres is Rathcoole Commercial, based less than two kilometres from MAHA's headquarters.

However, Rathcoole Commercial's shift roster differs slightly to the norm, as its managing director, Paul Cooke, explained: "We're open for business from 7am until 11pm, Monday to Friday. It's a 16-hour day and we deal with large volumes; in fact, we're one of the largest CVR test centres in Dublin."

Rathcoole Commercial also offers vehicle repairs, servicing, 12-week HGV inspections and a rental facility. Paul joined Rathcoole Commercial in February 2014, but MAHA's partnership begun six years earlier in 2008. Rathcoole Commercial has a total of three test lanes solely fitted out with MAHA equipment: two lanes for LGV vehicles and one lane for HGVs.

MAHA Ireland Managing Director, Eoin Mallon, said: "We've had a front row seat in watching Rathcoole Commercial grow. As the industrial estate has developed

and businesses have continued to invest in the area, it has only attracted new customers. For instance, there are a several transport companies with truck fleets, all of which has benefitted Rathcoole Commercial."

Paul added: "With the continuous growth of the area, we will be looking to expand further and install more test lanes in the near future. COVID-19 delayed the planning process, but I believe we're now ready to make the step up.

"That will mean recruiting more staff too; considering we've trebled our staff in seven years, we're an active employer and do an excellent job in retaining staff too." When Paul was appointed, MAHA's team helped immerse him in the industry, explained MAHA's role in the sector, and promised its support whenever it was needed. That dialogue and rapport continues today, as Paul explained: "The quality of the MAHA product is the first draw – it's one of the leading and most trusted names in testing circles – then it's the service.

"Naturally, it helps that MAHA is situated just down the road, but if our mechanics have a query or equipment needs tending to, the speed in which the issue is dealt with is rapid. For me, that's what it's about."


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JAMES HENNESSY ANNOUNCES RETIREMENT

James Hennessy recently announced his retirement as MD of James Hennessy Motors, with his son Shane now taking on the leadership role at the business.

James grew up, as one of a family of seven, on a farm in Cashel, Co Tipperary and began working in the Motor Industry straight from school in 1974. "The great appeal of the Motor Industry for me was always the people – customers and colleagues – more than the cars themselves. When I joined Maxwell Motors in Blackrock at the age of 18 for £10 a week, I didn't even have a driver's licence, let alone a car.

"I learned early on that this business is all about the customer and I set about building strong customer relationships. That's been my approach to the business ever since."

James worked for 34 years with Maxwell Motors (now Frank Keane BMW, Blackrock) progressing from salesman to manager, and eventually to shareholder and Managing Director. James sold his shareholding in 2008 and worked in a consultancy role at Rathdown Motors before setting up his own independent dealership, with the involvement and support of his wife Linda and their son, Shane, in 2012. It was a challenging time to open the Stillorgan-based dealership, with the country and the Motor Industry still reeling from the impact of the financial crash. "My primary focus has always been on the customer and I was fortunate to retain many of the customers that I had dealt with down through the decades. They provided a solid foundation for the dealership, enabling it to find its feet and grow as a business."

He notes: "Shane and Linda have played vital roles in driving the business forward over the past 10 years, along with the close-knit and loyal team working with us. Linda has a wealth of industry experience, having been on the board of directors at Maxwells. She is a shareholder in James Hennessy Motors and her financial acumen has been invaluable in guiding our management of the business. Linda has worked closely with Accountant Siobhan Brennan, and their contribution has been critical to the success of the dealership."



Pictured at the James Hennessy Motors premises (l-r): Kenneth Hayse, Mechanic; James Hennessy, Siobhan Brennan, Accountant; Linda Hennessy, Director; Marcin Kwiatek, Mechanic; and Shane Hennessy, who is now MD of James Hennessy Motors.

The decision to retire was not made lightly, James says, and two years of succession planning preceded his stepping down as MD last December: "It was the right time for a change at the helm. Shane was ready to lead the business forward and I was ready to take some time to 'stop and smell the roses.'"

Shane Hennessy notes that the pace of change in the Motor Industry has accelerated in recent years and believes that the key to success in the future will be adaptability, innovation and, true to his father's ethos, prioritising the customer. He commented: "Every aspect of the business, from the customer journey

to automotive technology itself, is undergoing rapid change. These days we sell 50% of our cars to customers outside Dublin. We have to be alert and agile in responding to these changes, while continuing to provide the type of individual and personalised customer service that only a small dealership like James Hennessy Motors can offer."

Looking to the future, James says he intends to stay involved in the Industry but at a less intense level: "My intention is to use my experience to help other dealerships where I can, as a consultant in a troubleshooting role, helping to address specific problems where they arise."

ACTIVE ROLE IN SIMI

James Hennessy has been active on SIMI committees for many years, serving most recently (2021/2022) as Chairperson of the Independent Retailers' (Sales) Committee on the SIMI Management Board. SIMI would like to acknowledge with gratitude his dedication and commitment to supporting the advancement of the Irish Motor Industry through five decades.

MOTOR DISTRIBUTORS APPOINTED TO REPRESENT BYD

Electric vehicle manufacturer, BYD announced the appointment of Motor Distributors Limited (MDL), the leading Irish motor vehicles distributor based on Dublin's Naas Road, as its National Dealer and Partner in the Republic of Ireland. Standing for 'Build Your Dreams', BYD describes itself as a world leading manufacturer of new energy vehicles and "a global innovator of pioneering battery technology, and creator of some of the world's most technologically advanced electric vehicles".

The announcement of MDL's appointment was made at a formal contract signing event held at BYD global headquarters in Shenzhen, China in the presence of MDL chief executive, Paddy Finnegan.

The announcement is one that will lead to the creation of an estimated 150 additional jobs bringing total employment within MDL to approximately 450.

"We look forward to introducing BYD vehicles to Irish motorists and to establishing BYD as a major player in the Irish market," Mr. Finnegan said.

Regarding its plans for Ireland, a statement issued by BYD to mark the occasion referenced its intention to introduce an 'inspiring' range of electric passenger cars and light commercial vehicles in 2023 beginning with the BYD ATTO 3 C-Segment SUV model. BYD describe the BYD ATTO 3 as "versatile and expressive... with high levels of standard equipment combining modern aesthetics with exceptional safety, intelligence and efficiency".

MDL will 'establish a dealer network in Ireland' whose purpose will be to provide 'localised sales and aftersales services' to BYD customers across the country.

Asked about the significance the appointment will have for MDL, its chief executive Paddy Finnegan further stated: "While complementing the long-standing distribution interests we currently have, this new opportunity, to represent BYD and introduce their vehicles to Irish motorists, enables us to re-establish a strong presence in the volume-selling segment of the Irish market."



Pictured at the BYD & MDL Cooperation Sign Ceremony: Michael Shu, General Manager and Managing Director, BYD Europe and International Cooperation Division; and Patrick Finnegan, CEO of Motor Distributors Ltd.



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Independent Aftermarket Conference

Gillian Fanning, Chairperson, Vehicle Parts Distributors' Sector and Anne Marie Murtagh, Chairperson, Independent Retailers' Committee welcomed members and guest speakers to this year's Independent Aftermarket Conference, which was held on Wednesday, March 8, in the Clayton Hotel Liffey Valley, Dublin.

Members heard from a variety of guest speakers, including Quentin Le Hetet, GiPA who presented on the global influences and trends affecting the Irish independent aftermarket and provided a valuable insight into Irish consumer attitudes towards vehicle maintenance. Economist Jim Power delivered an informative presentation on the economic outlook for the Irish Motor Industry.

EU Agenda

Álvaro de la Cruz, Head of Communications, FIGIEFA,

presented on the EU Agenda and the impact of current and future technologies on the independent aftermarket, while Peter Melville, HEVRA, looked at electric vehicles and their implications for the independent aftermarket sector. Colin Walsh, SIMI, presented on independent operators' access to security-related repair information and SAFE CAR proposals on motor industry licensing. The Safe Car pilot programme aims to develop and test the operational requirements of running a voluntary Motor Industry licensing scheme. This should assist in establishing the most cost-efficient system of delivering such a programme. The



James Kelly, Ryan Automotive Services; Jim O'Sullivan, J & S Motor Repair Ltd; and Seamus Ryan, Ryan Automotive Services.



David Gorey, Annette Lillis and Anthony Boggans, Kylemore Cars.



Annemarie Murtagh, MF Autos; Gillian Fanning, Serfac Ltd; and Emma Mitchell, Operations Director, SIMI.



Quentin Le Hetet, GiPA UK.

primary objectives of this system are to protect the safety of individuals by ensuring that only appropriately qualified persons are permitted to carry out repairs to motor vehicles and to promote to motorists the environmental, safety and cost benefits of maintaining their vehicle in line with

the manufacturer's recommendations. The final speaker of the day, Elish Bul-Godley shared valuable knowledge, providing a guide to digital marketing for automotive businesses. The SIMI would like to thank all members who attended the event.



Celine May and Nick Byrne,
FirstStop.



Conference Speakers: Quentin Le Hetet, GiPA UK; Álvaro de la Cruz, FIGIEFA; Annemarie Murtagh, MF Autos; Colin Walsh, Industrial Relations and Compliance Manager, SIMI; Gillian Fanning, Serfac Ltd; Peter Melville, HEVRA; Emma Mitchell, Operations Director, SIMI; and Jim Power, Jim Power Economics Ltd.

ADVERTORIAL



Stay agile with wholesale stock funding

NEXTGEAR
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Darren Mornin, Managing Director for NextGear Capital, explains how wholesale stock funding can help dealers to stay agile in an unpredictable market.

When you consider the headwinds the sector faces today, it's no surprise there are a number of questions surrounding the future of the automotive market.

While we cannot predict what the future holds, in times of uncertainty it's vital for businesses to remain agile and build strong foundations. Being able to find where the best used stock is, and be able to buy it, regardless of the source, is key to staying agile in a competitive market.

For this reason, I believe for most dealers having a flexible non-captive funding line, such as the likes provided by NextGear Capital, is key.

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SIMI Training Courses

SPRING AND SUMMER 2023

Details of upcoming SIMI training courses are listed below. Further information on all courses is available on www.simi.ie

Understanding VAT and VRT

Tuesday, May 30



Significant changes to the treatment of VAT in the Motor Industry have happened in recent years and to avoid costly mistakes, it is essential that you and your staff are aware of the correct procedures and are up to date with VAT and VRT. This online learning event is suitable for accounts and sales staff in the retail Motor Industry.

Trainer Jimmy Rynhart is an expert in this area with many years of experience of working with Motor Industry businesses. The content of this highly interactive workshop for SIMI members will include the following:

- an introduction to the principles of VAT;
- preparing the VAT return (including postponed accounting);
- service plans, Extended Warranty and Breakdown assist;
- VAT rates applicable to the Motor Industry;
- VAT implications on acquiring vehicles from difference sources;
- UK imports – what has changed (including customs implications);
- UK VAT export refund scheme;
- NI vehicles – VAT and customs implications;
- VAT and VRT implications on the sale of vehicles;
- deposits – FA 2022 changes;
- difference between Margin and VAT qualifying vehicles;
- reclaiming VAT on commercial vehicles; and,
- finance invoicing.

TRAINER: Jimmy Rynhart, RCR Business Services

LOCATION: Online, live interactive Zoom presentation

DAY SCHEDULE: 10am to 12.30pm approximately

DURATION: Half-day

COST: €221.40 incl. VAT

SIMI CPD 2023 Modules 1 and 2

Wednesday, May 17, or Wednesday, May 24 (Module 1)

Wednesday, June 14 or Wednesday, June 21 (Module 2)



SIMI CPD Module 1 consists of two formal hours of training covering:

Consumer Protection Code

- updated guidance;
- consumer rights and protections;
- compliance requirements.

GDPR Update

- customer consent;
- data capture and management;
- data security.

SIMI CPD Module 2 will consist of two formal hours of training covering:

Anti-Money Laundering (AML) Compliance

- sixth AML Directive;
- AML compliance checks;
- AML documentation.

Knowing Your Customer

- product suitability;
- provision of information to customers;
- acting in customers' best interest.

TRAINER: Keith Browne

LOCATION: Online

DAY SCHEDULE: 9am-11am each day

DURATION: Two half-days (one half-day for each module)

COST: €43.05 incl. VAT per person for each module



FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
or call + 353 1 6761690

CELEBRATING THE BEST IN THE BUSINESS



The SIMI Irish Motor Industry Awards in partnership with sponsor Bank of Ireland, took place recently at the Clayton Hotel in Dublin. Aidan Tierney, celebrity impressionist, comedian and master of ceremonies announced the accolades in front of over 600 senior Motor Industry figures.

Brian Cooke, SIMI Director General and Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance, presented seven award categories in total.

Before the announcement of the winners, SIMI Deputy President Paddy Magee commended the industry and SIMI members who, over the past few years, have traded and continue to do so, in unprecedented, challenging and changing circumstances. All while providing vital local employment and support to both the national economy and local communities.

In addition, Mr Magee spoke about the strategic vision needed to drive the move to zero and low-emission vehicle uptake: "The climate crisis is a unique and ambitious challenge, one which requires a long-term strategic policy that encourages the uptake of zero emissions and low emissions alternative fuel vehicles.

"Changing consumer behaviour to accept a new vehicle technology in such a short period of time is unprecedented, and this requires incentives, supports and education. In that context, the Government must continue to support the purchase of EVs through the extension of grants and VRT reliefs out to 2025, while also giving serious consideration to halting the reduction in the EV Benefit-in-Kind reliefs for a few more years. A strong new EV car market will also create an active used EV market, providing the opportunity for a greater cohort of motorists to go electric. While we recognise that supports cannot remain in place indefinitely, any early reduction risks securing maximum EV supply and stalling sales at a key time of growth in the market." He praised all the companies who were shortlisted for each of the SIMI Motor Industry Award categories.



Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance.



Aidan Tierney, celebrity impressionist, comedian and master of ceremonies.

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance commented: "Bank of Ireland Finance is delighted to continue its sponsorship of the Irish Motor Industry Awards. The awards are important to us as they recognise the hard work, the dedication, professionalism, and excellence that is delivered day in day out by all within the industry. They recognise high standards and acknowledge the commitment to consistently deliver excellence in customer service and satisfaction to all motoring customers.

"As the industry continues its journey to work towards the ambitious targets as set out in the Climate Action Plan, the provision of finance and suitable products in supporting customers with this transition to greener motoring will be essential and critical to the success. Supporting the industry and the Climate Action Plan remains a key part of our strategy at Bank of Ireland Finance and we very much look forward to continuing to work with our existing and new brands throughout 2023 and beyond."

THE IRISH MOTOR INDUSTRY AWARD WINNERS 2023

The SIMI Irish Motor Industry Awards are intended to provide recognition of the high standards of excellence achieved by SIMI members across all sectors of the Motor Industry.

BODYSHOP OF THE YEAR:

Accident Repair Centre (ARC), Dublin.

COMMERCIAL VEHICLE OPERATION OF THE YEAR:

Rathcoole Commercial, Dublin.

FRANCHISED AFTERSALES OPERATION OF THE YEAR:

Blackstone Motors, Louth.

FRANCHISED SALES OPERATION OF THE YEAR:

MSL Cork.

INDEPENDENT AFTERSALES OPERATION OF THE YEAR:

AutoAssure, Louth.

INDEPENDENT SALES OPERATION OF THE YEAR:

AutoXpress, Limerick.

VEHICLE RECOVERY OPERATOR OF THE YEAR:

James Foy Auto Services, Sligo.

SIMI Irish Motor Industry Awards 2023



The award winners, adjudicated by an independent panel, operate across all sectors of the Irish Motor Industry. Companies selected demonstrated an award-winning level of excellence and best practice over the last 12 months.



BODYSHOP OF THE YEAR
Accident Repair Centre
Dublin

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Owen Cullen, Accident Repair Centre; Brian Cooke, Director General, SIMI and Paddy Magee, SIMI Deputy President.



COMMERCIAL VEHICLE OPERATION OF THE YEAR
Rathcoole Commercial

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Paul Cooke, Rathcoole Commercial; Brian Cooke, Director General, SIMI; and Paddy Magee, SIMI Deputy President.



FRANCHISED AFTERSALES OPERATION OF THE YEAR
Blackstone Motors

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Paddy Magee, SIMI Deputy President; Noel Stewart and Donal Waters, Blackstone Motors; and Brian Cooke, Director General, SIMI.





**FRANCHISE SALES
OPERATION OF THE YEAR**
MSL Cork

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Dermot O'Hara, MSL Cork; Brian Cooke, Director General, SIMI; and Paddy Magee, SIMI Deputy President.



**INDEPENDENT
AFTERSALES OPERATION
OF THE YEAR**
Auto Assure

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Eoin McGuinness, Auto Assure Ltd; Brian Cooke, Director General, SIMI; and Paddy Magee, SIMI Deputy President.



**INDEPENDENT SALES
OPERATION OF THE YEAR**
AutoXpress

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; Ger Cremins and Eddie Adomaitis, AutoXpress; Brian Cooke, Director General, SIMI; and Paddy Magee, SIMI Deputy President.



**VEHICLE RECOVERY
OPERATOR OF THE YEAR**
James Foy Auto Service

Derek Kavanagh, Head of Motor Franchise Sales of Bank of Ireland Finance; James and Brian Foy, James Foy Auto Service; Brian Cooke, Director General, SIMI; and Paddy Magee, SIMI Deputy President.



A memorable night for the Irish Motor Industry



Representatives from across the Industry and their guests ensured a strong turnout at this year's SIMI Annual Dinner and Irish Motor Industry Awards.



Steve Tormey, Chief Executive, Toyota Ireland; pictured with SIMI Past Presidents Eddie Murphy and Alan Lyons.



Elena Wrelton, Environmental Compliance Manager, ELVES and Fiacra Quinn, CEO, ELVES. (ELV Environmental Services CLG).



SIMI Past President Brian Fanning and SIMI Immediate Past President Gillian Fanning.



Peter Nicholson, Managing Director, Windsor Motor Group; Claire Magee and Paddy Magee, Deputy President, SIMI; and Mark Woods, Maxol Ltd.



Bank of Ireland Finance were represented by: Donncha Fahey, National Sales Manager; Domnic Loughran, Credit and Risk Manager; Karen Kennedy, Marketing Manager; Colette McGuirk, Dealer Development Manager; Sarah Brooks, Dealer Development Manager; Niamh O'Toole, Dealer Development Manager; Derek Kavanagh, Head of Motor Franchise Sales; and David Flynn, National Sales Manager.



Paul Flood, Director, MF Auto Services; Anne Marie Murtagh, Director, MF Auto Services; and SIMI Past President, Gerard O'Farrell.



Ken MacDonald, Operations Manager at BMW Group Ireland and Robert Frame, Head of Sales and Marketing, BMW Group Ireland.



Several of SIMI's Past Presidents attended the event. Back row (l-r): Gavin Hyde, Tom Noonan, Gerard O'Farrell, James Brooks, Brian Murphy, Louis O'Hanlon, Gerry Caffrey, Alan Lyons, Alan Greene, Jim Cusack, Gabriel Keane and Des Large. Front row (l-r): Eddie Murphy, Noel Deasy, Brian Fanning, Gillian Fanning, Tom Kilroy, Tom Murphy, and Padraic Mooney.

ZEVI EV Dealership of the Year Regional Award Winners 2023

The SIMI has warmly welcomed the establishment of Zero Emission Vehicles Ireland (ZEVI) and looks forward to working with ZEVI and SEAI on the EV project in the years ahead. The ZEVI EV Dealership of the Year Regional Awards were announced at the SIMI Awards event. The ZEVI Awards recognise and reward excellence in the promotion and sale of electric vehicles (EV) in Ireland.

The ZEVI EV Dealership of the Year Regional Award Winners were:

Connacht – JJ Burke Car Sales, Mayo;

Munster – Kearys BMW & Mini, Cork; and,

Leinster – Joe Mallon Motors, Kildare;

Ulster – McGinley Motors, Donegal.

ZEVI says its objective is supporting consumers, the public sector and businesses to continue to make the switch to zero emission vehicles. Launched in July 2022, it will lead on the delivery of Ireland's ambitious targets under the Climate Action Plan 2023 to have an expected 30% of the country's private car fleet switched to electric by 2030.

ZEVI EV DEALERSHIP OF THE YEAR REGIONAL AWARD FOR ULSTER:

McGinley Motors, Donegal



Paddy Magee, SIMI Deputy President; Noel McCormick, McGinley Motors, Donegal; Aoife O'Grady, Head of ZEVI, and Declan Meally, Director of Business Public Sector and Transport at SEAI.

ZEVI EV DEALERSHIP OF THE YEAR REGIONAL AWARD FOR CONNACHT:

JJ Burke Car Sales, Mayo



Paddy Magee, SIMI Deputy President; Pauline Burke, JJ Burke Car Sales, Mayo; Aoife O'Grady, Head of ZEVI, and Declan Meally, Director of Business Public Sector and Transport at SEAI.

ZEVI EV DEALERSHIP OF THE YEAR REGIONAL AWARDS FOR LEINSTER:

Joe Mallon Motors, Kildare



Paddy Magee, SIMI Deputy President; Anthony, Philip and Eithne Mallon of Joe Mallon Motors, Kildare; Aoife O'Grady, Head of ZEVI, and Declan Meally Director of Business Public Sector and Transport at SEAI.

ZEVI EV DEALERSHIP OF THE YEAR REGIONAL AWARDS FOR MUNSTER:

Kearys BMW & Mini, Cork



Kearys was unable to attend on the night.

Used car market: a return to stability?

After an exceptional 2022, there are signs that used car prices may stabilise this year, according to recent research.

In the first nine months of 2022 used car prices rose by an average quarterly rate of 4.7%, according to an analysis of DoneDeal data by Dr Tom Gillespie, Environmental Economist at University of Galway. Despite expectations of a slowdown in price inflation in Q3, the market registered a rise of 3.5%. However, in the last three months of 2022, it seems that price inflation finally slowed to a more 'normal' level.

2018/19, often referred to as 'normal' years, had an average rate of quarterly inflation of 1.1%. The quarterly rate of price inflation in the last quarter of 2022 was just 1.4%, the lowest rate of inflation seen since Q3, 2019. When we compare prices now to this time last year, they are 16.2% higher, and compared to the start of the pandemic, February 2020, 69.7% higher.

Supply and demand

The inevitable slow down in price inflation at the end of 2022 could largely be attributed to several supply and demand side factors. In terms of supply, wait times for new cars have started to reduce as microchip production slowly catches up with demand in the Motor Industry. In turn, this eases the pressure on the almost-new used car market. The number of active listings on DoneDeal was up 19% when comparing the stock of active ads on January 1, 2023 to December 1, 2022, suggesting a slight recovery in supply more generally. On the demand side, the cost-of-living crisis inevitably means that big ticket items such as cars are given more careful consideration from a household budget perspective. In the last three months of 2022, demand fell by 17% quarter-on-quarter, which largely is in tune with the observed slowdown in price inflation.

Price index by car price point

Focusing on the average rate of inflation across all price ranges of cars reveals a tale of two sides. Throughout this inflationary period, there has been a marked difference in inflation in the upper and lower end of the market (see Figure 1).

	Lower Priced Cars	DoneDeal Price Index	Higher Priced Cars
Quarterly Inflation Q4, 2022	4.7%	1.4%	-1.1%
Year-on-Year Inflation	30.5%	16.2%	12.0%
Inflation since Pandemic	117.4%	69.7%	48.4%
Indicative Price in Sample	€6,950	€12,999	€20,990

Source: DoneDeal Price Index Data, 2020-2022

Figure 1. The higher and lower ends of the market showed a pronounced contrast in levels of inflation.

The supply and demand effects on inflation are very different when we compare lower priced cars (< €6,000), to higher priced cars (> €20,000). In the upper end of the market Q4 saw a 1.1% rate of deflation. This is the first time that deflation has been observed in the price index for this end of the market since Q1 2020, just before the onset of Covid. As car production catches up with demand, newer used cars are less in demand from consumers who have a preference for straight-from-the-factory-floor cars. In the lower end of the market, there is a different story. At this end of the market, the Celtic tiger year cars are rapidly becoming obsolete. For many people who live in rural areas and are in the lower end of income distribution, there is a strong reliance on a car for transport, therefore demand does not fluctuate significantly. As a consequence, prices rose by 4.7% in the lower priced sector during the last three months of 2022.

Encouraging EV trend



Despite the difficulty in removing older, and more polluting cars from Irish roads, there continues to be encouraging signs when it comes to the EV market.

The used car market for EVs and hybrids, although still quite small (<1% of total used cars for sale), continues to grow as the boost in new car registrations in EVs in 2020 starts to trickle into the used car market. Despite very strong price inflation in EVs in Q3 of 2022, the last three months of 2022 saw EV used car inflation slow to 0.8%. Similarly, used hybrid car price inflation slowed to 1.5% in Q4. This slowdown in EV/hybrid price inflation can largely be attributed to their place in the upper end of the price distribution (the median price of a used EV on DoneDeal is €24,995) for cars and the corresponding rates of inflation observed in that price range in the last quarter of 2022.

TOP 10 SELLING CARS 2023

Hyundai Tucson **2,364** 5.8%Toyota Yaris Cross **1,402** 3.5%Kia Sportage **1,304** 3.2%Toyota C-HR **1,197** 3.0%Toyota Yaris **1,167** 2.9%Toyota Corolla **1,026** 2.5%Hyundai Ioniq 5 **950** 2.4%Toyota RAV **887** 2.2%Volkswagen ID.4 **795** 2.0%Dacia Sandero **786** 1.9%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/02/23 - 28/02/23	01/01/23- 28/02/23	Market share 2023 %
Alfa Romeo	1	24	0.06%
Audi	620	1758	4.34%
BMW	640	1652	4.08%
Citroën	86	413	1.02%
Cupra	214	449	1.11%
Dacia	607	2011	4.97%
DS	30	91	0.22%
Fiat	82	150	0.37%
Ford	681	2195	5.42%
Honda	33	83	0.21%
Hyundai	1413	5113	12.63%
Jaguar	10	33	0.08%
Jeep	0	21	0.05%
Kia	1188	2869	7.09%
Land Rover	94	229	0.57%
Lexus	85	198	0.49%
Mazda	177	466	1.15%
Mercedes-Benz	328	1115	2.75%
MG	46	138	0.34%
Mini	98	251	0.62%
Nissan	413	1283	3.17%
Opel	191	976	2.41%
Ora	11	11	0.03%
Peugeot	503	1663	4.11%
Polestar	42	78	0.19%
Porsche	52	204	0.50%
Private Import	5	12	0.03%
Renault	343	1270	3.14%
Seat	388	1000	2.47%
Škoda	1229	3291	8.13%
Ssangyong	3	6	0.01%
Subaru	7	12	0.03%
Suzuki	162	694	1.71%
Tesla	1	2	0.00%
Toyota	1712	6150	15.19%
Volkswagen	1419	3953	9.77%
Volvo	247	612	1.51%
Total Feb 2023	13161	40476	
Total Feb 2022	11971	36985	
Change 2023 - 2022	1190	3491	
% Change 2023 - 2022	9.94%	9.44%	

TOP SELLING CARS FEBRUARY 2023

Position	Model	Units sold	Market share %
1	Kia Sportage	701	5.3
2	Hyundai Tucson	631	4.8
3	Volkswagen ID.4	535	4.1
4	Toyota Rav	496	3.8
5	Dacia Duster	429	3.3

Position	Model	Units sold	Market share %
6	Hyundai Ioniq 5	369	2.8
7	Toyota Yaris Cross	360	2.7
8	Toyota C-HR	321	2.4
9	Škoda Octavia	271	2.1
10	Škoda Kodiaq	245	1.9

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
Audi	0	0	0.00%
Citroën	145	267	3.28%
Dacia	4	26	0.32%
Fiat	102	383	4.70%
Ford	873	2176	26.69%
Fuso	10	40	0.49%
Hyundai	0	1	0.01%
Isuzu	13	44	0.54%
Iveco	42	140	1.72%
Kia	0	7	0.09%
Land Rover	22	116	1.42%
Man	12	28	0.34%
Maxus	2	2	0.02%
Mercedes-Benz	111	264	3.24%
Mitsubishi	0	0	0.00%
Nissan	74	243	2.98%
Opel	133	504	6.18%
Peugeot	102	320	3.93%
Renault	376	1708	20.95%
Ssangyong	10	39	0.48%
Subaru	0	0	0.00%
Toyota	323	713	8.75%
Volkswagen	216	1073	13.16%
Private Import	8	16	0.20%
Alfa Romeo	7	42	0.52%
Total Feb 2023	2585	8152	
Total Feb 2022	2291	7342	
Change 2023 - 2022	294	810	
% Change 2023 - 2022	12.83%	11.03%	

BUSES/COACHES REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
DAF	4	10	11.24%
Higer	1	3	3.37%
Isuzu	2	3	3.37%
Iveco	6	7	7.87%
MAN	0	0	0.00%
Mercedes-Benz	0	1	1.12%
Scania	1	3	3.37%
Sunsundegui	1	1	1.12%
VDL DAF	10	10	11.24%
Volvo	7	20	22.47%
Wrightbus	0	0	0.00%
Yutong	3	4	4.49%
Private Import	17	27	30.34%
Total Feb 2023	52	89	
Total Feb 2022	58	112	
Change 2023 - 2022	-6	-23	
% Change 2023 - 2022	-10.34%	-20.54%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
DAF	41	104	15.05%
Dennis Eagle	1	2	0.29%
Fuso	3	7	1.01%
Isuzu	5	24	3.47%
Iveco	11	25	3.62%
MAN	13	45	6.51%
Mercedes-Benz	36	76	11.00%
Renault	28	81	11.72%
Scania	69	186	26.92%
Volvo	56	134	19.39%
Private Import	4	7	1.01%
Total Feb 2023	267	691	
Total Feb 2022	183	461	
Change 2023 - 2022	84	230	
% Change 2023 - 2022	45.90%	49.89%	

The latest statistics are available online at:
<https://stats.beepbeep.ie>

New vehicles

The latest models on the way to forecourts around the country.



JEEP AVENGER

All-electric family SUV is European Car of the Year 2023

Batteries: combines 400-volt motor and 54 kWh battery

Pricing: to be announced



TOYOTA PRIUS

Fifth generation of groundbreaking hybrid due mid-year

Engines/batteries: 2L engine combines with 13.6kWh battery

Pricing: to be announced



RANGE ROVER VELAR

New range includes a PHEV version

Engines/batteries: petrol and diesel; new 19.2kW battery option

Pricing: starting from €91,680



ŠKODA ENYAQ COUPÉ

Škoda adds coupé to ENYAQ electric range

Battery: two battery options, and power outputs ranging from 132kW to 195kW

Pricing: starts from €56,710



MERCEDES-BENZ GLC SUV

The new GLC is available only as a hybrid

Engines/batteries: petrol and diesel; four mild hybrid, three PHEV

Pricing: starts at €80,310

AFTERMARKET



TYRES

Turanza 6 prioritises wet performance

Bridgestone says its new flagship summer touring tyre, the Turanza 6, empowers drivers to stay safe and in control on the road and to be prepared to perform, even on a rainy day.

The tyre seeks to offer best-in-class wet performance to help keep drivers safe on the road, while also providing enhanced sustainability through superior mileage and improved fuel/energy efficiency. The new Turanza 6 gives drivers control and confidence in stressful and unforeseen conditions, Bridgestone says, including on a rainy day. Tests on the tyre were carried out by TÜV SÜD at the request of Bridgestone in June 2022 at the ATP Papenburg (Germany) and Bridgestone EUPG (Italy) facilities for wet tests with BMW 520i and BMW 530d models, on tyre size 245/45 R18 100Y XL. According to Bridgestone, the Turanza 6 outperformed its main competitors in the segment with best-in-class wet performance. This includes being the best in cornering manoeuvres and straight-line performance. The Bridgestone Turanza 6 also achieved best-in-class EU label A-grade in wet grip for the full line-up.

Extensive consumer research performed by Bridgestone into the needs and expectations of drivers demonstrated that 86% of drivers listed 'wet performance' as one of the most important aspects when purchasing a tyre, and rain and wet conditions have been identified as a key challenge they encounter on the road. With its best-in-class wet performance, the Bridgestone Turanza 6 aims to answer drivers' expectations and help to keep them safe on the road even in challenging wet weather conditions – supporting Bridgestone's long-term commitment to road safety.

Sustainable performance

Safety isn't the only performance area of the new Bridgestone Turanza 6. Bridgestone's latest flagship tyre also delivers superior mileage,



The Bridgestone Turanza 6.

with a 22% improvement when compared to its predecessor, the Turanza T005, which remains a test-winning product. The Bridgestone Turanza 6 also provides improved fuel efficiency or extended battery range (depending on vehicle type), delivering a reduction of 4% in rolling resistance versus its predecessor and offering best-in-class EU label A-grade in rolling resistance in selected sizes. This is supported by the introduction of an aerodynamic rimguard, which is designed to reduce the resistance of air on the tyre while driving. The Bridgestone Turanza 6 is the result of many pioneering technologies, with innovations in tread pattern, compound and construction that amplify its performance capabilities. These include the cutting-edge and sustainable Techsyn and Enliten – a set of technologies providing best-in-class tyre performance with a step change towards sustainability compared with previous generations, which are both featured for the first time ever on a Bridgestone replacement tyre. As a sustainable solutions company, Bridgestone is constantly evolving its R&D process to become more efficient and sustainable. The new Bridgestone Turanza 6 was developed using Bridgestone's virtual tyre development technology. In the development phase, this sustainable approach leads to a

saving of 21% of raw materials and CO₂ emissions, while cutting 60,000 kilometres and 7.7 tonnes of CO₂ from outdoor testing.

Engineered to be EV-ready

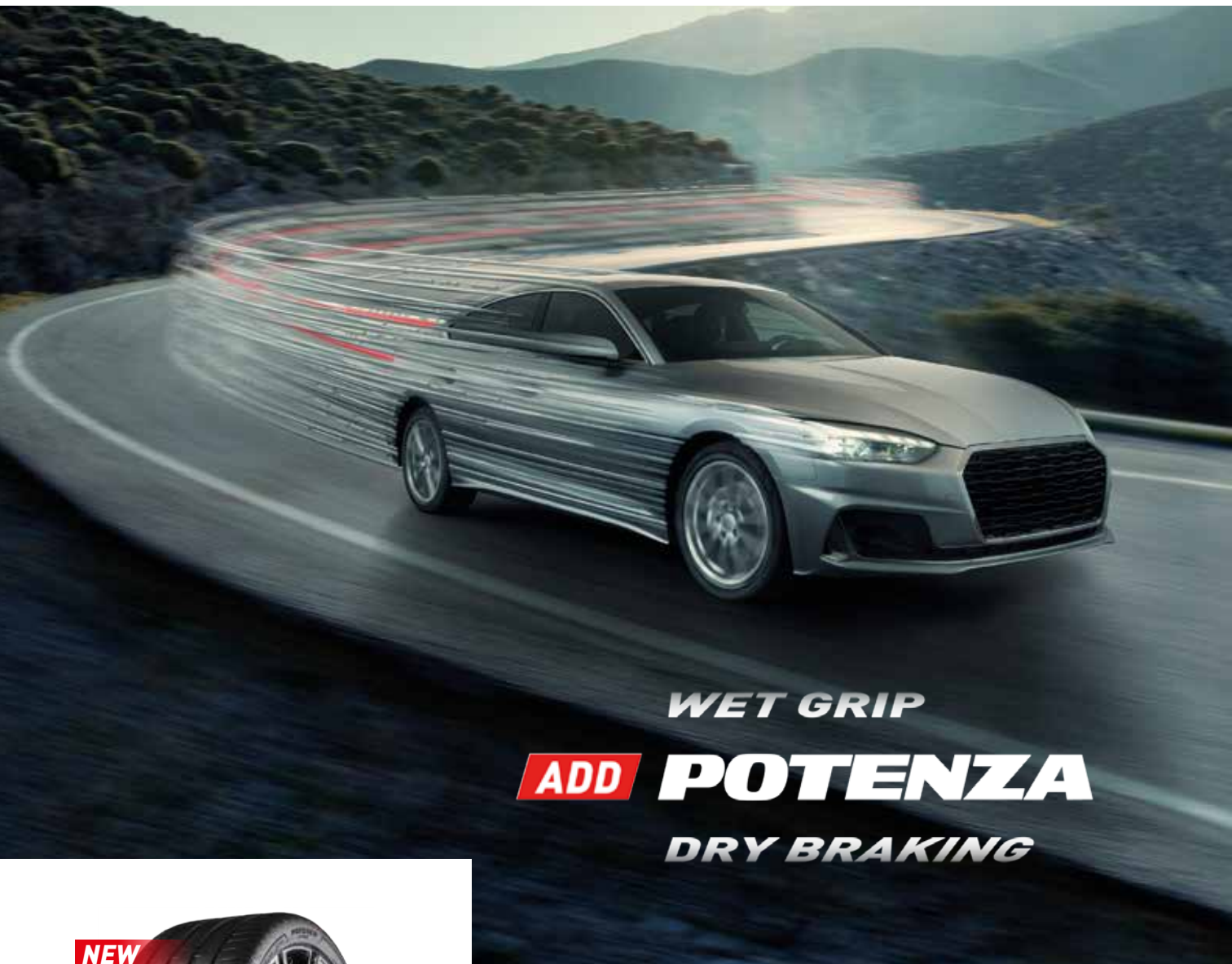
Thanks to the use of the technologies such as Enliten Technology, the new Bridgestone Turanza 6 is also perfectly suited to hybrid and electric vehicles, helping to optimise their performance. This includes low rolling resistance to save battery life and address range anxiety concerns, excellent control to address EV-specific driving-related issues, higher wear tolerance to combat tyre wear due to the increased weight and higher torque, and decreased noise for driver comfort owing to the near non-existent engine noise of EVs. The Bridgestone Turanza 6 delivers a reduction of 2db in pass-by noise versus its predecessor.

Sustainable solutions

Developed and manufactured in Europe, the Bridgestone Turanza 6 will be available in Ireland from early 2023 in a wide coverage – 136 sizes from 16" to 22" in the replacement summer line-up – for both passenger cars and on-road SUVs. This increases coverage in demand with 38 new sizes, with a focus on the high-rim diameter segment. In the coming months, Bridgestone will reveal several partnerships with leading car manufacturers that have chosen custom-engineered Bridgestone Turanza 6 tyres as original fitments for their new car models.

The Bridgestone Turanza 6 delivers significant benefits in terms of energy, efficiency, ecology, economy and ease, in line with Bridgestone's global corporate commitment that clearly defines the value the company is promising to deliver to society, customers, and future generations in eight focus areas.

BRIDGESTONE



WET GRIP

ADD POTENZA

DRY BRAKING

NEW



**POTENZA
SPORT**



**BEST CORNERING
& STRAIGHT LINE
STABILITY^{1) 2)}**



**BEST
DRY BRAKING^{1) 3)}**



**OUTSTANDING
WET PERFORMANCE⁴⁾**



- 1) Tests carried out by TÜV SÜD on the request of Bridgestone in July-September 2020 at the facilities Bridgestone EUPG (Italy) for dry and wet tests with Audi S4 3.0 TFSI, on tyre size 245/40 R18. Potenza Sport compared to the performances of main competitors in the same segment: Continental Premium Contact 6, Michelin Pilot Sport 4, Goodyear Eagle F1 Asymmetric 5, Pirelli P Zero PZ4. Annex Report No. [713190691-PS].
- 2) Maintain vehicle stability when travelling both in a straight line and through a curve. Straight stability, rating: Bridgestone Potenza Sport [9.33], Continental Premium Contact 6 [9.00], Michelin Pilot Sport 4 [8.67], Goodyear Eagle F1 Asymmetric 5 [8.67], Pirelli P Zero PZ4 [8.54]. Cornering stability, rating: Bridgestone Potenza Sport [9.21], Continental Premium Contact 6 [8.13], Michelin Pilot Sport 4 [8.67], Goodyear Eagle F1 Asymmetric 5 [8.33], Pirelli P Zero PZ4 [8.58].
- 3) Shortest braking distance on dry surface. Dry braking distance [100 km/h to 0 km/h], metres: Bridgestone Potenza Sport [33.4], Continental Premium Contact 6 [35.4], Michelin Pilot Sport 4 [34.5], Goodyear Eagle F1 Asymmetric 5 [35.9], Pirelli P Zero PZ4 [34.8].
- 4) Awarded EU Label Grade "A" for Wet Grip Index.

For your nearest Bridgestone Authorised Dealer,
visit our website www.bridgestone.ie

BRIDGESTONE
Solutions for your journey

Level playing field for used imports

The tyre compliance scheme Circol ELT reports that it has established a mechanism to collect the environmental management cost (EMC) for tyres on imported used vehicles.

The EMC is collected when vehicles are being registered for VRT. This ensures that private vehicle imports will pay the EMC to cover the recycling of those tyres, when they come off the vehicle as waste. Bill Collins, CEO Circol ELT said: "Now all vehicles coming into the country, including private imports will pay the same EMC. It's important to have a level playing field for both new and used cars. We now have a way to ensure that all tyres coming onto the national fleet are accounted for and can be managed in an environmentally sound manner when they become waste."

Sustainable outcomes

Circol ELT aims to deliver sustainable outcomes for end of life



tyres and promote local solutions wherever possible. Circol ELT says it strives to deliver member benefits and improve the membership experience. It works with members and industry to ensure it goes beyond simply covering members' legal obligations.

Circol ELT is an ISO 9001:2015

certified organisation and is committed to working with all stakeholders to support effective operation and continual improvement under the company's quality management system. The team at Circol ELT welcome any queries about waste tyre obligations or collections.



Circol ELT Members, Driving a Sustainable Tomorrow

In the last year, Circol ELT Members have helped recycle or recover over 4 million tyres, delivering sustainable outcomes for End of Life Tyres.

Play your part and join today!

Call (01) 4618 600 or visit circoelt.ie and find out how you can benefit from being part of Ireland's Tyre Compliance Scheme.

Supporting recycling and recovery of waste tyres.

TYRE IMPORTERS AND RETAILERS -

HOW TO COMPLY WITH THE TYRES REGULATIONS

In Ireland, we are now using a Producer Responsibility Initiative (PRI) scheme for the management of tyres and waste tyres. The scheme is designed to maximise the collection and recycling of waste tyres. It is underpinned by a set of regulations - the Waste Management (Tyres and Waste Tyres) Regulations 2017 (SI No. 400 of 2017).

In general, anyone who supplies tyres to the Irish market either by importation or distribution has legal obligations. The regulations use the terms 'producer' and 'retailer.' A 'producer' is essentially any person who places tyres on the market in Ireland on a professional basis for the first time (this includes online sales). Overall, a producer is anyone who:

- Imports tyres (new or old).
- Imports vehicles with tyres (whether new or second hand).
- Manufactures tyres in the state.

The scheme is operated by a single compliance scheme – **Circol ELT**, while the **Producer Register Limited (PRL)** acts as the national producer registration body. If you are a tyre producer, then you must do the following:

- Register with PRL When you register with PRL you will be issued with a 'Producer Registration Number.' You will need to register for each year that you are placing tyres on the market in Ireland. See www.producerregister.ie/ for more information.
- Report amounts and types of tyres that you place on the Irish Market using the secure Blackbox system (available at www.prlblackbox.ie)
- Join the compliance scheme Circol ELT (see <https://circoelt.ie/>). You can no longer self-comply.
- Display your 'Producer Registration Number' on all relevant sales documentation.
- **Not** place tyres on the market unless you are registered with PRL.

The EPA is responsible for enforcing the legal obligations that apply to producers under the Tyres Regulations. The EPA is checking compliance and is pursuing those who are not meeting their obligations. Enforcement notices are being issued to non-compliant producers. Inspections are also being carried out.

A 'retailer' of tyres is any person who sells or supplies tyres on a professional basis within the Irish market. These tyres may have been imported by someone else. If you are a retailer, then you must do the following:

- Only sell or distribute tyres that have been supplied by a fully registered producer. If you do not use a registered producer, then you may be regarded as the producer in that case and you might have to take on the producer obligations yourself.
- Join the compliance scheme (Circol ELT) and display the certificate of membership at your premises.
- Display the statutory notice at your premises. This notice basically informs the public that you will take back waste tyres from customers and that the waste tyres will be managed safely.
- Ensure that your waste tyres are collected only by waste collectors that are registered with the compliance scheme – Circol ELT.

It should be noted that you can be a 'producer' and a 'retailer' at the same time depending on the nature of your business. Producers and retailers must apply the statutory Environmental Management Cost (EMC) to the cost of new tyres as they are sold to customers. The EMC covers the cost of environmentally safe management of the waste tyres and must be itemised on all sales documentation. The EMC is ultimately paid by the user of the new tyres.

The regulations also impose obligations on waste tyre collectors who must have a valid waste collection permit and must also be registered with the compliance scheme. Farmers also have obligations. For example, farmers are limited in the number of waste tyres that they can store and use on their farms; they can only take tyres from an approved waste tyre collector, and they must register with the compliance scheme.

This is only a brief description of the tyres PRI scheme. The full details of the scheme and the full range of obligations are set out in the Tyres Regulations, however there is a lot of useful information and guidance on the EPA website (www.epa.ie/our-services/compliance--enforcement/waste/tyres/) and on the Circol ELT website (<https://circoelt.ie/>).



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DRI FOCUSES ON SUSTAINABILITY



Borg Automotive brake caliper. Borg Automotive takes back defective parts from the distribution chain and gives them new life.

Europe's largest independent automotive parts remanufacturer, Borg Automotive, manufacturer of the DRI brand distributed in Ireland by Serfac, is now carrying out life cycle assessments for all its product groups.

Remanufacturing is an important element within the circular economy, and by producing life cycle assessments, Borg Automotive is showcasing the environmental benefits of using its remanufactured car parts over new ones.

Using a remanufactured starter or turbocharger has been found to save 96% of raw materials on average compared to using a newly manufactured part.

The company is in the process of preparing life cycle assessments for its entire range of product groups.

"There is a growing demand for remanufactured automotive parts, said Gillian Fanning of Serfac Limited. "The Borg Automotive business model has had a strong focus on sustainability and responsibility for many years and we're delighted to be able to offer the 'greener' range of DRI products to our customers, many of which have less of an environmental impact than using newly produced spare parts."

Borg Automotive takes back defective spare parts from the distribution chain and gives them new life through remanufacturing. These remanufactured parts are then sold to the distribution chain, which sells them to the garages that work directly on consumers' cars. A return system comparable to the bottle deposit system creates the basis for product circulation and, as well as being sustainable, it also results in significant savings for car owners by purchasing a remanufactured part rather than a new one. Borg Automotive is working on several fronts to meet its objectives of reducing its environmental impact. The company's circular business model contributes to a significant reduction in CO2 emissions, but Borg Automotive is also working to minimise any negative consequences from its own production processes. The company aims to reduce CO2 emissions from its factories by 30% by 2030. Among other things, this means that Borg Automotive will use more renewable energy in the coming years, as energy consumption is the primary cause of emissions. In addition, the company is continuously working to optimise production processes and facilities to reduce its environmental impact and improve the working environment.

In Borg Automotive's ESG (Environment, Social, and Governance) objectives, the company also works purposefully with initiatives in the social field. It aims to increase employee satisfaction, and to make the working environment even better. It says this is achieved, for example, by purchasing new paint booths, improving working postures, and minimising manual lifting. In addition, the number of accidents per million working hours is to be reduced by 30% by 2025.

Borg Automotive's work with ESG is based on the strategic direction set by the owner, Schouw & Co. Schouw & Co., which makes long-term investments in the companies it owns and therefore has an interest in developing a clear direction for its ESG and responsibility work.

SERFAC CONTINUES TO EXPAND NRF RANGE

Serfac Limited is continuing to expand its product range from cooling products supplier NRF in response to market demand. NRF, known for its cooling and climate control offerings, also supplies a range of Exhaust Gas Temperature Sensors (EGTS) and thermostats and has recently added Coolant Temperature Sensors (CTS) to its product portfolio. A number of new part numbers have just been added to the NRF range available from Serfac. The company has also expanded the available range of NRF thermostats and exhaust gas temperature sensors and will soon be offering a range of NRF Coolant Temperature Sensors (CTS). The NRF Coolant Temperature Sensors range features 106 "Easy Fit" references, covering 145 million vehicles, including HEV and EV. The CTS measures the temperature of the engine coolant and sends this information to the vehicle's Engine Control Unit constantly, keeping the engine temperature at an ideal level and adjusting the fuel injection and the ignition timing to optimise performance. NRF Coolant Temperature Sensors are manufactured on tested and validated production lines, resulting in the highest



quality product at competitive aftermarket prices.

NRF has also recently launched a new webshop – <https://webshop.nrf.eu> - featuring a new design, new search filter and new product availability layout. The latest webshop, which can also be viewed from a phone, is more user-friendly, making it easier to find all required NRF parts. The technology behind the webshop has also been updated, making it faster and up to date with the latest security requirements. Additionally, 360-degree photos have been reintegrated, making it possible to see the products from all sides.

IMCTGA returns to Portmarnock Links

The final outing of last year for the Irish Motor & Cycle Trades Golfing Association (IMCTGA) was held on Friday, December 2, in Portmarnock Golf Links. This was a return visit for IMCTGA members and their guests to Portmarnock after an absence of over two years due to Covid restrictions.

Portmarnock Links has now been the venue for this popular end-of-season event for 25 years. The outing was again sponsored and supported by Finance Ireland, which was represented on the day by Managing Director Frank Donnellan and his colleagues. Over



Kieran Graham receives the Brendan Cross Cup from Des Cannon, Immediate Past President IMCTGA.

80 competitors participated on what turned out to be a dry, sunny day for an enjoyable and competitive day of golf. Due to maintenance work being carried out on the course, the event was reduced to playing over 16 holes. However, the event still proved to be most enjoyable for all participating. The team competition winners on the day finished with a score of 82 points with two best scores on each hole to count. The winner of the Brendan Cross Memorial Cup singles competition for IMCTGA members only was Kieran Graham with a score of 38 points playing off a handicap of 25. The Ernie Mooney Memorial Cup Front 9 competition winner was Pat Gavin with 24 points with a handicap of 12. The Golfer of the Year for 2022 was awarded to Kieran Graham, a popular winner. Frank Donnellan confirmed that Finance Ireland will continue to



Kieran Graham also received the IMCTGA Golfer of the Year 2022 trophy, having enjoyed consistent success in association competitions throughout the year.

sponsor the outing again in 2023. In the absence of IMCTGA President Paddy Magee, Immediate Past President Des Cannon addressed the members and, during the Prize Presentation, thanked everyone for attending and turning out in such great numbers.

INDUSTRY NEWS EXTRA

IRELAND HAS 3 TIMES LEVEL OF UNINSURED VEHICLES AS UK

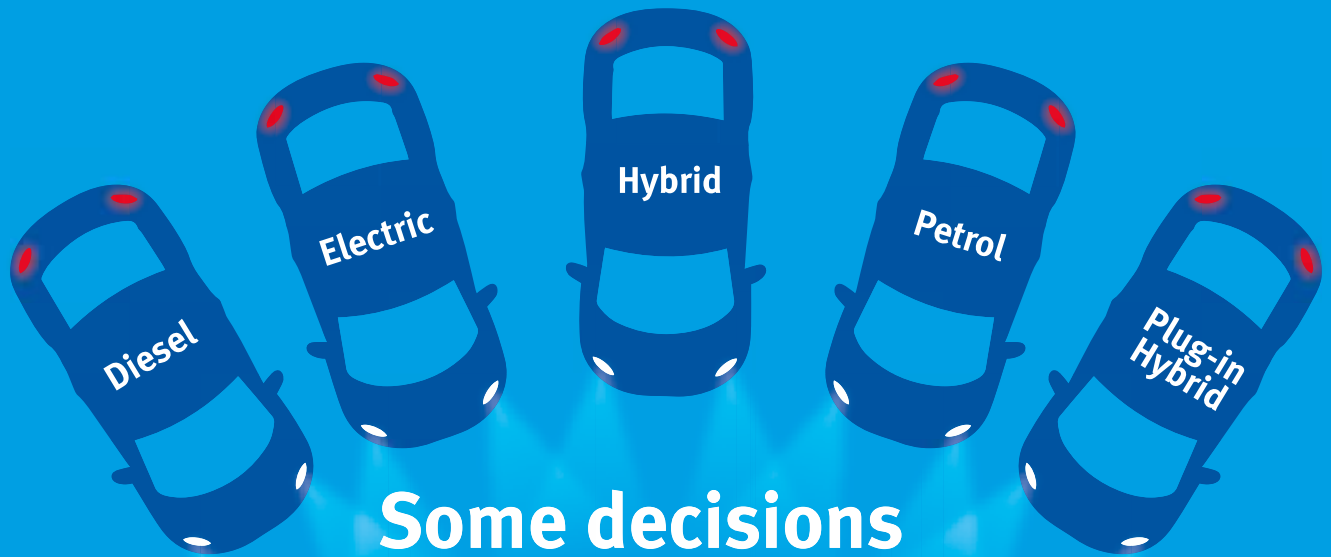
The level of uninsured vehicles in this country is three times the rate in the UK and four times the average across the EU/EEA area. That's the message the Motor Insurers' Bureau of Ireland (MIBI) recently shared with the Joint Oireachtas Committee on Transport and Communications during their discussion on uninsured driving and road safety. The MIBI recently published research which showed that one in every 12 private vehicles on Irish roads are uninsured. In 2022, there was a total of just under 188,000 private vehicles driving without insurance in this country. This represented an increase of 13,626 uninsured vehicles over the 2021 figures. In their submission to the Oireachtas Committee, the MIBI also undertook an analysis on the level of uninsured driving across the EU and EEA, as well as the UK and Switzerland. The most recent European data comes from 2021, when Ireland recorded a level of 7.8% uninsured vehicles. This was the second highest level in the EU at the time, behind only 8.2% in Greece. However, the updated figures for Ireland show that in 2022 the level of uninsured driving reached 8.3%. This would put Ireland at the highest level of uninsured driving in the EU if other countries maintained or reduced the level of uninsured vehicles over the same period. In the UK, the level of uninsured vehicles was 2.5%.

Of the 29 countries across the EU and EEA (as well as the UK and Switzerland) where data was available, the average level of uninsured vehicles was 1.8%. This means that Ireland had 4.3 times the average level of uninsured vehicles across the EU/EEA in 2021 and three times the level of uninsured vehicles as the UK.

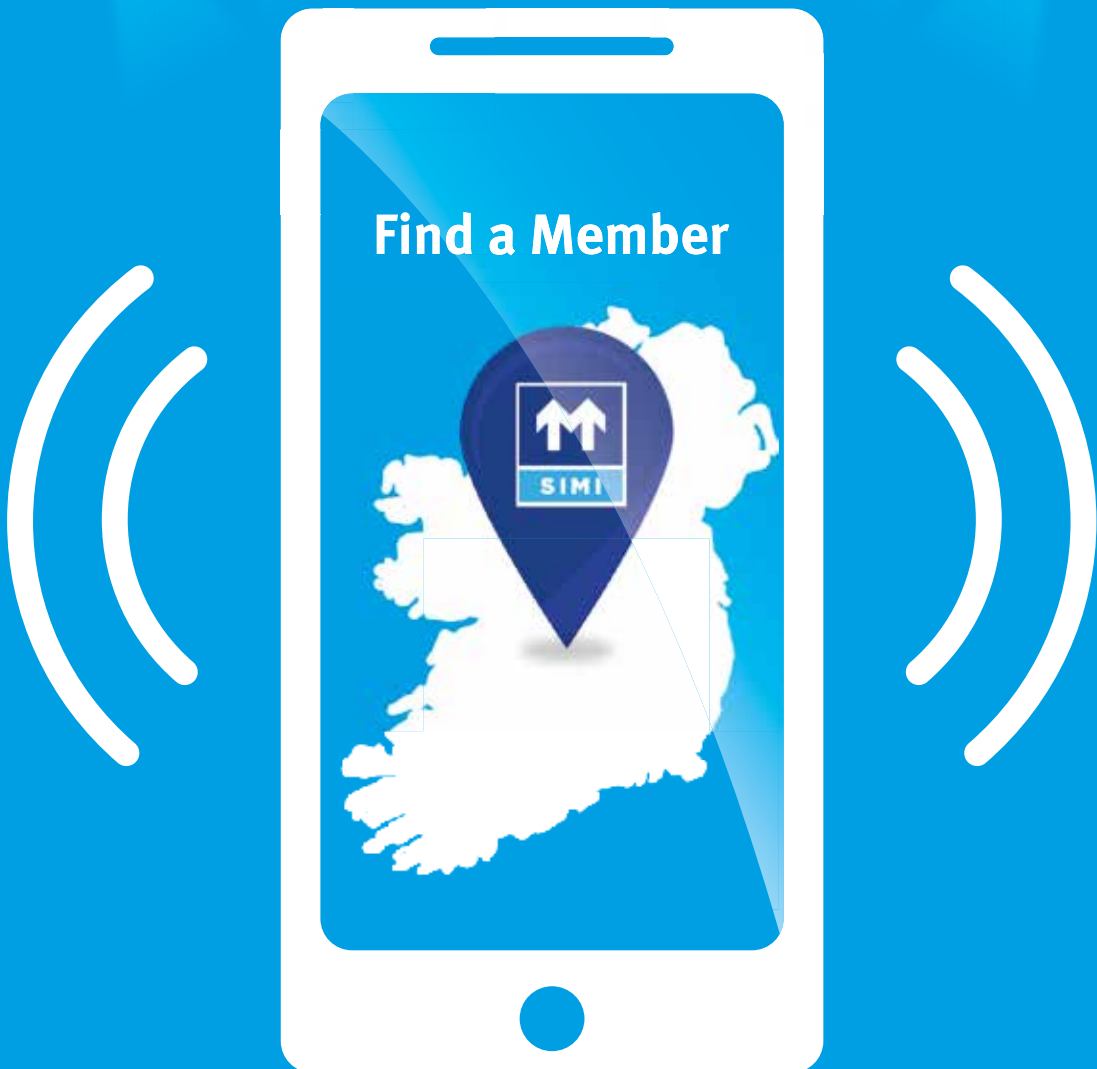
Greece	8.2%
Ireland	7.8%
Italy	5.2%
Cyprus	4.8%
Malta	3.4%
UK	2.5%
Bulgaria	2.4%
France	2.0%
Lithuania	1.9%
Czechia	1.7%

Figure 1. The ten countries with the highest levels of uninsured driving. Data on number of uninsured vehicles from 2021. Percentages rounded to one decimal point. Source: MIBI.

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