



2023 ISSUE 5

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



Looking ahead to
2024

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2024 A YEAR FOR STABILITY



As we approach the end of 2023, we reflect on the year that brought with it, its fair share of challenges. From a cost-of-living crisis, to rising interest rates, inflation issues and a high-risk geopolitical environment. Despite all these challenges, the Irish economy out-performed most of its European counterparts, and while the Motor Industry has not yet returned to a normal trading new car market (140-160k), our sector has delivered what has been described as a reasonable performance.

With consumer spending forecast to grow, in volume terms, by 2% in 2024 and with a Budget that brought short term stability to motor related taxation, we should expect to see a new car market in line with this year, with economist Jim Power expecting some growth. However, Jim has strongly cautioned that the outlook for 2024 will be more challenging, as there is a lot more uncertainty than in previous years, with global political events very much outside of our control, bringing both external and domestic risks. Allied to this is the rising interest rate environment and uncertainty over used car volumes and prices, which potentially could impact on consumers' ability to change their cars.

The clock is ticking loudly on our climate change targets. We believe that we are on track to meet the 2025 Climate Action Plan interim target of 175,000 electric vehicles. Government policy and incentives are key in the transition of electrification of the national fleet and transport emissions reductions, as these supports underline the Government's commitment towards our climate goals. In addition, the roll-out of a fast-charging national infrastructure must be prioritised; without this we will not be able to allay concerns over range anxiety, which would inevitably slow down the growth of EV sales.

Budget 2024 brought certainty and stability for next year which is important for businesses. The Budget saw the retention of most EV incentives, both for private individuals who can avail of the grants and reduced VRT, while employees with an electric company vehicle continue to benefit from preferential BIK treatment. Despite consumer spending slowing there is still around €153.2 billion (September 2023) in household savings and we would hope that this potential spending would filter into the industry at some stage. SIMI Executives have already focused their attention on next year's Budget, with a continuing focus on both support for EV market and overall taxation on ICE vehicles, including SUVs.

With Irish employment now at record levels, the Motor Industry, like many other sectors, faces the challenge of recruitment and retention of staff. SIMI's focus over the past number of years and continuing into next year is the promotion of apprentices and careers within the industry. Events such as Worldskills Ireland and national engagement by members at school level, allow us to speak directly with students to advise them of the many career opportunities that are available. This focus will continue into 2024, and we would encourage members to support us at local school level, and by recruiting apprentices.

With more electric vehicles coming onto the market, there is a greater need for upskilling and technical training for new vehicle technologies. In this regard, SIMI welcomes the recent announcement by Minister Harris; the development

(continued overleaf)



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(continued from page 3)

of a dedicated national centre for electric vehicle skills, in Mullingar Co. Westmeath. This positive development is a result of the collaborative approach that is being taken by the Government, SOLAS, ETBs, the Industry and Stakeholders to address the current and future skills needed across the Sector. Electric Vehicles (EVs) require a further developed skillset and much greater safety awareness. SOLAS and the Industry currently offer comprehensive Electric Vehicle training. The development of a national centre will accelerate the number of qualified technicians available to work safely on Electric Vehicles, which will go a long way to meet the skills needs for e-mobility into the future.

Since our last publication, SIMI held our Franchise Network Event, an informative evening with discussions on a variety of industry topics, with thanks to our event sponsor AIB Finance and Leasing. Test centre members recently attended our annual VTN Conference/AGM with presentations from the guest speakers and the RSA on progress and developments to date, including confirmation on the increase in the CVRT test fee.

Our next big event will take place in February 2024 'The Irish Motor Industry Awards' and we would encourage members to consider entering (see the details outlined in this publication).

The geopolitical world is fraught with risk, we are operating in a more turbulent environment than we have ever seen before. No matter what the economic situation will be in 2024, members can only manage their own business and while economic forecasts are positive, as always members should be cautious, control the variables that you can within your own business.

On behalf of the SIMI Management Board and team, I would like to thank you for your support throughout the year. We wish all who work with in the Motor Industry and their families a happy Christmas and a safe, healthy, positive, and prosperous New Year.

Brian Cooke
Director General,
SIMI

NOVEMBER NEW CAR REGISTRATIONS DOWN 4%: YEAR TO DATE UP 15%

The Society of the Irish Motor Industry (SIMI) released their official 232 new vehicle registrations statistics for November. New car registrations for the month of November were down 4% (947) when compared to November 2022 (985). However, registrations year to date are up 15% (121,430) on the same period last year (105,189).

Light Commercial vehicles (LCV) are down 12.7% (764) compared to November last year (875) and year to date are up 27.0% (29,408). HGV (Heavy Goods Vehicle) registrations are showing a decrease for November of 10.2% (106) in comparison to November 2022 (118). Year to date HGVs are up 20.1% (2,605).

Imported Used Cars seen an increase 47.1% (4,847) in November 2023, when compared to November 2022 (3,295). Year to date imports are up 7.4% (47,308) on 2022 (44,047).

For the month of November 355 new electric vehicles were registered compared to 343 in November 2022 (+3.50%). So far this year 22,629 new electric cars have been registered in comparison to 15,590 (+45.15%) on the same period 2022.

Electric Vehicles, Plug-in Hybrids and Hybrids continue to increase their market share, with a combined market share (year to date) now of 45.48%. Petrol remains dominant at 30.17%, with Diesel accounting for 22.11%, Electric 18.64%, Hybrid 18.57% and Plug-in Electric Hybrid 8.27%. Brian Cooke, SIMI Director General, said: "New car registrations for the month of November decreased by 4% on the same month last year, while year to date the new car market remains 15% ahead of 2022 with 121,430 cars registered this year. Sales of commercials both Light (LCV) and Heavy Good Vehicles (HGVs), continue to remain subdued in November, however they are ahead year to date.

Despite a decline in November new car registrations, the market share of battery electric cars continued to rise, with all counties seeing an increase in electric vehicle registrations. The number of electric cars sold in the month are double that of Diesel and Petrol cars. Private consumer sales dominate the EV market accounting for 75% of EV sales year to date, underlining the importance of continued incentives and supports into 2024."



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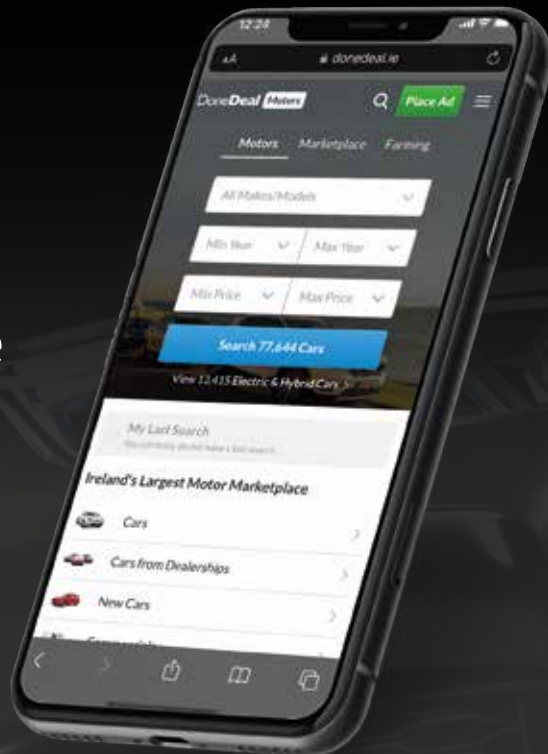
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CITROËN'S 2CV CELEBRATES ITS 75TH BIRTHDAY

Citroën recently celebrated the 75th birthday of its most iconic model: the 2CV. Designed at Citroën's design office on Rue du Théâtre in Paris and fine-tuned at the La Ferté-Vidame test centre in the Eure-et-Loir region, it was unveiled to the public at the Paris Motor Show on October 7, 1948. The 2CV enjoyed an exceptional career: a total of 5,114,969 units were produced, including 1,246,335 2CV vans. The very last 2CV left the Mangualde factory in Portugal 42 years after its launch at 4pm on 27 July 1990.

The "TPV" ("Toute Petite Voiture" or very small car) project was born in 1936. Its aim was to provide individuals with low income an economical, versatile car. In 1937, the first roadworthy prototype of the TPV project saw the light of day, weighing just 370kg and with only one headlight (legislation at the time did not require two). The vehicle could carry up to four people and 50kg of luggage at a maximum speed of 50km/h and was extremely comfortable. 250 pre-production models were due to be unveiled at the 1939 Paris Motor Show, though the outbreak of war put this on hold. The models which had been built were destroyed – all except four which were secretly kept at the Citroën Test Centre at La Ferté-Vidame.

When it went into production in July 1949, the 2CV was a small car with a 9 bhp, 375 cc, air-cooled, flat-twin engine capable of a top speed of 50km/h. Citroën had revolutionised the car industry with an economical and versatile vehicle. Its unique body shape and appeal quickly won over a large part of the population. But its huge success can also be attributed to its



infinite range of uses, as well as its removable benches (as featured recently in the Citroën 'Power of One' Bord Bia Bloom show garden, June 2023), its lightness, agility and comfort. Not to mention the fact that it was ultra economical to run, making it the most popular car. The 2CV attracted collectors from all over the world, and it is still frequently seen on our roads. In total, there were ten special editions of the 2CV, launched in France and several other European countries. They included the Spot, the Charleston and the Cocorico.

The car's reputation earned it a number of nicknames. Some of the best known are "Deuche", "Deudeuche" and "Ugly Duckling", to name but a few. The spirit of the 2CV lives on today in the iconic Citroën Ami, another "Toute Petite Voiture" project led by Citroën, 87 years after the first.

DENIS MAHONY LTD CELEBRATES 60 YEARS IN BUSINESS

Denis Mahony Ltd recently celebrated 60 years in business. The Irish family-owned and run business, now in its third generation, was started by former Dublin Gaelic Football captain Denis "Danno" Mahony in 1963, employing 12 people at its first car dealership in Glasnevin Hill.

The business, which now employs over 100 people, has gone from strength to strength through the years and opened dealerships in Kilbarrack in 1973 and Exit 5 M50 in 2005. Denis Mahony's son John has been chief executive of the Denis Mahony Group since 1998, while John's son Stephen is managing director of Mahony Fleet, the vehicle leasing and fleet management arm of the company.

In 1973 the business bought the Toyota franchise and the Lexus brand was added in 1990. It continues to supply both these popular brands to customers today.

Denis Mahony Contract Rentals was started by brothers Denis and Tim Mahony, pioneers in the Irish vehicle leasing industry, in 1966 and subsequently the business entered into a Licensee Agreement with Avis International to take on the Avis Lease franchise for Ireland in 1991. In 2022, the decision was taken to part ways with Avis, and the leasing arm of the company was re-branded to Mahony Fleet.

Speaking about the major milestone for the business, John Mahony, chief executive of Denis Mahony Group, said; "Our business has gone from strength to strength over the years and we have grown and evolved with the motor industry in Ireland.



Stephen Mahony, Joan Mahony and John Mahony.

While our company has progressed over time our philosophy has always remained the same – our customers are at the heart of what we do, and it is their needs that drive us. "My father had a real passion for motorcars, and customer satisfaction, and we take great pride in the business that has been built over the last 60 years and we respect the past and our heritage but are always preparing for the future. "We enter our seventh decade as an Irish family-owned business in rude health and look forward to the future with optimism."

MAHA IRELAND TURNS 25



Eoin Mallon with his father, John.

Founded in March 1998, MAHA has grown in every respect to become a market leader for vehicle testing and workshop equipment in Ireland. MAHA Ireland is also the sole supplier to Driver Vehicle Testing Agency (DVA) centres in Northern Ireland. The company recently celebrated its 25th anniversary. John Mallon, founder, says: "While the company's growth was impressive, I always keen on maintaining a manageable size to ensure quality and customer satisfaction. Our commitment to excellence, combined with a dedicated team, allowed us to offer outstanding customer service. We had a customer-centric approach."

Holding onto that baton now is John's son, Eoin. He was announced as the new managing director in 2019, looking to maintain the efforts and achievements earned during the past 20-plus years.

"While some might have expected a significant shift in leadership, I decided that the transition would be smooth, and little would change – seismic adjustments weren't needed," says Eoin.

As MAHA Ireland solidified its position in the sector, securing contracts with NCT, CVRT and DVA, it also installed equipment in workshops, government and council buildings, colleges. This diversification has allowed MAHA Ireland to flourish.

Through the Covid-19 pandemic, Eoin's vision for the company is built on a strong foundation of retaining existing customer relationships and expanding business. With contracts secured well into the 2030s and new equipment guidelines on the horizon, MAHA Ireland's future looks promising.

Today, MAHA Ireland employs a staff of 23, which is made up mobile service engineers strategically located nationwide, with sales and administrative staff based out of its purpose-built premises in Rathcoole, Co. Dublin. A satellite office and warehouse in Lisburn caters for customers located in Northern Ireland.

TUS LIMERICK HOSTS FIRST BATCH OF ELVES IMI AUTHORISED ELECTRIC VEHICLE DISMANTLING TRAINING IN IRELAND

ELVES, the compliance scheme for End-of-Life Vehicles, has just overseen the delivery of IMI (Institute of the Motor Industry) Authorised Electric Vehicle Dismantling training for the first time in Ireland at TUS Limerick. This training provides dismantlers in the motor industry with the skills to safely shut down electric vehicles and prepare them for recycling and reuse in an environmentally friendly manner.

Delivered by Salvage Wire Ltd at the Technological University of the Shannon in Limerick, the Authorised level training was delivered alongside IMI Competent training in Limerick as well as in Athlone.

ELVES aims to deliver the most appropriate training for Authorised Treatment Facilities (ATFs/scrapyards) through the Electric ELVES programme. Its training programme for ATFs has developed since it was first introduced in 2019 and more ATF specific qualifications have become available. The Electric Vehicle Dismantling courses move from a theoretical focus to practical implementation as participants move through the qualifications offered.

"Once again, we have been lucky enough to be hosted by TUS in Limerick, without whose support, our training programme would not have the reach it does. We are delighted that there are now ATF specific qualifications available, in the form of IMI Electric Vehicle Dismantling Training, which we can offer to ATFs in Ireland. Building on modified courses that we have offered in the past, this latest training now provides two levels that ATFs can complete which are designed especially for



Trainer Andy Latham from Salvage Wire Ltd. with participants of the course.

vehicle dismantlers – IMI Competent and IMI Authorised in Electric Vehicle Dismantling" said Elena Wrelton, from ELVES. "ELVES has had a great response from ATFs to these new qualifications, with places on all training days filling up fast – the fastest since we first offered training back in 2019. This shows a keenness amongst ATFs for more advanced training as well as a realisation that training is needed to handle these new types of vehicles," added Ms Wrelton.

ELVES will be offering more Electric Vehicle Dismantling training in 2024, details will be made available on the ELVES website and distributed to all ATFs in advance. For further information see www.electriceelves.ie

KEYLOOP LAUNCHES CO-DELIVERY PROGRAMME AND APPOINTS KCS AUTOMOTIVE AS FIRST PARTNER

Automotive technology company, Keyloop, has announced its Keyloop Co-Delivery Programme to boost the strategic implementation of its suite of solutions across the world. The Programme is designed to foster collaborations with Keyloop-approved and certified third-party partners, with the overarching objective of expediting the delivery of Keyloop products and services to automotive retailers and OEMs. KCS Automotive, a recognised leader in the automotive sector providing consultancy and support services, has secured its place as the first Co-Delivery Partner for Keyloop, signing co-delivery contracts for the UK&I and Middle East regions, with further territories to be announced soon. This is a strategic move for KCS Automotive, who align with Keyloop's mission to create technology that transforms automotive experiences, and revolutionises the automotive industry itself through collaboration, innovation, and excellence.

"We're proud to be the first Co-Delivery Partner to have an agreement like this in place with an industry giant like Keyloop and can't wait to start working alongside their Consultancy and Support Teams," said Ritchie Kelk, Managing Director of KCS Automotive. "Our consultants have accumulated deep knowledge of Keyloop and their industry solutions over many years and this partnership gives us the perfect opportunity to harness those skills to support the automotive industry in the UK and overseas."

"We're delighted to welcome KCS Automotive as our first Co-Delivery Partner," added Ali Samet, Global Head



Ali Samet (right), Global Head of Co-Delivery for Keyloop, pictured with Ritchie Kelk, Managing Director of KCS Automotive.

of Co-Delivery for Keyloop. "Ritchie and his team have demonstrated exceptional knowledge and understanding of our industry leading Dealer Management Systems and products – making them the perfect extension of our teams. "The Keyloop Co-Delivery Programme is another building block in our Experience-First ecosystem, helping to empower the automotive retail industry to reframe their services to deliver exactly what the vehicle buying customer wants, when and how they want it. KCS Automotive, and other strategic partners, will enable us not only to amplify the benefits of Experience-First but turbo-charge its rollout." From the showroom to the workshop, and everything in between, Keyloop's technology promises distinctive customer experiences between key systems, tools, and departments.

NEW MARKETING HEAD AT EUROPCAR MOBILITY GROUP IRELAND



Europcar Mobility Group Ireland has announced the appointment of Karen McAdoo as the new Head of Marketing. In her role, Karen will be responsible for leading Europcar Mobility Group Ireland's marketing strategy and eCommerce revenue performance of the company's portfolio of car and van rental websites, including Europcar and GoCar. As Head of Marketing for Ireland, Karen will work closely with the global Head Office in Paris to manage and coordinate all marketing activity across Ireland including pricing, sales, fleet operations and finance.

Prior to joining Europcar Mobility Group Ireland, Karen worked as a Senior EMEA Marketing Manager at Google

in Ireland and was recently the interim Head of Channel Marketing at the tech company. Karen has over 10 years of experience in the marketing industry working across both the US and Ireland.

She holds a Bachelor of Business & Law from the University College Dublin and a MSC in Marketing from the UCD Michael Smurfit Graduate Business School.

Welcoming her appointment, Paul McNeice Head of Country for Europcar Mobility Group Ireland said: "We are delighted to announce the appointment of Karen McAdoo as our Head of Marketing for Ireland. Karen's extensive experience in planning and implementing marketing and eCommerce campaigns for multinational organisations will be hugely beneficial in her role with us at Europcar Mobility Group, a company with a strong international footprint and leading presence in the Irish market.

"We have ambitious plans to continue expanding and enhancing our range of mobility solutions here in Ireland, providing flexible and convenient transport options for people and businesses across the country – we look forward to working closely with Karen who will help enhance our customer insights and marketing strategy to accelerate our journey as a mobility leader in the vehicle rental and sharing space."

CHRISTMAS ROAD SAFETY CAMPAIGN LAUNCHED



New 30km/h speed limit campaign focuses on urban areas

The Road Safety Authority (RSA), An Garda Síochána, and the Department of Transport and Department of Justice are urging road users to act responsibly and safely when using the roads throughout the Christmas and New Year period. The call was made at the launch of a new road safety campaign highlighting the benefits of 30km/h speed limits in urban areas.

The RSA, An Garda Síochána and the Department of Transport are also calling on people to refrain from driving while under the influence of alcohol and illegal drugs, and they will be also targeting other road traffic offences such as mobile phone use, speeding and non-wearing of seatbelts. This year's road safety campaign focuses on 30km/h speed limit in urban areas, a strategic initiative aimed at reducing road traffic fatalities. There is overwhelming evidence that lower speed limits make streets safer and more pleasant places for children and adults to live, socialise, work and play. When parents and children can walk and cycle in their neighbourhood, families benefit from healthier children, less stress and more money in their pockets.

In addition, data consistently indicates that higher speeds significantly escalate both the incidence and severity of road accidents:

- If hit at 60km/h 9 out of 10 pedestrians will be killed.
- If hit at 50km/h 5 out of 10 pedestrians will be killed.
- If hit at 30km/h 9 out of 10 will survive.

Minister of State at the Department of Transport, Mr. Jack Chambers said: "Although we have made great strides in the past 20 years, it is clear from the current trends that we must redouble our efforts to restore the downward trend of deaths and serious injuries on our roads. We are working on multiple fronts to address this problem. I urge everyone to remember

that responsible driving is not just a personal choice, but a responsibility we must all share. Let us make this festive season a safe one for everyone."

Minister for Justice, Ms. Helen McEntee said: "This year, we've witnessed a concerning increase in road fatalities, highlighting the urgent need for heightened awareness and caution. For the forthcoming holiday period, we are collectively asking all road users to act with great care, follow the Rules of the Road, to share the roads safely and to slow down and never, ever, drink and drive. I know that An Garda Síochána will be working night and day to enforce the law when it comes to road safety, using every technological tool and team member to best effect to make this period safe for all road users."

Mr Sam Waide, CEO of the RSA said: "The Christmas period should be a time of joy and celebration, not tragedy. Slower speeds save lives, and by complying with these limits, every road user contributes to a safer, more responsible road environment. We implore all road users to slow down and adhere to speed limits, including those in urban areas like 30km/h speed limits where they are in place, avoid driving under the influence of alcohol or drugs, and respect all other road users. Together, we can ensure that this Christmas is remembered for the right reasons"

There has been an increase in fatalities on Irish roads in 2023, and with the period between Christmas and New Year a traditionally dangerous time on the roads, the new campaign, aims to encourage road users to reduce their speed and be extra cautious over the festive period. As of 29 November 2023, there have been 172 people killed on Irish roads 31 more than the corresponding period in 2022.

VOLKSWAGEN CELEBRATES WORLD PREMIERE OF NEW TIGUAN

Volkswagen recently presented the all-new Tiguan and with it the third generation of the bestseller. The Tiguan is one of the most successful Volkswagen models, with more than 7.6 million buyers choosing the compact SUV since its debut in 2007. The new model will reach dealerships in the first quarter of 2024.

Kai Grunitz, Brand Board Member for Technical Development, said: "The latest evolutionary stage of the Modular Transverse Matrix (MQB evo) forms the highly innovative technical basis of the third generation of the



Tiguan. Thanks to the large economies of scale of the MQB evo, Volkswagen is once again democratizing numerous high-tech developments such as the DCC Pro or the new hybrid drives with an electric range of around 100 km and making them available to hundreds of thousands of drivers." The new hybrid drives with an all-electric range of around 100 km. In addition, AC charging will be faster in all eHybrid versions, and fast DC charging will also be possible as standard for the first time. In addition, new systems such as a pneumatic massage function for the front seats or the IQ.LIGHT HD matrix headlights – used for the first time in the Tiguan – are derived from the premium Touareg model. The new adaptive chassis control DCC Pro optimises comfort and dynamics. The latest Park Assist2 generation automates driving in and out of parking spaces. Its interior is based on specific customer feedback, with clearly structured Digital Cockpit, infotainment screen, and head-up display.

ELVES ANNOUNCES ISPCA AS OFFICIAL CHARITY PARTNER



Left to Right: Dr Cyril Sullivan, CEO of the ISPCA, PJ Gallagher and Jim McCabe of Radio Nova, and Pat Kierans, Business Development Manager of ELVES.

Non-profit Irish company ELVES is delighted to announce the Irish Society for the Prevention of Cruelty to Animals (ISPCA) as its official charity partner. ELVES, End-of-Life-Vehicle (ELV) compliance scheme, is a non-profit company set up by vehicle manufacturers to fund the recycling of scrap cars and small vans in Ireland. After several years assisting with collections for the ISPCA at popular events such as the Forever Young Festival, ELVES wished to become more involved with Ireland's largest national animal welfare charity and support them with the life-changing differences they make to animals across the country.

PJ Gallagher and Jim McCabe, hosts of Morning Glory on Radio Nova, recognise the vital role played by the ISPCA in safeguarding the wellbeing of animals across Ireland. The

duo was on hand to celebrate the official charity partnership. This significant contribution underscores ELVES dedication to fostering a compassionate society and addressing the needs of animals in distress. Reflecting a shared commitment to making a positive impact on the lives of animals and promoting responsible pet ownership.

Pat Kierans, Business Development Manager of ELVES said: "After several years working with the ISPCA, ELVES is delighted to establish the ISPCA as its official charity partner. ELVES looks forward to continuing the wonderful relationship and supporting the ISPCA and their marvellous hard working and dedicated staff, looking after animals nationwide."

Dr Cyril Sullivan, CEO of the ISPCA added: "We are delighted to officially partner with ELVES, enabling us to continue our vital animal welfare work rescuing and rehabilitating Ireland's most cruelly treated, neglected, and abused animals. ELVES have been a fantastic supporter of the ISPCA over many years, and we are delighted to now become an official ELVES charity partner. Their generous donation will help us make a difference to the animals we rescue from the most appalling situations imaginable, and we look forward to further developing our partnership with ELVES in the future." Every year the ISPCA help, rescue, treat and responsibly rehome tens of thousands of animals nationally and ELVES is proud to be part of promoting animal welfare.

Radio Nova's PJ Gallagher and Jim McCabe added: "We hope that by promoting ELVES generous contribution it will inspire others to jump on board and contribute to the incredible work carried out by the ISPCA. There is an enduring bond between humans and their animal companions, look at me and Jim, not many people know that he's 98% gorilla. We want to highlight the importance of responsible care throughout the entire life of a pet."

DACIA CELEBRATES EIGHT MILLION GLOBAL SALES

Dacia has sold its eight millionth vehicle globally, with the achievement underlining the brand's rise from the national manufacturer of Romania to household name.

Back in 2004, the brand commenced its journey, promising a pragmatic vision for vehicles and value for money. In the 18 years since, Dacia expanded into Eastern Europe and later into many more countries across the continent. With its models marketed in 44 countries around the world, the brand has gathered a growing following. Although its birthplace, Romania, is one of Dacia's top five countries, France represents its leading market in terms of sales, followed by Italy. 2023 has also been a memorable year for Dacia in Ireland with the brand celebrating 10 years and over 35,000 sales since launch. It has been Dacia Ireland's best ever year for sales, with almost 5,000 units.

This success helped Dacia achieve a record market share of 7.6% in the European retail market (compared with 6.2% in 2021). For the sixth consecutive year (since 2017), the Dacia Sandero was the most sold car in the European retail market.



The Duster ranked second in 2022 and has also been the best-selling SUV to retail customers since 2018.

Due for launch in Ireland in 2024, the all-electric Spring also plays a significant role in Dacia striving to address the concerns regarding future mobility.



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PINERGY & KEARYS HELP MUNSTER RUGBY'S MOVE TO ELECTRIC

Energy specialist Pinergy, in partnership with Munster Rugby and Kearys Motor Group, was joined by Munster Rugby players Simon Zebo, Niall Scannell and Patrick Campbell for the announcement of the installation of EV (electric vehicle) charging technology and the distribution of electric vehicles to Munster Rugby staff.

The new initiative sees Pinergy and Kearys Motor Group working alongside Munster Rugby to begin migrating their car fleet to electric, supporting Munster Rugby's ambitions to reduce staff emissions in their day-to-day travel. Pinergy will also install the latest Easee EV charging technology in Munster Rugby's staff members' homes, to help power their battery every morning. The Munster Rugby staff included in the partnership range from players, coaches, development officers, and administrative staff. Based on their needs, staff members availing of the new charging solutions will also be supported with the new Pinergy PowerUp App for EV drivers which enables the drivers to control and manage their charging needs.

Pinergy has supported Munster Rugby since 2017, through the provision of renewable energy as the province's Official Energy Partner and through the offering of essential expertise to efficiently manage their energy use.

Speaking at the launch, Pinergy Chief Executive Officer, Enda Gunnell commented: "This new partnership allows Munster Rugby staff members to drive change in their everyday lives, ensuring the sustainability of Munster Rugby remains a priority for the future. We are delighted to support Munster Rugby on this journey and have no doubt that our long-standing partnership with the province will continue to lead towards a brighter, greener future for all at Munster Rugby."



Simon Zebo, Enda Gunnell, CEO of Pinergy, Patrick Campbell, Martin Curtin, Head of Business, Kearys Renault Cork and Niall Scannell pictured at Musgrave Park. Credit ©INPHO/Ryan Byrne.

Ian Flanagan, Munster Rugby Chief Executive Officer, said: "At Munster Rugby, we are proud to continue developing our sustainable habits for a greener future. This EV project partnership is an inspiring step forward in our sustainability commitment as we continue to target reaching Net Zero by 2040." Brendan Keary, CEO, Kearys Motor Group, said: "We are delighted to partner with Munster Rugby and Pinergy to contribute to Munster Rugby's vision of a more sustainable future, not just for rugby in the province, but also life in the community. Our shared commitment to excellence and innovation makes this partnership a truly exciting one, and through providing electric vehicles to some of the dedicated staff members of Munster Rugby, we are not only supporting the club's journey towards Net Zero carbon emissions, but also setting a new standard for responsible, sustainable living nationwide."

85% OF ELECTRIC CAR DRIVERS NOTE RUNNING COSTS REDUCTION

DoneDeal's latest insights show that the majority of Irish electric vehicle (EV) owners are satisfied with electric mobility and don't intend to return to traditional ICE (Internal Combustion Engine) vehicles.

DoneDeal surveyed 937 Irish car buyers and found 85% of electric car drivers in Ireland have noted that running costs are cheaper than their previous traditional petrol/diesel cars. This underscores the economic benefits associated with owning an electric vehicle.

Additionally, 62% of Irish electric vehicle drivers plan to buy another EV as their next car purchase. DoneDeal's survey also found that driving an EV in Ireland can also be a double-edged sword. Of those surveyed that drive an EV, 55% noted that they have experienced "range anxiety" since switching from a traditional petrol/diesel car. Range anxiety is defined as "worry on the part of a person driving an electric car that the battery will run out of power before the destination or a suitable charging point is reached".

For car buyers that do not plan to buy an EV as their next car, 33% said the reasoning was due to a preference for traditional petrol/diesel cars. Despite growing interest in EVs, they continue

to be more expensive than their traditional counterparts in Ireland. Therefore, it is no surprise that 27% of car buyers flagged high prices for EVs as the main deterrent for them. While DoneDeal's survey reveals that high prices and consumers being adverse to change from traditional models are the main deterrents for car buyers, new entrants to the EV market in Ireland at various price points should provide more affordable options for prospective EV buyers in the months and years ahead.

DoneDeal's survey also identified various barriers to widespread EV adoption in Ireland. Consumers noted the lack of a charging infrastructure in Ireland (13%), inability to charge an EV at home (10%), doubts over residual value (10%), and range anxiety (7%) as barriers to buying electric. In October, DoneDeal found that demand for new electric vehicles is up 73% YoY compared to the same period last year and an electric vehicle (the Volkswagen ID.4) remains the most popular new car across all fuel types. DoneDeal's latest insights also show that demand for premium nearly new EVs, that is 1-4-year-old models worth over €50,000, increased by 55% YoY in October 2023.

HYUNDAI IONIQ 6 TAKES IRISH CAR OF THE YEAR TITLE FOR 2024

At an awards ceremony in the Conrad Hotel in Dublin, the Hyundai IONIQ 6 was named as the 2024 Irish Car of the Year in association with Continental Tyres.

Members of the Motoring Media Association of Ireland (MMAI), the grouping that brings together some 35 of Ireland's most experienced motoring journalists, hosted the awards event attended by Ireland's leading car brands, importers and distributors. The awards are voted on by the members of the MMAI who individually assess each new car model that is launched in Ireland each year.

It is the fourth time in four straight years that an electric vehicle has been voted the Irish Car of the Year, the oldest automotive award title in Ireland.

Chairman of the MMAI, Joe Rayfus said: "Congratulations to Hyundai Ireland on taking the coveted Irish Car of the Year title for the IONIQ 6, a very worthy winner indeed. The era of electric motoring is truly here. And look at the evolution of vehicles in that time, electric models have gone fully mainstream and luxury as this IONIQ 6 proves." Tom Dennigan of awards sponsor, Continental Tyres added: "The Hyundai IONIQ 6 is a stylish car at the forefront of automotive design. I am sure that our Irish Car of the Year title will be a huge boost to the nameplate's profile with Irish motorists who are considering making the move to electric."



Left to right, Chairman of the MMAI, Joe Rayfus; Sarah Hayes, Marketing Director, Hyundai; Tom Dennigan, Continental Tyres.

- The Irish Car of the Year category winners:
- Irish Small / Compact Car of the Year: MG4 EV
- Irish Small / Compact SUV of the Year: BYD Atto 3
- Irish Medium SUV of the Year: Renault Austral
- Irish Medium / Large Car of the Year: Hyundai IONIQ 6
- Irish Large SUV / MPV of the Year: Nissan X-TRAIL
- Irish Luxury Car of the Year: BMW i7 / 7 Series
- Irish Performance Car of the Year: BMW M2

In the Irish Van of the Year awards programme for 2024, the Ford Ranger Raptor took the category award for Irish Commercial SUV of the Year, while the overall Irish Van of the Year 2024 in association with Continental Tyres award was bestowed on the Mercedes-Benz Citan.

Vehicle diagnostic tools and DPF cleaning solutions from Woodford Diagnostic

COMMERCIAL FEATURE

Enter the world of professional vehicle diagnostics with the brand new X-431 Euro Turbo II from Launch, which is available in Ireland from Woodford Diagnostic & Training Services.

Thanks to improved software and stronger hardware, Woodford Diagnostic says the X-431 Euro Turbo II is a true game changer, and is designed to make everyday work in the workshop more efficient and productive.

Utilising advanced diagnostic features that provide accurate, reliable and comprehensive vehicle diagnostics, "you will experience tomorrow's technology for your needs today," according to Woodford Diagnostic. "Consider the X-431 Euro Turbo II your trusty companion



for all your diagnostic needs," the company adds.

Elsewhere in the Woodford Diagnostic product offering is the Launch DPF cleaning gun, which has been designed to help with the

cleaning of Diesel Particulate Filters (DPF), a common problem with modern diesel vehicles. This is due to strict regulations designed to reduce harmful emissions, making DPFs a must-have.

With the DPF cleaning gun, you can spray a cleaning fluid straight onto the DPF via the pressure sensor or vacuum hole. The gun is simply filled with Launch DPF cleaning fluid and connected to a compressed air line, enabling you to spray at pressure into the DPF.

Once applied, the fluid will start dissolving soot inside the filter. You can apply the fluid without removal or other unnecessary work.



Heavily contaminated cases may require a forced DPF regeneration.

Launch UK DPF cleaning fluid is a highly efficient product for use with the Launch UK DPF gun. It will dissolve soot build-up in the DPF filter, even from DPFs that will no longer respond to a forced regeneration. The process will reduce soot levels, allowing the DPF software to force a regeneration and recover the DPF filter. Each one-litre bottle should be sufficient for two cars, heavy contamination may require a second treatment. The whole process can be undertaken with the DPF remaining in-situ and should take around 20-30 minutes.

For more information on the Launch range



of high-end vehicle diagnostic tools and DPF cleaning solutions, contact Woodford Diagnostic & Training Services on 049 436 2877.

BRADYS OF CASTLEKNOCK: 50 YEARS OF DRIVING SUCCESS



Robert Guy (Director of Group Aftersales at Volkswagen Group Ireland), Enda Conefrey (Dealer Principal Bradys of Castleknock), Soren Trenktrog (Head of Sales Region West/South Europe CUPRA & SEAT), Carla Wentzel (Group Managing Director Volkswagen Group Ireland), Gaspar Alcaide (CUPRA & SEAT Brand Director at Volkswagen Group Ireland), Alison Brady (Aftersales Manager, Bradys of Castleknock).

In an era where businesses come and go, reaching the remarkable milestone of 50 years is a testament to dedication, passion, and unwavering commitment. Bradys of Castleknock, a household name in Dublin 15, celebrated this impressive achievement recently with the launch of their new CUPRA and SEAT showroom — a momentous occasion that reflects not only their enduring success but also their deep roots in the community.

Founded in 1953 by three brothers from Cavan — Gerry, Thomas and Phil Brady, Bradys of Castleknock has not only stood the test of time but has flourished, evolving from a modest beginning to a thriving automotive hub. The business remains family-owned and operated, carrying forward the traditions and values that laid its foundation.

Home to prestigious brands like Mercedes-Benz, CUPRA, SEAT, and their own used car brand, Bradys Prestige Used Cars, the showroom at Bradys of Castleknock is a testament to their commitment to offering a diverse range of quality vehicles. With a team of 40 dedicated staff, the company stands strong on the pillars of expertise, customer service, and a genuine love for cars.

What sets Bradys apart is not just their impressive premises or the brands they represent, but their understanding of what truly matters—their customers. The Bradys team prides itself on being car people, individuals who comprehend the intricacies of the industry and the needs of their customers. This understanding has cultivated a loyal customer base that spans generations. As they enter their sixth decade in business, Bradys of Castleknock is poised for continued success. Their focus remains firmly on their customers and valued staff, recognising that these relationships are the driving force behind their longevity. Trust, loyalty, and a genuine passion for cars are the cornerstones on which Bradys has built its empire, and they have no intention of deviating from this winning formula.

Here's to the next 50 years of driving success!



Enda Conefrey (Dealer Principal) & Alison Brady (Aftersales Manager).

FOURTH TEXACO 'SUPPORT FOR SPORT' CLUB FUNDING INITIATIVE

The Texaco Support for Sport funding initiative – which, to date has seen €385,000 distributed amongst 77 sports clubs across Ireland – has been launched for the fourth successive year.

Under the scheme, hosted by Valero Energy (Ireland) Limited, the company that markets fuel in Ireland under the Texaco brand, a fund of €130,000 will be distributed to twenty-six sports clubs on a county-by county basis, with successful applicants receiving €5,000 in each case.

Open to sports clubs across the 26-counties, irrespective of sporting discipline, size, membership, age, cultural appeal or gender (including clubs that may have been unsuccessful in their application previously), the initiative is one that recognises and supports the valuable contribution that sports clubs make to communities and throughout Irish society as a whole.

Clubs that have received funding to date span the spectrum of Irish sporting activity. Amongst them were archery, athletics, badminton, basketball, bowls, boxing, camogie, climbing, cricket, diving, Gaelic football, golf, gymnastics, handball, hockey, hurling, kayaking, rowing, rugby, soccer and tennis.

Launching the 2024 initiative, James Twohig, Director of Ireland Operations, Valero Energy (Ireland) Limited described sports clubs as “the heart and soul of so many communities, cities, towns and villages throughout the country and a key component in the fabric of Irish society”

Mr. Twohig went on to say how pleased his company is to



provide “a significant route to funding for sports clubs, many of which have faced difficult challenges in recent times.”

Adjudication Leading the adjudication process once again is Texaco Support for Sport ambassador, broadcaster and former Irish rugby international, Donncha O’Callaghan (pictured).

Commenting, O’Callaghan said: “The most appealing aspect of the Texaco Support for Sport initiative is the benefit it brings to our sports clubs throughout Ireland by providing rare access to funds which are not linked to the popularity, membership size or success of any club. I look forward to reviewing the 2024 applications and to rewarding those clubs that require access to vital funds so they can develop facilities, increase memberships, and broaden their appeal within their communities, at grassroot level.”

ŠKODA ENYAQ PROMISES MORE POWER AND RANGE

Škoda's all-electric Enyaq line up will receive its first significant upgrade since launching in Ireland in early 2021. Minor styling changes have been made to remain consistent with the brand's new visual identity, including new logos and lettering, while the iV designation will be discontinued. Production of the 2024 models will begin in early November with vehicles arriving in showrooms in early 2024.

In addition to visual changes, the Enyaq and its Coupé stablemate will receive a range of technical upgrades. Thanks to new rear axle electric motors and improved battery management, the Enyaq will have increased range capacity and improved overall charging speed while delivering an even better driving experience. In order to reflect the new performance designation, the Enyaq 80 and Enyaq 80x will become the Enyaq 85 and Enyaq 85x.

The Enyaq 85 can travel up to 565 km on a single charge (WLTP cycle). Meanwhile, the battery can charge from 10% to 80% capacity in just 28 minutes. This upgrade also applies to the Coupé version, which now has a range of up to 576 km. The dynamics of the Enyaq have also improved, with the electric motor on the rear axle now having a maximum output of up to 210 kW, compared with 150 kW in the original version. The Enyaq 85 can accelerate from zero to 100 km/h in 6.7 seconds, two seconds faster than before.

The all-wheel drive version Enyaq 85x also has a new output of 210 kW, an increase of 15 kW. The new model can reach 100 km/h

in 6.6 seconds and can travel up to 538 km on a single charge.

Škoda haven't neglected the Enyaq RS, which, like the 85x version, boasts optimised battery cell chemistry with improved thermal management and the option of higher maximum charging power. The Enyaq RS also benefits from a power boost, with drivers now having 250 kW at their disposal. Acceleration from zero to 100 km/h takes just 5.5 seconds, whilst the range has increased to 541 km or 547 km in the Coupé variant. The top speed remains capped at 180 km/h. Changes to the car's infotainment system also apply from the Enyaq 85 version. This involves a new software update 4.0, with redesigned user interface and new brand identity. Practically, it is more intuitive and user friendly. The virtual instrument panel and head-up display also receive new graphics.

Commenting on the new 2024 Enyaq model line-up Ray Leddy, Head of Marketing and Product said: "Since its launch, the Enyaq has been a huge success for the brand in Ireland. The good news for customers in 2024 is that long lead times have been reduced significantly, and customer order times are now more reflective of other models in the Škoda range. Even better for customers is the fact that the pricing for the new more powerful and efficient Enyaq 85, 85x and RS models will not increase compared to original January pricing of 2023 model versions. I would urge customers to avoid delays and check out our stock locator on www.skoda.ie to avail of the very best Enyaq pricing and offers"

FRANCHISE NETWORK EVENT

Early November our Franchise Network Event, in partnership with our sponsor AIB Finance & Leasing, took place at The Iveagh Gardens Hotel, Dublin. The aim of the event was to bring together professionals from the franchise sector to share their knowledge, experiences, and cutting-edge ideas.

Ivan Yates Master of Ceremony for the evening, well known broadcaster, businessman and former politician, guided the panel through an array of topics, not shying away for the hard-hitting questions that he put to our Industry experts.

Jim Power, leading Irish Economist, said despite a cost-of-living crisis, rising interest rates and all the global headwinds, mainly geopolitical, 2023 has been a reasonable year for the Irish Motor Industry. 2024 will be more challenging, there is a lot more uncertainty around, if you look at what's happening at a global geopolitical level, where interest rates are, inflation is still an issue. Jim would see a little bit of growth, not dramatic, recognising the downside potential which is really going to be globally driven rather than domestically driven, which as a small open economy we are extremely exposed to international events. 2024 from an Irish economic backdrop, it is going to be a reasonable year for the economy, taking out GDP, looking at real growth of 1-2%, but his main concern would be around energy, as geopolitics impacts are outside of our control.

Dr. Andrew Tongue Research Director of ICDP, outlined the opportunities and threats for dealers. We are now reaching the point where most brands have announced plans to switch or are in the middle of switching, whether it is good for dealers or not, it depends on what kind of an entrepreneur you are. In a way it de-risks the new car business, reduces the working capital requirement, but comes at a cost of being more dependent on the manufacturer. Launched at a time when there has been a fortunate position of having more demand than supply, that's changing very fast, and we are now tipping back into oversupply and at that point, we will see how the agency model works.

When asked about digitalisation, omni channels and how they will impact on the dealer network, Andrew said it's a fascinating area, we are all using the online channels more. ICDP survey customers about their ideal buying journey, with only 3.5% saying they would like to do the whole lot online. Overwhelming the majority value, the dealer visit, value the

interaction as part of the journey, maybe they won't get there quite as much but they still want to come and see you. In contrast to many other products, we do see the Dealer role as still vital in car buying, particularly on the new car side. Used car buyers are slightly more willing to buy remotely and buy online but it's only a very marginal difference. It's reassuring the dealer will be there, the role may evolve a bit, but they are valued by customers still.

Aoife O'Grady Head of Zero Emission Vehicles Ireland, as a policy maker welcomed the opportunity to engage with the industry directly. Aoife outlined we will make the 2025 target; we have another 80,000 electric cars to get on the road in next two years and looking at the way sales are going this year and where we expect to see reasonable growth on the EV side in 2024 and 2025, it's doable. The challenge is the conversion over the remainder of the five years of the decade, to meet that 2030 target, we need to be in a position where 100% of new car registration are electric by 2030. We are where we need to be at the moment, almost every year there is a huge step change that we need to deliver, we have delivered so far, and I hope that we continue to deliver.

When asked about rolling out charging infrastructure, Aoife remarked up until now we have been reliant on the private sector to deliver our charging point network acknowledging that they have done a good job. Counting of the private charge point on the network end of September 2023, there are around 2,150 charge points. We have started stepping into the infrastructure funding in a way that Government hadn't before, and we are starting not just to fund it but to plan it, we are finding that it takes time. We launched a scheme for destination chargers at sports clubs and we expect to see delivery on the ground by March 2024. What we will continuously see about a 12-15-month time lag from when ZEV I announce something and when we start to see charge points in the ground. The hope is that from March 2024 there will be rolling profile of delivery. In June, the Just transition destination charging was announced which will deliver in the second half of next year, while ZEV I are working with TII on the Motorway strategy. ZEV I expects to see Government funding schemes starting to deliver from early 2024.

Commenting on EV grants Aoife said she is hopeful that they



Pictured (l-r) Brian Cooke Director General SIMI, Rowena Dooley Dealer Principal Dooley Motors, Enda Conefrey Dealer Principal Brady's Dublin, Jim Power Economist, Aoife O'Grady Head of Zero Emission Vehicles Ireland, Greg Lynch AIB Finance & Leasing, Dr Andrew Tongue Research Director of ICDP, Colm O'Neill AIB Finance & Leasing, Ivan Yates MC.

will be maintained for all of 2024. Government funding is done on an annual basis. The Minister has repeatedly indicated grants for EVs are not a permanent fixture. ZEV's budget is more or less fixed for each year, if EV sales continue, going to need a very significant increase in budget in order to maintain grants at the current level into 2025/2026, at some points grants will reduce again.

Brian Cooke, Director General SIMI, gave an overview of the year with SIMI's main focus on the Budget. Budget 2024 overall was a positive outcome for the Motor Industry. No taxation changes for 2024 and very little change 2025 which brings certainty and stability for the industry. For next year and hopefully the following year's set to see further growth in Electric vehicles. SIMI has already begun focusing its attention on Budget 2025. He also encouraged members not to forget the aftermarket side of their business and hoped that members would start to recruit apprentices in greater numbers.

Turning to those experiencing life in the front line, Ivan sought the opinions of the two Franchise Dealers on the panel.

Rowena Dooley, Dealer Principal, Dooley Motors, Carlow, who said: "We certainly have come from a few challenging years

but also a very successful few years, following Brexit and coming out of Covid. We were operating in a demand driven market and it really was to the benefit of most franchise dealers to take advantage of that." EV sales growth has been good, it's important to have the right product and price point offerings for your customers, which Rowena feels will be key going forward. On the aftersales side, the life blood of all business has been good, but you are only as good as your last service, so it is important to maintain high standards.

Enda Conefrey Dealer Principal Brady's Dublin said it's been a good year for the industry, as a franchise retailer the pressure is always there to reinvest, which you hope you will get a return. EVs market is now moving towards a push phase, with early adopters having bought. It's a perfect storm when it comes to used cars, the aftersales side is benefiting from service revenue, while the sales side has a ready-made audience of used car buyers all the time, with strong retail values.

Further discussions focused on cyber security, rules of origin, other fuel types, transport policies and a Q&A from the audience. A special thanks to our sponsor AIB Finance & Leasing for their support.

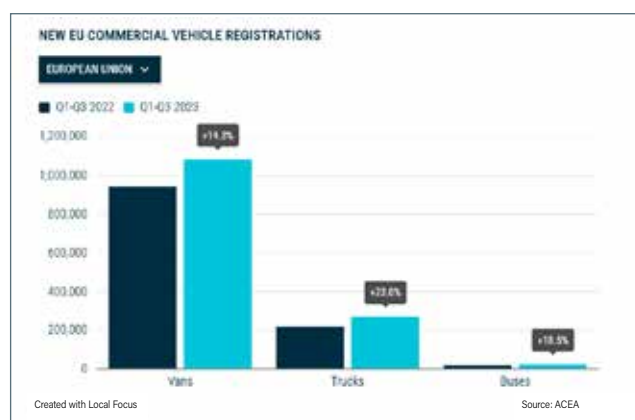
NEW COMMERCIAL VEHICLE REGISTRATIONS: VANS +14.3%, TRUCKS +23%, BUSES +18.5% FIRST THREE QUARTERS 2023

In the first three quarters of 2023, new EU van sales increased by 14.3% to one million units. This positive result was primarily driven by solid performance in major EU markets, with Spain (+20.5%), Germany (+18.2%), and Italy (+16.7%) recording double-digit growth.

New EU truck registrations saw an even more significant surge, with a 23% increase during the first three quarters, totalling 268,766 units. Germany led in sales volumes, with 75,241 registered units, a substantial 31.2% increase. Other major EU markets also grew significantly, including Spain (+23.8%), Italy (+17%), France (+15.6%), and Poland (+10.9%).

New EU bus registrations also experienced significant growth during the first three quarters of the year. EU registrations grew by 18.5% year-over-year to 23,645 units. In terms of volume, France led the way with 4,735 units sold, a 91% increase. Italy (+65.9%) and Spain (+58.1%) also expanded considerably. In the first three quarters of 2023, diesel remained the top power choice for vans, accounting for 83% of the market, slightly lower than the 87% share it held in 2022. However, alternative power sources are gaining popularity, resulting in a gradual shift in market share. Electrically chargeable vans' market share surged to 7.3%, nearly doubling in volume with a 91.4% increase. This growth was primarily fuelled by triple-digit percentage gains in the first and third largest markets: France (+102.2%) and the Netherlands (+136.8%). At the same time, petrol and diesel grew by 39.6% and 9.1% respectively, accounting for 89% of the market.

Diesel also dominated the truck market, making up 95.5% of new truck registrations from January to September this year. EU diesel truck sales grew by a solid 22%, boosted by growth in major markets: Germany (+29.7%), France (+14%), Poland (+11.9%), and Italy (+17.9%). New electric truck registrations



surged by an impressive 321.7%, totalling 3,918 units. Germany (+297.9%) and the Netherlands (+1,463.6%) were the main drivers of this growth, making up 65% of EU electric truck sales. Electric trucks now represent 1.5% of the market, significant progress from the previous year's 0.4%.

In the first three quarters of 2023, new EU electrically chargeable bus sales increased by 31.5%, reaching 3,405 units and capturing a market share of 14.4%, compared to 13% in 2022. Among the EU's three largest markets, Spain saw remarkable growth at 246.2%, followed by France (+35.8%) and Germany (+26.9%). Hybrid-electric buses sustained momentum with a 156.1% sales increase, more than doubling market share compared to 2022 (up from 5.9% to 12.8%). Substantial growth in France (+477.2%) and Spain (+233.2%), the second and third largest markets, contributed to this result. Despite the growing popularity of electric and hybrid models, diesel buses still maintain the largest market share at 64.7%.

Source: ACEA

2023 SIMI TRAINING REVIEW



Notwithstanding the many tough challenges faced by the Motor Industry during the course of 2023, huge credit is due to SIMI Members for their commitment to the ongoing training and development of their employees.

Members will be aware that SIMI has, on their behalf, secured substantial funding from Skillnet Ireland, the business support agency of the Government of Ireland, and was recently successful in its application for the renewal of 2023-2025 funding. This funding has allowed us to significantly subsidise the cost of close to 80 separate training events in 2023.

In the past, the bulk of SIMI short courses and training courses were classroom and workshop based. However, since Covid-19, we have worked with our Industry training provider partners to successfully convert the majority of our training programmes into online learning events. This initiative was enthusiastically embraced by Members from the outset as it resulted in reduced time away from the business for trainees, attracted no associated travel and accommodation costs, and still delivered on relevant content and quality. However, in 2023, building on the need to offer a blended approach to our programme delivery and to encourage networking, SIMI Skillnet delivered an Introduction to Vehicle Sales course and a Used Vehicle Sales Management course face-to-face, offering trainees the choice of attending the training virtually or in a classroom setting, depending on their preference.

Perhaps not surprisingly, in the light of the targets for electric vehicles (EVs) outlined in the Climate Action Plan and significant growth we have already seen in sales of new EVs and plug-in hybrid electric vehicles (PHEVs), this year the most popular technical upskilling training programme was the three-day certified SIMI Skillnet Hybrid & Electric Vehicle Systems course. In addition, the Network, with input from the steering group, designed and developed a new programme – Electric Vehicle Sales, to upskill the sales department by enhancing their selling techniques of EVs specifically,

to inspire consumer confidence and meet customers' expectations when they are purchasing an EV, as we continue to see this increase in the EV market. As the Motor Industry continues on the journey towards electrification, with investments nationally by local retailers in their premises and their employees, it will be important that SIMI Skillnet continues to provide support in this area to meet the training needs of Members.

The Automotive Retail Management Programme 2023/2024 is currently taking place with Navigate Solutions Ireland delivering Phase 1 Motor Management Skills and Optimum Ltd delivering Phase 2 Core Management Skills. Features of the programme include:

- classroom-based modules;
- online, interactive group sessions;
- one-to-one online coaching sessions;
- an onsite visit by the trainer for further mentoring, to evaluate the impact of learning and to review measures implemented in the business; and
- successful completion of Phase 2 will lead to a QQI Level 6 Award in Managing People.

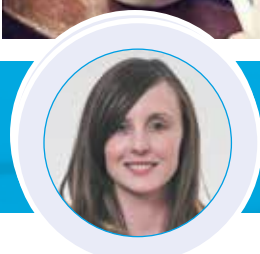
Skillnet Ireland recently welcomed new funding announced in Budget 2024, securing additional resources to continue the vital work it delivers in the areas of digital transformation, supports for small business owners and managers, regional development, skills to drive climate action and boosting foreign direct investment in Ireland through talent development. Its total Exchequer core funding in 2024 will extend to €39m which matches 2023 levels. This will be leveraged by a further €22m in private sector matched funding giving a budget of €61m for enterprise and workforce talent development.

We look forward to working with the Skillnet Ireland team in 2024 to support Members who face the challenges of upskilling their employees in order to remain competitive, by promoting life-long learning; management development programmes; technical upskilling and by ensuring that tailored SIMI Skillnet Motor Industry training courses are effective, relevant, delivered efficiently and offer value for money.



FOR MORE INFORMATION:

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



SIMI training courses in 2023 came under the following headings: Technical Upskilling for Automotive Technicians, Management Development, Sales and Customer Focused Training, Aftersales Training, Marketing and Finance and Administration. Examples of some of these courses:

Technical Upskilling

- Hybrid & Electric Vehicle Systems Training Combined Level 2 & 3
- New Hybrid & Electric Vehicle Systems Training Level 4
- Electrical Fault Systems Diagnosis
- Advanced Driver Assistance Systems (ADAS)
- Oscilloscope Operation and Signal Test Methods

Management Development

- Used Vehicle Sales Management
- Parts Management
- New Aftersales Management
- Time Management & Personal Effectiveness
- Automotive Retail Management Programme

Sales & Customer Focused



- Adapting Vehicle sales to the Digital Environment
- New Electric Vehicle Sales
- Customer Service & Complaint Handling
- Customer Retention
- Telephone Sales Techniques
- Introduction to Vehicle Sales
- Consumer Law Seminar

Aftersales Training



- Aftersales Profitability Workshops
- Service Advisor Training

Marketing Training

- Introduction to Digital Marketing
- Facebook & Instagram Advertising using Ads Manager
- New Social Media for Business
- Making a Marketing/Sales Video for your Business

Finance and Administration



- Understanding VAT & VRT Training
- SIMI (Consumer Credit) CPD

FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
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TOP 10 SELLING CARS 2023

Hyundai Tucson **5,234** 4.3%Kia Sportage **3,649** 3.0%Toyota Corolla **3,197** 2.6%Toyota Yaris Cross **3,045** 2.5%Volkswagen ID.4 **2,921** 2.4%Toyota Yaris **2,755** 2.3%Toyota C-HR **2,613** 2.2%Nissan Qashqai **2,570** 2.1%Škoda Octavia **2,519** 2.1%Hyundai Kona **2,226** 1.8%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/11/23 - 31/11/23	01/01/23- 31/11/23	Market share 2023 %
Alfa Romeo	0	64	0.05%
Audi	19	5258	4.33%
Bmw	31	4782	3.94%
Byd	40	535	0.44%
Citroën	13	1242	1.02%
Cupra	7	1655	1.36%
Dacia	14	4729	3.89%
Ds	0	209	0.17%
Fiat	9	566	0.47%
Ford	71	6007	4.95%
Honda	1	236	0.19%
Hyundai	24	11788	9.71%
Ineos	0	4	0.00%
Jaguar	0	89	0.07%
Jeep	0	76	0.06%
Kia	36	9126	7.52%
Land Rover	7	726	0.60%
Lexus	1	610	0.50%
Mazda	5	1313	1.08%
Mercedes-Benz	21	2870	2.36%
MG	37	1753	1.44%
Mini	14	705	0.58%
Mitsubishi	0	0	0.00%
Nissan	7	4475	3.69%
Opel	2	2765	2.28%
Ora	0	32	0.03%
Peugeot	28	4452	3.67%
Polestar	15	312	0.26%
Porsche	5	468	0.39%
Private Import	26	123	0.10%
Renault	13	4108	3.38%
Seat	14	2753	2.27%
Skoda	74	10159	8.37%
Ssangyong	1	63	0.05%
Subaru	1	41	0.03%
Suzuki	27	2106	1.73%
Tesla	153	3235	2.66%
Toyota	155	16509	13.60%
Volkswagen	65	13347	10.99%
Volvo	11	2132	1.76%
DAF	0	7	0.01%
Total November 2023	947	121430	
Total November 2022	985	105189	
Change 2023 - 2022	-38%	16241	
% Change 2023 - 2022	-3.86%	15.44%	

TOP SELLING CARS NOVEMBER 2023

Position	Model	Units sold	Market share %
1	Tesla Model Y	117	12.4
2	Ford Kuga	50	5.3
3	Toyota C-Hr	46	4.9
4	Toyota Prius Hybrid	41	4.3
5	Tesla Model 3	36	3.8

Position	Model	Units sold	Market share %
6	MG4	33	3.5
7	Škoda Kodiaq	30	3.2
8	BYD Dolphin	24	2.5
9	Toyota Yaris	24	2.5
10	Toyota Yaris Cross	20	2.1

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/11- 31/11	01/01 - 31/11	% Share
Alfa Romeo	33	367	1.25%
Audi	0	3	0.01%
Citroën	92	2103	7.15%
Dacia	1	118	0.40%
Fiat	29	1253	4.26%
Ford	155	6714	22.83%
Fuso	18	153	0.52%
Hyundai	2	55	0.19%
Isuzu	2	146	0.50%
Iveco	13	283	0.96%
Kia	2	58	0.20%
Land Rover	4	382	1.30%
MAN	7	141	0.48%
Maxus	59	316	1.07%
Mercedes-Benz	65	1226	4.17%
Mitsubishi	0	0	0.00%
Nissan	2	469	1.59%
Opel	34	2108	7.17%
Peugeot	67	2043	6.95%
Renault	81	4401	14.97%
Ssangyong	5	122	0.41%
Subaru	0	0	0.00%
Toyota	46	3172	10.79%
Volkswagen	42	3721	12.65%
Private Import	5	54	0.18%
Total November 2023	764	29408	
Total November 2022	875	23163	
Change 2023 - 2022	-111	6245	
% Change 2023 - 2022	-12.69%	26.96%	

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

BUSES/COACHES REGISTRATIONS

Marque	01/11- 31/11	01/01 - 31/11	% Share
DAF	0	30	9.43%
Higer	0	20	6.29%
Isuzu	0	6	1.89%
Iveco	0	19	5.97%
MAN	0	0	0.00%
Mercedes-Benz	0	1	0.31%
Scania	0	6	1.89%
Sunsundegui	0	1	0.31%
Tekaydinlar	0	8	2.52%
VDL DAF	0	37	11.64%
Volvo	2	66	20.75%
Wrightbus	3	14	4.40%
Yutong	0	5	1.57%
Private Import	2	105	33.02%
Total November 2023	7	318	
Total November 2022	11	257	
Change 2023 - 2022	-4	61	
% Change 2023 - 2022	-36.36%	23.74%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/11- 31/11	01/01 - 31/11	% Share
DAF	10	394	15.12%
Dennis Eagle	5	27	1.04%
Fuso	3	33	1.27%
Isuzu	4	81	3.11%
Iveco	1	69	2.65%
Man	18	173	6.64%
Mercedes-Benz	19	273	10.48%
Renault	12	336	12.90%
Scania	25	687	26.37%
Volvo	9	497	19.08%
Private Import	0	35	1.34%
Total November 2023	106	2605	
Total November 2022	118	2169	
Change 2023 - 2022	-12	436	
% Change 2023 - 2022	-10.17%	20.10%	



MOTOR INDUSTRY AWARDS

IN PARTNERSHIP WITH

2024



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Don't miss out on your chance to be part of the Motor Industry Awards. Enter now and join the ranks of the most respected industry professionals.

For more information, visit our website. We look forward to receiving your entry!

The awards will take place in Clayton Hotel, Burlington Road in conjunction with the SIMI Annual Dinner on Thursday 22nd February 2024.

THE AWARD CATEGORIES

- Franchise Sales Operation of the Year
- Franchise Aftersales Operation of the Year
- Independent Sales Operation of the Year
- Independent Aftersales Operation of the Year
- Vehicle Recovery Operator of the Year
- Bodyshop of the Year
- Commercial Vehicle Operation of the Year

HOW TO ENTER

YOU CAN ENTER NOW AT
<https://members.simi.ie/training-and-events/events>

The Awards entry forms are available on our website and entries can be submitted now.

DEADLINE FOR ENTRIES IS JANUARY 8TH 2024

SIMI Irish Motor Industry Award Winners 2023



SIMI/VTN Annual Conference 2023

The SIMI/VTN Annual Conference recently took place in the Killashee Hotel, Co. Kildare. Jonathan Meade, Deputy President SIMI, opened the Conference, welcoming guest speakers, the Road Safety Authority (RSA) and test sector members who traveled from across the country to attend this popular event.

He commended test centre members for stepping up to the mark and making quality and consistency of testing a priority down through the years and in doing so have contributed to improving the road safety record in Ireland. Yvonne Sliney, SIMI, acting as Master of Ceremonies for the day, got proceeding underway by introducing the first of many speakers.

Jim Power, leading Irish economist, outlined the performance of the global and Irish economy and what the Motor Industry might expect going forward into 2024. The geo-political background has been very uncertain in recent times and therefore economic risks are elevated. Despite this, the Irish economy is doing well. There have been and still are challenges, interest rates have risen, elevated inflation and cost of doing business are all concerns but nevertheless 2023 is a good year for the industry and 2024 is likely to represent a stable year for the testing sector. The RSA made several presentations on the CVRT system: current and future developments. With road traffic back at pre-pandemic levels, test centres are very busy. Brendan Walsh, Chief Operations Officer of the RSA, delivered a very detailed overview of the current system and indicated how he wants to work with the industry in continuing to develop the CVRT system to the highest possible standard and to make sure that all test operators are ready for future developments.

Ramona Lavelle, RSA, Assistant Principal, Legal and CVRT, provided an update on test operator authorisation renewals. This was the last Conference before the end of the current ten-year Authorisation period, with the follow-on period starting from March 2024. A significant amount of work has progressed in this area since last year's conference. The Premises and Equipment Guidelines 2022 were updated and published, Legislation (S.I.475 of 2022) to enable renewal of test centre authorisations and a CVR test operator fee adjustment (S.I. 513 of 2023) have also been put in place. There is full engagement with the network and the RSA is hoping to further process a significant number of renewals in the coming months.

Graham Brennan, Head of Vehicle Standards, RSA, presented an introduction of on-board diagnostics to the LCV Network, which the RSA hopes to have in place no later than Q2 in 2024 in accordance with action 80 of the Road Safety Strategy. This will also enable the Network to satisfy the EC requirements around OBFCM (Fuel Consumption Monitoring) of newer vehicles (post 2021) where "real world" data will be collected from vehicles and reported back to the EC Commission. Irish legislation (S.I. 241 of 2023) has amended the CVR regulations to allow for same.

Joe McDonagh, Senior Engineer, RSA, spoke on future technologies, in relation to periodic technical inspections (PTI). Interestingly, the "test" as we know it in Ireland is called a "PTI" or periodic technical inspection in the rest of the EU. At present, the European Testing Directive (EC 2014/45) is being reviewed and it is expected that a new roadworthiness package will be released probably by 2025/6. Vehicles also have more and more advanced safety features as standard, and it is necessary for the test system to adapt rapidly to technical progress. No doubt, there are a lot of developments coming down the line and the future for the test sector is looking very positive.

Other presentations from key RSA personnel included Noelle Meehan, RSA, presenting on development of the CoVIS IT system where a substantial modernisation and upgrading of the current system is underway by FUJITSU; Colm Hough, AA Ireland, presented on developments regarding the current test centre supervision system, and Matthew Austin, Partner, Hayes Solicitors, was on hand to give practical advice to test operators when encountering business challenges requiring perhaps legal assistance. SIMI thanked the VTN Committee for their work and commitment in developing CVRT, along with the members for their ongoing support of SIMI and the Conference.



Deirdre Lyons, Priority Drilling Ltd Galway and Rachel Kinahan, Kinahan Commercials Moate, Co. Westmeath.



Joe McDonagh, RSA, Pauline Lowery, RSA, Jonathan Meade, SIMI Deputy President, John Forde, RSA, Ramona Lavelle, RSA, Michael Nolan, SIMI VTN Chairman / Nolan Motors, Yvonne Sliney SIMI, Jim Power, Charlie Rogers SIMI.



Tim Kelleher (Jnr), Kelliher's Tralee, Kerry, Gerard McHugh, RSA Loughrea, Galway, Tim Kelleher, Kelliher's Tralee, Kerry.



Neil O'Connor and Mark O'Connor, Surehaul Ireland, Co. Tipperary.



Tom Hendron M50 Truck & Van Dublin, John Burns, Colm Burns Commercials Sligo, Peter Vahey, Northside Test Centre, Dublin.



Brendan Daniel, Truck & Bus Dublin, and Leslie McCormack, McCormack Autocentre, Meath.

Managing for the unexpected:

What steps can a car dealership take to future-proof itself?

Michael Neary, Corporate Finance Partner with Grant Thornton



Navigating the road ahead

Recent geopolitical conflicts have emerged as significant markers on the global stage, highlighting the heightened need for businesses to prioritise future-proofing their operations. Events related to the Israel-Hamas conflict and Ukraine-Russian war mount pressure on international supply chains, trade dynamics, and introduces uncertainty into the global market. Automotive dealerships have no choice but to adapt and prepare to navigate a world of geopolitical turbulence to ensure their long-term viability and success. Preparing for the unexpected is vital, as shown in the wake of previous supply chain disruptions:

- The Covid-19 pandemic caused Irish car sales to fall by 24.6% in 2020 compared to 2019.
- The impact of Brexit saw a huge decline in second-hand car imports from the UK, with the number of imported used cars falling from 115,000 in 2019 to just 65,000 in 2021.
- Russia's invasion of Ukraine saw fuel prices soar to over €2 per litre in June 2022 from €1.50 in June 2021 due to supply line disruptions caused by the war.

Each of these disruptions influenced both Irish automotive supply chains and industry-wide purchasing decisions, reinforcing the need for Irish car dealerships to future-proof themselves from unexpected external events that alter market forces. In light of the above, Michael Neary, Corporate Finance Partner with Grant Thornton recommends the below tips in order to ensure your business is prepared for unforeseen events.

Tips to manage for the unexpected

Embrace changing customer tastes

Market research indicates that by 2030 over 25% of personal mileage completed in the EU could be in self-driven vehicles. In line with this, dealerships would need to make major changes to inventory, highlighting the influence customer taste has on the automotive industry. Embracing customer taste allows your business to remain relevant competitively and can create customer loyalty through brand reputation. The same principle applies to dealerships for new Electric Vehicles (EVs) in Ireland with sales up 632% since 2019. Keeping up with these changes in customer demand isn't a choice, but a necessity for businesses aiming to grow in the future.

Create a cash reserve

Creating a cash reserve is a prudent strategy for future proofing your car dealership. It provides financial stability, flexibility, and a safety net for unforeseen challenges. Start by developing a comprehensive budget that accounts for all expenses, from overhead costs to inventory replenishment and employee salaries.

It is important to set aside a portion of your profits specifically for an emergency fund. This fund should be easily accessible and sufficient to cover at least three to six months of essential expenses. Your dealership can then periodically review reserves and adjust them as required, based on the evolving economic conditions, market trends, and the growth of your dealership. The reserve serves to safeguard your dealership from unexpected downturns, economic crises, or market fluctuations while also allowing you to seize future opportunities to protect your business's interests.

Debt financing considerations

When it comes to financing your dealership, meticulous consideration is necessary to ensure continued performance through unanticipated market changes. The below graph displays the US Treasury Constant Maturity – 10 Year and AAA-Rated Euro Area Central Government Bond – 10 Year interest rate profiles. It highlights why you should consider interest rates when making financing decisions for your business.

US & Euro Area – 10 Year Bond (Spot) Interest Rate Profiles

The graph shows a recent uptick in interest rates to levels not seen since 2007. If your dealership is considering raising debt, for example as part of an expansion plan or addition of premises, or in the event of acquiring another dealership as part of a transaction, then a fixed rate loan may serve as a more secure option for your business over a variable rate loan in the event that interest rates continue to rise. Careful consideration in decision-making such as the above will ensure your dealership can position itself strongly in the face of unexpected changes.

Plan for contingencies

Contingency-planning empowers car dealerships to proactively adapt to changing circumstances, minimise disruptions, and embrace emerging opportunities. It is



Source: S&P Capital IQ

important to create plans for unforeseen events. Some examples of contingency plans include:

- **Technological advancements**

To stay ahead in a rapidly evolving automotive industry, dealerships must adapt to technological changes. Invest in continuous training and upskilling of your staff to keep them up-to-date with the latest automotive technologies. Ensure you are up to date with consumer trends and investing in the growing demand for sustainable transportation.

- **Natural disasters**

Identify potential natural disaster risks specific to your region by undertaking a risk assessment of potential events such as flooding or other regional hazards. Take preventative measures and work closely with your insurance provider to review your insurance coverage and ensure it includes protection against various types of natural disasters. Develop a comprehensive business continuity plan, outlining how to operate and recover in the event of a natural disaster that severely impedes your business. This may include a communication and employee safety plan.

Scenario testing

Stress testing is a valuable tool for future proofing a car dealership, enabling businesses to anticipate and adapt to potential challenges and opportunities in an ever-evolving automotive industry. Firstly, it is imperative that your dealership collects data to create a foundation in which realistic scenarios can be tested. Examples of scenarios to test are sudden supplier changes or cost increases. You can then evaluate how each scenario would affect your dealership in terms of sales, inventory, service demands, and profitability. Understanding the risks and opportunities associated with each scenario will allow you to strategize for unexpected changes to your business.

Maintaining a good relationship with your bank

Building resilient relationships with banking and leasing partners is important to protect your dealership from economic uncertainties. Your bank can offer access to a wide range of financial products and services such as business loans, lines of credit and other financial options which can help you navigate through challenging times. A strong relationship with your bank can also lead to more favourable terms and conditions on loans. This might include lower interest rates, longer repayment periods, or more flexible repayment terms, all of which can positively impact your business's cash flow and financial stability.

Banks often provide valuable financial advice and guidance to their clients, allowing you to tap into their expertise, helping you make informed financial decisions and navigate complex financial situations.

Create alternative revenue streams

New offerings such as car servicing and maintenance can be a great way to create alternative revenue streams for your dealership. Having a varied assortment of options for your customers will help solidify revenue streams in the event of unexpected disruptions or even economic downturn. Other options to create revenue versatility include car financing and insurance, rental services and used-car alternatives. To conclude, in an era of dynamic market forces and changing customer preferences, car dealerships face the challenge of a rapidly evolving marketplace. To achieve lasting success and resilience, your dealership must employ a multi-faceted approach. The above tips are designed to help you prepare your business for unexpected market changes like those seen during the Covid-19 pandemic, Brexit and recent geopolitical conflicts. By incorporating these tips, your car dealership can optimise its ability to thrive in a constantly shifting industry landscape.

New vehicles

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

BMW X2

With deliveries commencing in March 2024, the second generation BMW X2 Sports Activity Coupé promises a new dynamic style, cutting edge technology, increased space and exceptional comfort.

Engine/Battery: The power-to-weight ratio of both the eDrive 5.0 M170SF drive unit at the front axle and the eDrive 5.0 M170SR at the rear is 1.5 kW/kg.

Pricing: The BMW X2 range starts at €55,350 RRP plus the all-electric BMW iX2 is priced from €69,500 RRP.



OPEL CORSA

The new Corsa has fresh styling, featuring the characteristic Opel Vizor front face.

Engine/Battery: The GS level three trim has a 1.2 75hp petrol 5-speed manual powertrain or 1.2 100hp petrol 8-speed automatic.

Pricing: The GS level three trim retails from €26,595 plus delivery.



TOYOTA C-HR

Toyota recently announced its 241 range, which includes the highly anticipated, all-new Toyota C-HR.

Engine/Battery: CO2 Combined WLTP 108 g/km; Fuel Combined WLTP 4.8 litres/100 km.

Pricing: Starting from €40,520.



VOLKSWAGEN ID4

The two electric models, ID4 and ID5, will have a new generation infotainment system.

Battery: 77 kWh battery

Pricing: Prices start from €57,430 (€53,930 after grants) for the upgraded ID.4 PRO model.



MERCEDES-BENZ GLE SUV

The new GLE SUV has been updated in almost every way.

Engine/Battery: The range is comprised of three mild hybrid models: GLE 450 (2999cc), GLE 300 d (1993cc) and GLE 450 d (2989cc) and two plug-in hybrids: GLE 400 e (1999cc) and GLE 350 de (1993cc).

Pricing: €105,900



AFTERMARKET

- BATTERIES
- BRAKES

xEV – VARTA prepares AGM range for the Future

Did you know, as well as Start-Stop and ICE vehicles, nearly all xEVs (BEV, PHEV, FCEV, Hybrids) require a 12 Volt power supply? As cars become more electrified and autonomous, the traditional 12 Volt lead-acid battery is taking on a new responsibility as a critical source of power across the evolving range of xEVs.



What makes VARTA AGM batteries the OEM's Choice for xEV

The VARTA 12 Volt battery portfolio is engineered to support both today's and future electric vehicles.

Every major car manufacturer is entering the electric vehicle market with battery electric or hybrid electric vehicles. As the world's leading battery manufacturer, Clarios is the number one supplier to all renowned Original Equipment Manufacturers with its VARTA brand. VARTA products are fulfilling all OE requirements. That is why well-known manufacturers such as Mercedes, Volkswagen and BMW are fitting their cars with VARTA batteries; in fact over 60% of new vehicles in Europe are being factory fitted with a VARTA.

Being the leading expert in battery solutions, Clarios has its VARTA Silver Dynamic AGM portfolio ready for xEV, now with added designation to the AGM labelling.

VARTA support available for the UK & Irish Aftermarket

The VARTA team support garages and motor factors with a number of services, the newest of which are our suite of Battery E-Learning, which is now live in the VARTA Partner Portal, complementing the company's more traditional face-to-face-training. As well as access to the Battery Finder, Fitting Instructions and Technical Articles, registered Partner Portal users also get free access to a complete offering of digital training on:

- 1) Basic battery knowledge;
- 2) Advanced passenger cars including modules on hybrids and EVs;
- 3) Heavy commercial vehicles.

Simply login and click the menu in the top left of the screen, then you have free and unlimited access to the VARTA E-Learning. Link: <https://varta-partner-portal.com/>
To contact the team at VARTA, please message us at: varta-support@clarios.com



Scan to visit the VARTA PARTNER PORTAL

More and more electrified vehicles are entering the market to support Government targets of reducing CO₂ emissions. Their emergence has intensified low-voltage power demands and is redefining the role of the 12V battery. Enhanced levels of vehicle electrification have driven the 12V battery to become a safety critical component, particularly if the high voltage battery fails. An electric car's high-voltage Li-Ion battery powers the drivetrain and the propulsion system, but not the whole vehicle, and not all of its electrical power devices. The internal electrical 12V power system with its comfort and critical safety features, is powered by a 12 Volt battery.

Comfort and safety features like lane assist, power steering and the brake booster are handled by onboard smart systems which also draws power from the 12V system. The same goes for most of the car's monitoring functions, it is therefore essential that a reliable 12 Volt power supply is in good working order.

Why is lead-acid technology still being used in a modern electric vehicle?

Lead-acid batteries are known to be both reliable and affordable. Their wide operational temperature window intrinsically enhances the operational robustness of the entire system. The safety record of lead-acid batteries makes them invaluable for Europe's future low-emission mobility sector, plus lifecycle analysis of a vehicle's environmental impact show that lead-acid has a lower impact compared to other technologies.

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Toyota Vauxhall Volkswagen Volvo



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CLARIOS

www.varta-automotive.com

GS Yuasa continues to meet needs of modern vehicles with superior performing batteries

Distributed in Ireland by Serfac Limited, the GS range is designed to meet the needs of modern vehicles. Featuring attractive battery case designs, its SMF, EFB and AGM batteries all provide superior performance at competitive prices.

"In Asia, and many other parts of the world, GS is renowned as the leading automotive battery brand and has continued to grow in popularity in Ireland over recent years due to its high quality, the extensive range of references available plus the online training opportunities offered by the GS Yuasa Academy," says Gillian Fanning of Serfac.

GS also recently launched its latest Pro-Spec range of

multiple purpose deep cycle batteries which are specifically designed for durability and long life in deep discharge use. Unique, state-of-the-art plate barrier prevention and separator systems minimise self-discharge and maximise both the out-of-use storage period and the number of recharge cycles.

Key features of the new Pro-Spec range include:

- Vibration resistant;
- Maintenance free;
- Deep cycle;
- Extended service life.

Applications include Electric Vehicles such as Golf Carts and Mobility Vehicles and Warehouse Equipment including Forklifts, Access Platforms and Floor Cleaners. The GS Yuasa Academy, a revolutionary online battery training platform is available online at academy.gs-yuasa.eu.

GS Yuasa Yu-Fit Battery Configuration Tool

The GS Yuasa Yu-Fit battery configuration tool is part of the brand's latest generation of workshop products and accessories. An increasing number of vehicles are now fitted with a Battery Management System (BMS) which monitors a vehicle's battery throughout its life to maintain optimum charge efficiency and operation of the

Stop-Start system.

If fitted, it's essential to reprogramme the BMS via the OBD port following the installation of a replacement battery, as failing to do so can lead to problem such as in-car error messages or even complete loss of Start-Stop functionality. The GS automotive battery range is supported by a powerful trade battery lookup site – batterylookup.gs-battery.com. Based on GS Yuasa's industry leading online battery lookup, the system is the fastest, most accurate battery finder available and provides users with the correct battery and detailed fitting information.



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Serfac Serfac Limited, Hilary House, Belgard Road, Dublin, D24 VK11
Tel: 01 459 8700 Email: sales@serfac.ie www.serfac.ie

Serfac expands GSP range, adds sub frames and axles to brand portfolio



Serfac Limited has expanded its range from GSP, with additional references now available across the Drive Shafts, Wheel Bearings and C.V. Joints product groups.

As a leading automotive transmission parts manufacturer for the global OEM and Aftermarket, GSP boasts over 38 years of manufacturing experience, employs over 2,500 staff and supplies to more than 120 countries and regions worldwide. New in-demand applications now available from Serfac include:

Drive Shafts:

218334 & 218335 left and right drive shafts for Ford Transit, Transit Custom 2012-; two bestsellers across the range 261282 & 261283 left and right drive shafts for very popular vehicles like Audi A3, Seat Leon, Skoda Octavia, VW Golf VI&VII, VW Caddy 2011.

C.V. Joints:

818286 Ford Transit, Ford Transit Custom 2012-; 850148 Dacia Duster 2010-; Renault Scenic 09- 862052 Volvo S60 II, V60 I, V70 III, V90 II 2013-

Wheel Bearings:

9327061K front wheel bearing kit for Ford Galaxy & S-Max 2015- 9400258K rear wheel bearing kit for Hyundai i40 2012-; Hyundai ix35 2010-; KIA Optima 2012-; KIA Sportage 2010- 9400535 rear wheel

bearing kit for Hyundai i30 2016-; KIA Ceed 2016-

"GSP has been a popular line in our brand range since we launched it several years ago," said Gillian Fanning of Serfac. "Committed to producing premium quality products, the brand offers a complete product range and rapid delivery times to help ensure our customers' competitiveness. The company quickly identifies parts that fulfil both current and future market demand and their components have been chosen by leading global OEMs since 1985."

Serfac has also recently added front and rear sub frames and axles from ESS, a private brand from a quality parts manufacturer, to its product portfolio.



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INTRODUCTION OF CARBON LABELLING IS NEXT STEP IN DRIVING CIRCULAR ECONOMY IN IRELAND'S AUTOMOTIVE SECTOR



REvolve has taken a step towards fully embracing the circular economy revolution with the introduction of carbon labelling on car parts, a first for Ireland.

The Monaghan-based company is focused on maximising the re-use of automotive parts and resources. And all of REvolve's defined carbon savings are independently audited and verified to ensure complete transparency. The introduction of carbon labelling in Ireland takes this a step further, with all parts in the REvolve network now featuring a carbon label, highlighting real, measurable carbon savings for all stakeholders.

Richard Brennan, Managing Director of REvolve explains the rationale behind the introduction of carbon labelling: "Transparency and full disclosure about the carbon savings associated with green parts will help educate and inform consumers on the positive impact of choosing to reuse parts,

and that's where carbon labelling comes in. Green parts provide a more sustainable motoring solution, not only in helping to reduce carbon emissions, but also by presenting additional operational advantages such as reducing vehicle downtime and associated costs. Notably, 'going green' also translates to a faster and more cost-effective solution, as green parts are approximately 30% cheaper than OEM parts. In September REvolve announced that in 2022 An Garda Síochána's net Carbon dioxide equivalent (CO₂e) savings by procuring green parts from REvolve partner, Ted4Parts, for its fleet were 38,477.35 kgCO₂e, in comparison with purchasing newly manufactured vehicle parts. REvolve enabled these carbon emissions savings through the provision of 551 reclaimed vehicle parts of varying make and model. The saving of 38,477.35 kgCO₂e is equivalent to the emissions arising from driving 100,000 miles in a non-electric family car; charging 4,700,000 smartphones; or the yearly carbon sequestered by 48 acres of forest.



C.A.R CONTACT AFTER RETIREMENT UPDATE

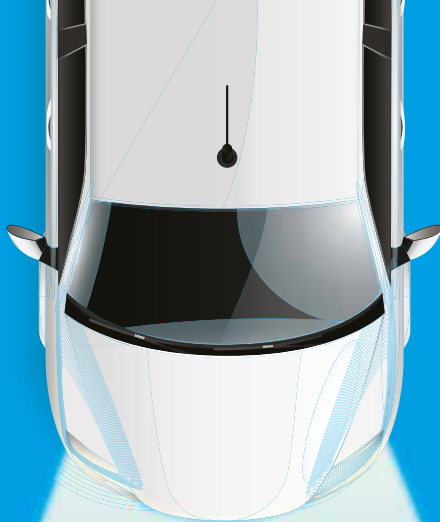
The C.A.R (Contact After Retirement) association – a free to join volunteer grouping of retirees who have worked in the Irish Motor Industry or were connected to it, has recently been re-activated following a suspension of activities due to the COVID pandemic. The organisation was set up in the early 2000s by Robert Prole when he retired from the SIMI.

C.A.R. does not have "members" as there is no joining or membership fee but "colleagues" participate in a range of interesting tours and lunches e.g. a September formal visit to the Custom House was organised followed by lunch in the Hilton Garden Hotel and a November visit to the Central Criminal Courts was followed by a very enjoyable catch-up lunch in Nancy Hands. A schedule of exciting events for 2024 is currently in planning – commencing with the C.A.R. President's Lunch in the National Yacht Club, Dun Laoghaire on January 25th – preceded by a visit to the National Maritime Museum adjacent to the NYC.

As it is free to be included in the C.A.R. contact list, anyone interested in joining should forward contact details to Naoise Kennedy – Hon Secretary of C.A.R. at naoise.car@gmail.com.



C.A.R. at the Custom House, Dublin, recently.



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