



2025 ISSUE 1

# IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



## The SIMI Irish Motor Industry Annual Dinner and Awards

INDUSTRY NEWS

SIMI TRAINING

ZEVI REGIONAL  
AWARD WINNERS

**DO YOU IMPORT USED VEHICLES INTO IRELAND?**

**IMPORTED VEHICLES**

**DO YOU SELL & RE-REGISTER THEM AS IRISH VEHICLES?**



**RE-REGISTERED**

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## A mixed start for 2025



It has been a mixed start to 2025. A flurry of activity in January saw new car registrations 7% ahead of last year. However, there was some retraction in February, experiencing a 15% decline, followed by an improvement in March, leaving the new car market for the first quarter 4% ahead of the same period in 2024. The key dynamic in the new car market has been the recovery in electric vehicle sales, which when combined with hybrid cars has seen cars with battery engine technology account for over half of new car sales. Of some concern has been the performance of light commercial vehicle sales, down 13% for Q1, some of which may be timing, but some is surely down to the uncertain economic and political climate.

There has also been a lot of activity on the political and economic front. The formation of the Irish Government and a new programme for Government, presents an opportunity for decisive actions to boost the transition to EVs and investment in charging infrastructure. With the 2025 interim target approaching, now is the opportunity to invest and drive momentum. If the Government is really serious about their own Climate Action Plan targets, the extensions of current EV incentives are crucial for boosting sales and offering consumers greater certainty and confidence. There is also an opportunity to introduce additional incentives for businesses. In addition, we should not forget the importance of other vehicle power trains, and Government must resist any increases in VRT or motor tax increases, which based on past experience will only prove counterproductive and slow down emission savings from new vehicles.

At a European level, there have been some significant developments. The European Commission engaged in Strategic Dialogue on the Future of the European Automotive Industry, looking to support Europe's automotive value chain in its transition towards clean, connected, and autonomous mobility. It has launched its industrial action plan, which presents concrete actions in five key areas, that will ensure a robust and sustainable automotive sector and help unleash its innovative power. The Commission has also proposed an amendment to the CO2 Standards Regulation for cars and vans, if adopted, this would enable car manufacturers to meet their compliance targets by averaging their performance over three-years (2025-2027), allowing them to offset any shortfalls in one or two years with excess achievements in the other year(s) while keeping the overall ambition on the 2025 targets. SIMI views this as a positive development, protecting employment while at the same time encouraging the process of decarbonisation in a pragmatic manner. The European Motor Industry has and continues to make massive investment in EV technology, and the EU is finally acknowledging this in a supportive manner.

(continued overleaf)



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(continued from page 3)

On a global level, the geo-political environment is changing every day, as wars in Ukraine and Gaza continue with fragile attempts at ceasefires. The USA continues to announce and threaten tariffs against the European Union and other countries, making for a tricky business environment, as markets and business investment proceed with caution due to uncertainties. Most recently the Trump administration announced US auto tariffs which will hurt global automakers and US manufacturing at the same time. As we go to print, a wider suite of tariffs, which could undermine Ireland's multi-national sector, were announced. We already know from the experience of Brexit the damage barriers to trade can cause; in this context the EU and the US must engage in dialogue to find an immediate resolution to address tariffs and the damaging consequences of a trade war.

The Irish economy continues to perform well, with a strong labour market, and falling interest rates, however, Ireland still faces several challenges. Delays in critical infrastructure delivery, particularly in housing and energy, reducing labour and skills shortages and we are not on track to meet the 2030 greenhouse gas emission targets, all areas which need to be addressed urgently. While the ESRI in their latest

economic review warn the trend towards deglobalisation and protectionist trade policy is likely to adversely affect the Irish economy.

At SIMI, the beginning of the year has been busy with stakeholder meetings at both national and European levels, along with our Management Board, National Executive Council and committee meetings. In February, we had the pleasure of hosting our Annual Dinner and Irish Motor Industry Awards, bringing together industry professionals for a night of celebration. Our Independent Aftermarket Conference took place in March, which offered a platform for engaging discussions, valuable insights, and networking opportunities for professionals in the Independent Sector, VBRS, Motor Factors, and Vehicle Parts Distribution industries. This engagement with members is crucial for SIMI as we try to navigate the uncertain and business environment in the years ahead.

**Brian Cooke**  
**Director General,**  
**SIMI**

## 4% INCREASE IN NEW CAR REGISTRATIONS IN Q1 2025

The Society of the Irish Motor Industry (SIMI) released their official 251 new vehicle registration statistics for March. New car registrations for March were up 18.4% (17,345) when compared to March 2024 (14,644). Registrations year to date are up 4% (64,824) on the same period last year (62,498).

Light Commercial Vehicles (LCV) declined by 10.2% (3,940) compared to March last year (4,388). Year to date LCVs are down 13% (13,352). Heavy Goods Vehicles (HGVs) registrations are down 21.2% (275) in comparison to March 2024 (349). Year to date HGVs are down 6% (1,037). Imported Used Cars have seen a 11% (5,790) rise in March 2025, when compared to March 2024 (5,217). Year to date imports are up 9.7% (16,991) on 2024 (15,488).

In March 2,544 new electric cars were registered, which was 29% higher than the 1,980 registrations in March 2024. So far this year, 9,978 new electric cars have been registered representing a 25.8% increase compared to the same period in 2024 when 7,929 electric cars were registered.

In the new car market share by engine type for 2025, Petrol

cars continue to lead the new car market at 27.85%, followed by Hybrid (Petrol Electric) at 24.28%, Diesel at 16.73%, Electric at 15.39%, and Plug-in Electric Hybrid at 14.14%.

Brian Cooke, SIMI Director General commented: "Buoyed by a strong performance in March, the first quarter of the year has seen new car registrations increase by 4% when compared to Q1 2024. Electric Vehicle sales have rebounded since the start of the year growing by 29% in March, to a total of 2,544 units, while year to date they stand at 9,978 units, capturing 15% of the market. In addition to the positive news on EVs, the market performance has been driven by an increase in the sales of hybrid cars, which when combined with EVs account for 55% of the market. On the other hand, Light Commercial Vehicle registrations have seen another month of decline with a 13% decrease in LCV sales this quarter and Heavy Goods Vehicle (HGV) registrations are down 6% year to date. This decline in commercial registrations highlights the current uncertain economic climate."



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## SIMI #DRIVESAFE CAMPAIGN

When it comes to road safety, we all have a collective duty to prioritise this issue, particularly given the concerning rise in road fatalities. In Ireland with over three million drivers, leveraging social media offers a valuable opportunity to engage directly with motorists.

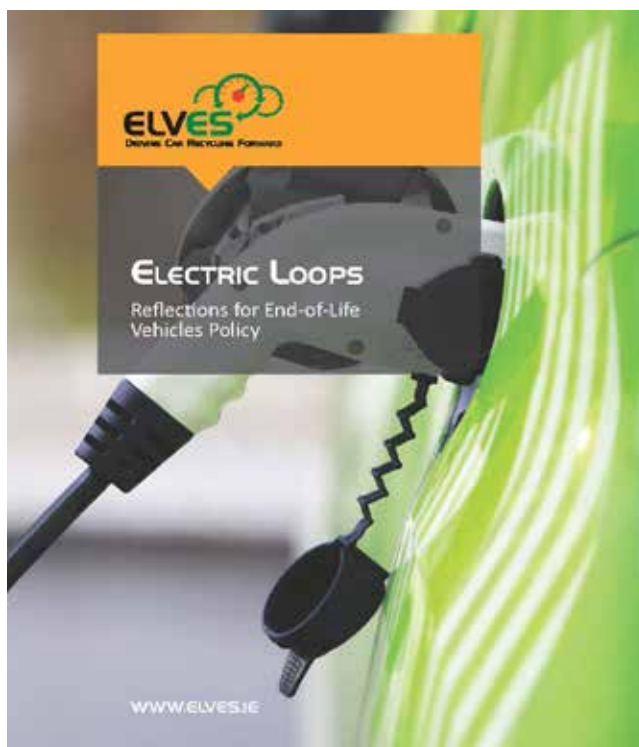
Modern vehicles are equipped with advanced safety features, but technology alone is not enough, a fundamental shift in our driving behaviour is required. For the month of April, SIMI is dedicated to promoting responsible driving and encouraging good behaviour through our #DriveSafe social media campaign.

We urge all members to amplify these messages by sharing them on their social media channels or directly re-sharing

SIMI's posts. Each week our social media will carry a key road safety message and sharing them will highlight a crucial road safety message. Let's work together to make our roads safer for everyone. #DriveSafe



## ATF FEEDBACK ON ELVES ELECTRIC LOOPS DATA MATRIX



Over 95% of ATF respondents surveyed on the ELVES Electric Loops ATF Data Matrix have said that the results were very useful, a little bit useful or expect the results to be useful to them in the future. ATFs in the ELVES Network were recently asked their opinion about the ELVES Electric Loops ATF Data Matrix, on the potential reuse and recycling value of Electric Vehicles (EVs) and component parts.

ELVES through its Electric Loops project set out to investigate the reuse and recycling values of electric vehicle parts for ATFs and metal recyclers in Ireland. The ATF Data Matrix, published in April 2024, provided an easy-to-read summary of the reuse, remanufacturing and recycling data from the project. It is hoped that the data in the Matrix will help

Authorised Treatment Facilities (permitted scrapyards) and metal recyclers create reuse and recycling pathways needed for the End-of-Life Vehicles of the future.

Indicating the current low volume of EVs going through the end-of-life system, 38% answered that the Matrix was 'not useful at the moment but expect it to be useful in the future', while 48% of respondents reported having no experience of selling EV parts as yet. The recycling value of component parts was recorded as being the most useful of the results categories. ATFs expressed interest in further analysing the costs and time involved in depolluting and dismantling EVs generally compared to internal combustion engine (ICE) vehicles.

"The Electric Loops project with its resultant ATF Data Matrix, and supporting reports is work that is truly valuable for the car reuse and recycling industry here and will pave the way for future innovations and policies. ELVES is very pleased to have been able to lead this research. We expect the volume of electric vehicles coming to end-of-life to significantly increase in the future. The important data provided here will enable the recycling industry to capture the value in the recycling of these vehicles and to plan for their own business needs. It will also help Irish authorities to report on the levels of reuse and recycling undertaken and will inform policy making," said Lee-Jane Eastwood from ELVES.

In addition to the ATF Data Matrix, the Electric Loops project has published two reports: The 'Electric Loops: Report for Authorised Treatment Facilities (ATFs) and Metal Recyclers' published in April 2024, and 'Electric Loops: Reflections for End-of-Life Vehicles Policy' published in 2025.

To view the ATF Data Matrix or read either of the two project reports visit [www.elves.ie/electricloops](http://www.elves.ie/electricloops)

The Electric Loops project was funded by the EPA Green Enterprise programme. The EPA Green Enterprise programme is a Government of Ireland initiative funded by the Department of the Environment, Climate and Communications.



## INDEPENDENT AFTERMARKET CONFERENCE - SHAPING THE FUTURE OF THE INDUSTRY

The Society's Independent Retailer Committee and Wholesaler Committee express their gratitude to all the guest speakers and members who participated in the Independent Aftermarket Conference held recently at Dublin's Iveagh Gardens Hotel. The event, designed for professionals in the Independent Sector, VBRS, Motor Factors, and Vehicle Parts Distribution industries, offered a platform for engaging discussions, valuable insights, and networking opportunities. The conference, hosted by broadcaster Mark Noble, commenced with a warm introduction by SIMI President Jonathan Meade. Quentin Le Hetet, Country Director of GiPA UK presented valuable survey insights on aftermarket trends, car maintenance and the knowledge of Irish Drivers. Following this Matt Cleevely, Managing Director of Cleevely Group delivered an interesting presentation on the development and challenges of operating an independent EV workshop.

The presentations sparked engaging question and answer sessions, where key panel guests including Brian Cooke, Director General of the SIMI, Jim Power Economist, Anne Marie Murtagh, Director at MF Auto Services, Nadia Adan, Founder of Ashford Motors, and Álvaro de la Cruz, Head of Communications at the European aftermarket body FIGIEFA, shared their perspectives and expertise on a range of issues. It was a comprehensive session with diverse industry leaders shedding light on crucial aspects of the automotive sector,



**(L-R) Gillian Fanning, Serfac Limited, Anne Marie Murtagh, MF Autos, Mark Noble, Event MC, Jonathan Meade, SIMI President, Brian Cooke, Director General SIMI, Quentin LeHetet, GiPA UK, Matt Cleevely Cleevely Group, Álvaro de la Cruz, FIGIEFA, Nadia Adan, Ashford Motors, Jim Power, Jim Power Economics.**

providing valuable insights for all attendees. In closing, Jonathan Meade and SIMI Wholesaler Committee Chairperson Gillian Fanning thanked everyone for their attendance, participation and contributions, making the event a success.

## ELVES BECOMES AN ISPCA GUARDIAN OF ANIMAL WELFARE

ELVES has become an ISPCA Gold Guardian of Animal Welfare, in a continuation of its support for the ISPCA. This partnership will help the ISPCA to grow and improve their facilities to meet the ever-demanding needs of animals in distress in Ireland.

ISPCA Guardians of Animal Welfare support projects such as building secure all-weather exercise areas for dogs and cats as well as the development of enclosed sand areas for rehabilitating, training and exercising rescued horses, ponies and donkeys. Being able to provide much needed opportunities for exercise, enrichment and training means that the ISPCA can help animals on a day-to-day basis with preparing them to find loving homes.

Elena Wrelton of ELVES commented: "ELVES is delighted to be an ISPCA Guardian of Animal Welfare. Supporting such a dedicated organisation which works tirelessly to protect and improve the lives of animals aligns with ELVES' values. We believe in the incredible impact they make. We're honoured to contribute to their important mission and we hope that it encourages other companies to do the same."

"The ISPCA rescues, rehabilitates, and rehomes animals



across Ireland. With the support of partners like ELVES, we can continue our vital work to protect animals in need", added Nafisa Brennan, ISPCA.

## ENGINEERS IRELAND'S TRANSPORTATION SOCIETY SEMINAR



**Pictured at the Engineers Ireland Transportation Society Annual CPD Seminar 2025 - Momentum in a Time of Transition: Vision and Learnings in Transportation, were Eamon Ryan, Former Green Party Leader and Minister for Environment, Climate, Communications and Transport; Damien Owens, Director General, Engineers Ireland, and Ken Spratt, Secretary General of the Department of Transport.**

The former Minister for Transport, Eamon Ryan, and the Secretary General of the Department of Transport, Ken Spratt, were just two of the high-profile names that addressed Engineers Ireland's Transportation Society Seminar on March 6th. The seminar, entitled 'Momentum in a Time of Transition: Vision & Learnings in Transportation', delved into the transformative forces reshaping transportation and explore the vision required to build a resilient and future-proof system.

Other speakers at the event, included: Billy Hann, CEO of Dublin Bus; Aisling Dunne, Head of Public Policy at Bolt; Andrew Ebrill, Head of Public Transport Investment and Policy at the Department of Transport; Cathal Masterson, Director of Commercial Operations at Transport Infrastructure Ireland; Ronan McEnroe, Senior Engineering Inspector at Transport Infrastructure Ireland; Dr Niamh O'Reilly, Lecturer in Geographic Science at Technological University Dublin; Aoife O'Grady, Head of Zero Emission Vehicles Ireland; and Chantelle Smith, National Access and Mobility Manager at Vision Ireland.

Chaired by Geraldine Herbert, Motoring Editor at the Sunday Independent and regular contributor to programming on RTÉ, BBC, Virgin Media, and Newstalk, the seminar heard from leading experts on the complex challenges facing transportation, such as the decarbonisation of transport, the future role of shared mobility, and insights into the latest trends in the sector.

The seminar also shared case studies demonstrating successful implementation of new technologies and ways of attracting investment through targeted transport strategies, as well as offering practical guidance on how to adapt and thrive in an ever-changing environment.

Speaking about the seminar Damien Owens, Director General of Engineers Ireland, said: "Transport is responsible for around 21% of our greenhouse gas emissions in Ireland, and radical rethinking on how we approach mobility will be required if we are to reduce the environmental impact of this sector"

## CHRISTIAN GUSSEN APPOINTED BRAND DIRECTOR OF AUDI IRELAND

Audi Ireland has announced the appointment of Christian Gussen as Brand Director. Christian returns to Ireland from Audi AG, Ingolstadt, where he held the position of Director Region Overseas of Japan, Korea, Australia, New Zealand and ASEAN from 2016 to 2024.

Familiar with the Irish motoring landscape having previously held the role of Audi Ireland Brand Director from 2013 to 2016. Christian was instrumental in the incredible success that Audi enjoyed during that period; increased sales year-on-year and an astonishing 32% premium market share in 2015. Prior to 2013 Christian held numerous roles with Audi Italia as Head of Network, Aftersales and Marketing Director. The appointment comes as Damien O'Sullivan accepted the position as Managing Director of Volkswagen Group UK in December 2024. Damien steered Audi through challenging economical conditions while overseeing the launch of key new models to the market, including the first model built on the PPE (Premium Platform Electric), the Audi Q6 e-tron and all new Audi A5, the reimagined iconic Audi A4. Audi also retained the number one premium automotive brand in Ireland throughout his tenure.



Commenting on the new appointment, Managing Director of Volkswagen Group Ireland, Pierre Boutin said: "I am pleased to welcome Christian back to Audi Ireland, and look forward to working with him and the Audi team as they continue to forge the brand's success story here in Ireland. Christian has a great love and passion for Ireland and returns with a wealth of knowledge to apply within the market having worked in Ingolstadt, and across overseas markets including Asia and Europe.



## CLOSE BROTHERS MOTOR FINANCE LAUNCH DEALER AWARDS PROGRAMME

Close Brothers Motor Finance has announced the launch of its Dealer of the Month Award in Ireland, a new initiative aimed at recognising outstanding dealer partners who demonstrate exceptional customer service and receive top ratings from customers. This award underscores Close Brothers Motor Finance's commitment to trust and excellence, building on its recent recognition as the FS Award for Trust winner. The monthly award is based on customer reviews, specifically Trustpilot ratings. Close Brothers Motor Finance are industry leaders with a Trustpilot score of 4.8 out of 5. Barry Corless, Owner of Airport Cars - a winner of the award - commented: "We are thrilled to receive this recognition from Close Brothers Motor Finance. At Airport Cars, we aim to offer a seamless customer experience, and working with Close Brothers allows us to provide flexible, customer-focused finance solutions. This award is a testament to our team's commitment to excellence and the trust our customers place in us."

Stephen Bradshaw, Head of Marketing, Close Brothers Motor Finance, on the Award Launch: "The launch of the Close Brothers Motor Finance Dealer of the Month Award marks another step in our ongoing commitment to supporting and celebrating our dealer partners in Ireland. Our dealer partners span the country, and these awards are a chance for us to publicly recognise their great work. It's brilliant to see Airport



**Carol Farrelly and Stephen Bradshaw Head of Marketing from Close Brothers Motor Finance present Barry Corless of Airport Cars with the first ever Close Brothers Motor Finance dealer of the month award.**

cars receive the first of these awards as Barry and his team are fantastic and great partners. We use the Trustpilot reviews as they reflect the importance of customer satisfaction, and the impact effective customer service has on people."

The dealer of the month awards will run for the full calendar year and continue to showcase Close Brothers Motor Finance dealer partners who drive high customer service standards and deliver affordable finance solutions.

## DONEDEAL CAR PRICE INDEX: USED EV MARKET STABILISING

The latest car price index from DoneDeal Motors, Ireland's largest car site, has found that Ireland's used electric vehicle (EV) market is showing signs of recovery and stability, with used EV prices now more affordable than equivalent diesel and hybrid models. This shift marks a significant turning point in the Irish automotive landscape, as prices of used EVs have now stabilised following the influx of new EV models in the last 3 years along with increasing demand for used EVs (Demand up 29% in last 12 months, DoneDeal proprietary data). January 2025 saw a 1% monthly price inflation for used EVs, the first positive monthly growth since the beginning of 2023, indicating a used EV market stabilisation compared with previous used EV pricing declines.

Used EVs are now 11.2% cheaper than comparable diesel cars and 12.7% cheaper than equivalent hybrid models on a like-for-like basis. EVs remain 11% more expensive than their petrol equivalents. However, the price difference between used EVs and petrol cars is rapidly narrowing, from 30% in 2022 to just 10.7% in the second half of 2024.

After sharp price drops throughout 2023 and early 2024, the rate of used EV price deflation has slowed significantly, with the lowest quarterly rate (1.8% in Q4 2024) since the beginning of 2023.

January 2025 also saw a record month for new EV

registrations, with 4,925 units registered, a 20% increase compared to January 2024, (SIMI)

The report also shows increased consumer demand. Greater selection and affordability of EVs have reignited interest in EVs, with demand for 1-4 year old EVs on DoneDeal up 29% year on year (January 2025 versus January 2024).

Commenting on the report's findings, Rob Hume, General Manager of DoneDeal said: "Between 2022 and 2024, Ireland saw the introduction of numerous more technologically advanced, and more affordable new electric vehicles (EVs).

This wave of new EVs has had a knock-on effect on the used EV market with significant corresponding reductions in advertised prices for used EVs during the same period.

A combination of factors—continued growth in EV demand, a more established used market, and a slowdown in new EV price competition—now appears to have stabilised used EV prices after several years of decreases.

The significant price correction we've seen in the used EV market in recent years has resulted in unprecedented affordability, making electric vehicles a viable option for a wider range of Irish consumers. This affordability, coupled with the growing availability of second-hand EVs, is a crucial step towards broader EV adoption and a more sustainable transportation future in Ireland."

## MARLOWE & CO DRIVE BUSINESS TO NEW HEIGHTS WITH FORD



Marlowe & Co – an independent shop in Dublin 8 – has been named the winner of Ford Ireland's Ultimate Pro initiative. Their prize? The keys to a fully branded and racked Ford Transit Custom for 12 months. Synonymous with curated artisan goods, specialty coffee, and thoughtful gifts, Marlowe & Co. has become a cherished community hub with its shop and online delivery business. Now, thanks to Ford, they'll be driving their vision forward in a customised vehicle that will help the business to grow and reach even more customers. Founded by Patrick Fagan, his wife Danielle, and sister-in-law Lisa Farrelly, Marlowe & Co. has built a loyal following thanks to their commitment to organic produce, local artisans, and fostering a sense of community. Whether it's freshly brewed

coffee, seasonal produce, or beautifully curated hampers, their shop has become a vibrant meeting point for locals. They beat competition from small businesses all over Ireland to win the Ford Transit Custom, following Ford's call out to find the 'Ultimate Pro' independent business a few months ago, harnessing the support of their loyal community to show they deserved to win.

"Small businesses like Marlowe & Co. are the heartbeat of our communities. At Ford Ireland, we're proud to support entrepreneurs with innovative tools like the Ford Transit Custom – a vehicle built to help businesses grow. This competition celebrates resilience, creativity, and community spirit, and we're so excited to see how Marlowe & Co. drive their business to new heights," says John Manning, Market Lead at Ford Ireland.

Patrick Fagan, Co-Owner of Marlowe & Co., expressed his gratitude "This is a game-changer for us. The Ford Transit Custom, with its space and advanced features, will revolutionise how we run our business. From reducing courier costs to handling more deliveries ourselves, it will make a significant difference. We're thrilled to have this opportunity and are incredibly thankful to Ford Ireland for supporting small, independent businesses like ours."

## A SUCCESSFUL 2024 FOR THE 3RD GENERATION DUSTER



The 3rd generation Duster had an exceptional year in 2024, winning more than 25 awards in Europe. These awards, won in many countries and given by various specialist juries, recognise the design, performance and accessibility of the Duster. Duster won the 'Best buy car of Europe' award from the AutoBest jury, which recognises the best vehicle in terms of value for money, performance, design, innovation and ability to meet the needs of European consumers. Duster has also won prestigious awards in several European countries, including 'Car of the Year' in Romania; Car of the year Polska in Poland; SUV of the Year at the Automobile Awards in France; Best SUV from Car & Driver in Spain; Carwow Car of the Year in Germany; Best Small SUV from Auto Express in the UK; and Car of the Year from the Irish Examiner in Ireland.

## ALL NEW BATTERY ELECTRIC TOYOTA C-HR+ ARRIVING IN IRELAND

At Toyota's annual product strategy event, 'Kenshiki', recently, a team of Global and European executives presented an array of new Toyota production and concept vehicles. The annual event, with an audience of 350 media, provided further insight into the company's strategy to meet changing customer needs and its transition towards carbon neutrality. Toyota's multi-path approach to carbon neutrality is about providing customers with a choice of sustainable solutions, regardless of where they live or their individual circumstances. This strategy includes a full array of powertrains, from flex-fuel hybrids in South America to new fuel cell saloons in Japan. In Europe, where battery electric vehicles (BEVs) sales are among the highest in the world, Toyota is introducing six new Battery Electric Vehicles by 2026. Toyota Ireland offers the Power of Choice with a mix of hybrid (HEVs), plug-in hybrid (PHEVs) and battery electric vehicles (BEVs), which make up 84%, 10% and 2% of Toyota's Irish sales mix, respectively, so far in 2025. This approach of listening to the customer and offering a choice of solutions has helped Toyota perform well in Europe, with a record sales result of 1.217 million vehicles in 2024. Toyota's success in Ireland continued in 2024 as it was named the Number One car brand for the fourth year in a row, and continues to be the best-selling car brand in Ireland this year.

## HYUNDAI SANTA FE IS VOTED SUPREME WINNER OF THE WOMEN'S WORLDWIDE CAR OF THE YEAR



The Hyundai Santa Fe has been declared the World's Best Car for 2025 by the esteemed panel of journalists judging the Women's Worldwide Car of the Year. The announcement was made to coincide with International Women's Day.

Prior to casting their votes, the 82 motoring journalists hailing from 55 nations diligently tested numerous car models, thoroughly evaluating every aspect. Among the 81 contenders, the finest automobiles in each category emerged victorious in the initial voting round. The winners in their respective categories were as follows:

- MINI Cooper (Urban Car)
- KIA EV3 (Compact SUV)
- Audi A6 e-tron (Large Car)
- Hyundai Santa Fe (Large SUV)
- Toyota Land Cruiser (4x4)
- Porsche Panamera (Performance Car)

In the subsequent round of voting, these finalists formed the

basis for determining the prestigious title of the World's Best Car for 2025. "Choosing the World's Best Car is a task of great responsibility. It must take into account the particularities of each market, the type of driving done, purchasing power, orography, consumer preferences... The winning car has to meet all these needs, satisfying drivers around the world," said Marta Garcia, Executive President of WWCOTY.

After careful analysis and thorough examination, the verdict overwhelmingly favoured the Hyundai Santa Fe, a large SUV that can accommodate up to seven passengers. At 4.8 meters long, it features an innovative design and hybrid engines.

Commenting on the winner, judge Ina Georgieva (Bulgaria) said: "It's very brave to make a complete change to one of your most familiar and successful models, such as the Hyundai Santa Fe. The car impresses with a futuristic and very distinctive design, the comfort on board at the level of premium cars. The possibility of 5 - 6 - 7 seats is also excellent. I tested the 6-seat version –the seats in the second and third rows are excellent. Despite the large size, it is easy to drive. I drove the car in real snowy conditions and it coped without compromise. Hybrid versions provide excellent fuel economy and the possibility of zero emissions in the city."

Women's Worldwide Car of the Year is the only car awards group in the world composed exclusively of women motoring journalists. It was created by New Zealand motoring journalist Sandy Myhre in 2009. This unique award aims to recognise the best cars of the year and to give a voice to women in the automotive world. The voting criteria are based on the same principles that guide any driver when choosing a car. The jurors do not select a 'woman's car' because cars are not gender specific. Aspects such as safety, quality, price, design, ease of driving, benefits and environmental footprint, among others, are considered when casting the votes.

## KEYLOOP APPOINTS NEW CHIEF REVENUE OFFICER

Keyloop, a leading global automotive technology company, has appointed Megan Harvey as the company's new Chief Revenue Officer (CRO). As CRO, her focus is to oversee all of Keyloop's teams and processes related to revenue as the business brings the all-new Automotive Retail Platform, Fusion, to the market.

With a clear vision, she will spearhead the Sales division to maximise and drive new opportunities within Keyloop's growing customer base, spanning Retailers, OEMs, Financiers, Fleet, ISVs, Distributors and Technology partners. Having joined Keyloop in September 2021, she previously held the role of Chief Alliances Officer and drove the success of a new division which was initiated in 2022 to help accelerate digital transformation within large retail groups and car manufacturers.

Commenting on the appointment, Harvey said: "Now, as Keyloop brings the industry's first Automotive Retail Platform to the market, and the sector looks to harness more comprehensive, consolidated technology, I'm really excited to drive growth and customer success, focusing on fostering value across the entire automotive ecosystem." Tom Kilroy, CEO of Keyloop, added: "I am delighted to welcome Harvey into this new role, as are the rest of our leadership team. Harvey's impressive experience allows us to bring together key capabilities within our organisation and drive our offerings for customers with a more streamlined approach. I am very confident that Harvey's wealth of knowledge of our sector and customers, including the OEM space, will continue to drive new opportunities."



# SIMI Training Courses

## SPRING 2025



Details of SIMI Skillnet subsidised courses planned for the coming months are listed below. All course information is available on [www.simi.ie](http://www.simi.ie).

**Bookings:** contact Ami Fox, Network Manager on email: [afox@simi.ie](mailto:afox@simi.ie)

### SIMI Skillnet Workshop Supervisor/Management 10th & 11th April 2025, Online



Increase Aftersales commercial performance by maximising revenue and profitability per service customer through more effective use of the workshop facility and the resources within it – people and equipment. It provides an understanding of the Aftersales customer process and the role the workshop has in delivering a hence a premium customer experience.

**TRAINER:** Navigate Solutions Ireland

**COST:** Member Cost: €172.20, Non-Member Cost: €209.10

**TIME:** 09:30am-12:30pm (Training is delivered online over two live classroom sessions)

**DATE:** 10th & 11th April 2025

### SIMI Skillnet Time Management & Personal Effectiveness

15th April 2025, Online



“Take control of your time, increase productivity & achieve a better work-life balance” The aim of this one-day workshop is to help staff achieve a greater appreciation of the importance of taking control in managing their time so that they can get the best out of their day, increase productivity, reach their objectives and improve their work life balance. This course is designed for all managers & staff who work in all areas of the business and need to manage their time effectively – showroom, administration, sales, reception, accounts, finance, IT, customer service, operations, service.

**TRAINER:** Call Focus

**COST:** Member Cost: €86.10, Non-Member Cost: €110.70

**TIME:** 09:30am-16:30pm

**DATE:** 15th April 2025



#### FOR MORE INFORMATION:

Contact Ami Fox, Network Manager on email: [afox@simi.ie](mailto:afox@simi.ie)  
or call + 353 1 6761690

## SIMI Skillnet Managing the Aftersales Department 8th & 9th May 2025, Online



This new course "Managing the Aftersales Department" has been designed to develop the skills and competencies of participants to confidently lead an Aftersales team in the Motor Industry, whilst ensuring an efficient and profitable Aftersales Department. This course is for Franchise & Independent Businesses - Dealer Principals, Owner Managers, Aftersales Managers.

**TRAINER:** Navigate Solutions Ireland

**COST:** Member Cost: €172.20 Non-Member Cost: €209.10

**TIME:** 09:30am-12:30pm

**DATE:** 8th & 9th May 2025

## SIMI Skillnet Customer Service Excellence 12th May 2025, Online



Excellence in customer service does not come about easily. It needs to be carefully defined, planned and managed. The continuing focus should be on delivering great customer service every day, across every interaction both internally and externally. This course is aimed at participants in customer-facing roles in the Motor Industry. This training is aimed at enhancing participant's self-confidence and personal abilities, making them aware of their strengths and weaknesses, providing them with sufficient skills and experience to enable them to confidently perform in the field of Customer Care. This is a practical and interactive online workshop, designed for people who communicate directly with internal and external customers by telephone, video conference or face to face – and includes all levels of staff, showroom, frontline, retail, customer service, technical support, administration, reception etc.

**TRAINER:** Optimum Ltd.

**COST:** Member Cost: €123.00, Non-Member Cost: €147.60

**TIME:** 09:30am-16:30pm

**DATE:** 12th May 2025

### FOR MORE INFORMATION:

Contact Ami Fox, Network Manager on email: [afox@simi.ie](mailto:afox@simi.ie)  
or call + 353 1 6761690

## TOP 10 SELLING CARS 2025



Hyundai Tucson **2,830** 4.4% Toyota Yaris Cross **2,080** 3.2%



Toyota Rav **1,983** 3.1% Kia Sportage **1,824** 2.8%



Škoda Octavia **1,821** 2.8% Toyota Corolla **1,607** 2.5%



Škoda Kodiaq **1,497** 2.3% Hyundai Kona **1,437** 2.2%



Volkswagen Tiguan **1,250** 1.9% Toyota C-HR **1,227** 1.9%

## NEW PASSENGER CAR REGISTRATIONS

Marque	01/03/25 - 31/03/25	01/03/25 - 31/03/25	Market share 2025 %
Alfa Romeo	1	24	0.04%
Alpine	0	2	0.00%
Audi	498	2321	3.58%
BMW	714	2416	3.73%
BYD	329	1028	1.59%
Citroën	168	514	0.79%
Cupra	169	974	1.50%
Dacia	429	1956	3.02%
DS	43	100	0.15%
Fiat	98	343	0.53%
Ford	602	2223	3.43%
Honda	62	210	0.32%
Hyundai	1117	6286	9.70%
Ineos	0	0	0.00%
Jaguar	0	6	0.01%
Jeep	24	70	0.11%
Kia	1246	4957	7.65%
Land Rover	104	452	0.70%
Lexus	102	653	1.01%
Mazda	189	687	1.06%
Mercedes-Benz	474	1668	2.57%
MG	211	743	1.15%
Mitsubishi	0	0	0.00%
Nissan	1045	3091	4.77%
Opel	283	1354	2.09%
Gwm	0	0	0.00%
Peugeot	492	2558	3.95%
Polestar	2	48	0.07%
Porsche	46	231	0.36%
Private Import	21	58	0.09%
Mini	39	383	0.59%
Renault	791	2519	3.89%
Seat	417	1321	2.04%
Skoda	1630	5876	9.06%
Ssangyong	6	17	0.03%
Subaru	1	5	0.01%
Suzuki	425	1355	2.09%
Tesla	333	872	1.35%
Toyota	2797	9755	15.05%
Volkswagen	2140	6689	10.32%
Volvo	253	973	1.50%
Xpeng	38	60	0.09%
Other	6	26	0.04%
Total 2025	17345	64824	
Total 2024	14644	62498	
Change 2025 - 2024	2701	2326	
% Change 2025 - 2024	18.44%	3.72%	

## TOP SELLING CARS MARCH 2025

Position	Model	Units sold	Market share %
1	Toyota Rav	571	3.3
2	Toyota Yaris Cross	544	3.1
3	Toyota Corolla	519	3.0
4	Škoda Kodiaq	496	2.9
5	Nissan Juke	454	2.6

Position	Model	Units sold	Market share %
6	Nissan Qashqai	454	2.6
7	Kia Sportage	453	2.6
8	Hyundai Tucson	427	2.5
9	Škoda Octavia	414	2.4
10	Toyota Yaris	360	2.1



## NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/03 - 31/03	01/01 - 31/03	% Share
Audi	1	3	0.02%
Citroën	256	941	7.05%
Dacia	1	2	0.01%
Fiat	118	312	2.34%
Ford	874	3242	24.28%
Fuso	13	42	0.31%
Hyundai	13	122	0.91%
Isuzu	22	94	0.70%
Iveco	11	62	0.46%
Kia	28	94	0.70%
Land Rover	47	236	1.77%
LDV	0	4	0.03%
Man	35	127	0.95%
Maxus	81	215	1.61%
Mercedes-Benz	213	549	4.11%
Mitsubishi	0	0	0.00%
Nissan	192	486	3.64%
Opel	160	1041	7.80%
Peugeot	257	991	7.42%
Renault	658	2001	14.99%
Ssangyong	12	40	0.30%
Toyota	344	912	6.83%
Volkswagen	570	1755	13.14%
Private Import	12	37	0.28%
Other	22	44	0.33%
<b>Total 2025</b>	<b>3940</b>	<b>13352</b>	
<b>Total 2024</b>	<b>4388</b>	<b>15337</b>	
<b>Change 2025 - 2024</b>	<b>-448</b>	<b>-1985</b>	
<b>% Change 2025 - 2024</b>	<b>-10.21%</b>	<b>-12.94%</b>	

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

## BUSES/COACHES REGISTRATIONS

Marque	01/03 - 31/03	01/01 - 31/03	% Share
DAF	1	5	3.47%
Higer	3	10	6.94%
Iveco	3	17	11.81%
Scania	3	21	14.58%
Tekaydinlar	1	1	0.69%
Volvo	2	4	2.78%
Wrightbus	0	2	1.39%
Private Import	15	78	54.17%
Other	6	6	4.17%
<b>Total 2025</b>	<b>34</b>	<b>144</b>	
<b>Total 2024</b>	<b>58</b>	<b>222</b>	
<b>Change 2025 - 2024</b>	<b>-24</b>	<b>-78</b>	
<b>% Change 2025 - 2024</b>	<b>-41.38%</b>	<b>-35.14%</b>	

## NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/03 - 31/03	01/01 - 31/03	% Share
Marque	01/03 - 31/03	01/01 - 31/03	% Share
DAF	44	192	18.51%
Fuso	4	8	0.77%
Isuzu	3	19	1.83%
Iveco	6	15	1.45%
MAN	13	46	4.44%
Mercedes-Benz	9	39	3.76%
Renault	65	141	13.60%
Scania	68	305	29.41%
Volvo	59	262	25.27%
Private Import	4	10	0.96%
<b>Total 2025</b>	<b>275</b>	<b>1037</b>	
<b>Total 2024</b>	<b>349</b>	<b>1104</b>	
<b>Change 2025 - 2024</b>	<b>-74</b>	<b>-67</b>	
<b>% Change 2025 - 2024</b>	<b>-21.20%</b>	<b>-6.07%</b>	

# SIMI Irish Motor Industry Awards 2025



The SIMI Motor Industry Awards, in partnership with Bank of Ireland, celebrate best practices in the Irish Motor Industry and acknowledge the hard work and achievements of SIMI members. The award winners, adjudicated by an independent panel, all demonstrated an award-worthy level of excellence and best practice in 2024.

SIMI President Jonathan Meade.



**Bodyshop  
Operation of the  
Year: Fitzpatrick's  
Accident Repair  
Centre, Kildare:**

(L-R) SIMI President Jonathan Meade, Derek Kavanagh Bank of Ireland, Martin O'Brien, Toby Neilson-Dry, Darren Caitaz, Gavan Doyle, Fitzpatrick's Accident Repair Centre, Brian Cooke Director General SIMI.



**Independent  
Sales Operation  
of the Year: Peter  
Hanley Motors Ltd,  
Longford:**

(L-R) SIMI President Jonathan Meade, David Hanley, Derek Kavanagh Bank of Ireland, Senan Dermody, Chloe Hopkins of Peter Hanley Motors Ltd, Brian Cooke Director General SIMI.





**Independent Aftersales Operation of the Year:** Rathcoole Commercials Ltd, Dublin:

(L-R) SIMI President Jonathan Meade, Derek Kavanagh Bank of Ireland, Pat Slattery, Michael Gibbs, Paul Cooke, Barry Martin, Brian Cooke Director General SIMI.



**Vehicle Recovery Operator of the Year:** Cartow.ie, Dublin:

(L-R) Adam Mooney, SIMI President Jonathan Meade, Daniel Dowling, David Drumm, Jamie Murphy, Glen Tuohy, Veronia Smaga, Santa Dirule, John Dowling and Ken Morgan, Derek Kavanagh Bank of Ireland, Brian Cooke Director General SIMI.



**Franchise Sales Operation of the Year:** Lexus Galway:

(L-R) SIMI President Jonathan Meade, James Ryan, Enda Brennan, Derek Kavanagh Bank of Ireland, Tony Burke, Brian Cooke Director General SIMI.



**Franchised Aftersales Operation of the Year:** Newmarket Motors Ltd, Cork:

(L-R) SIMI President Jonathan Meade, Denis Scully, Cathal Browne, Dominic O'Riordan, Derek Kavanagh Bank of Ireland, Bernard Dennehy, Annette Brown, Brian Cooke Director General SIMI.



# The 2025 SIMI Annual Dinner and Irish Motor Awards



Representatives from across the Industry ensured a strong turnout once again for the 2025 SIMI Annual Dinner and Irish Motor Industry Awards, in partnership with Bank of Ireland. Simon Delaney, master of ceremonies, revealed the winners in front of over 700 senior figures in the Motor Industry, with awards presented by Brian Cooke, SIMI Director General, and Derek Kavanagh, Head of Motor Finance, Bank of Ireland.



Jonathan Meade, SIMI President



Derek Kavanagh, Bank of Ireland.



Anne Marie Murtagh - MF Auto Services, Ger Scanlon.



Meggan Meade, Helen Kirk, Ger Scanlon, Susan McLaverty, Holly Gavin Meade.





Back L-R: Gabriel Keane, Eugene Cranley, Alan Greene, James Brooks, Gerry Caffrey, Gerard O'Farrell, Paddy Corcoran, Louis O'Hanlon, Tom Noonan, Brian Murphy, Gavin Hydes

Front L-R: Jim Cusack, Tom Murphy, Gillian Fanning, SIMI President, Jonathan Meade, Brian Fanning, Des Large.



Steven Carrol, James Lee, Aaron Lynch, Ned Baguzis, Kylemore Cars.



Gerard Rice, Joe McDonagh, Donal Geoghegan, Frank Keane Holdings.



Aidan Corrigan, Laura Vaciete, Armin Vizulin, Eddie Adomaitis, Janis Livdans, Ger Cremins, Autoxpress.



Tom Murphy of Tom Murphy Car Sales, Waterford, was presented with a Special Recognition Award (at a later date). Pictured L-R: Barry Murphy of Tom Murphy Car Sales, Brian Cooke, SIMI Director General, Tom Murphy, Emma Mitchell, SIMI Operations Director and Jonathan Meade, SIMI President.

# ZEVI EV Dealership of the Year Regional Awards 2025

The Society warmly welcomed Zero Emission Vehicles Ireland (ZEVI), who announced the winners of the ZEVI EV Dealership of the Year regional awards. These awards recognise and reward excellence in the promotion and sale of electric vehicles (EVs) in Ireland.

ZEVI EV Dealership of the Year Regional Award Winners are:

- **Connolly's Volvo Cars Galway for Connaught**
- **Doyle's Garage Courtown for Leinster**
- **BYD Cork for Munster**
- **Cavan Autoparc Ltd for Ulster**

Zero Emissions Vehicles Ireland (ZEVI), and SEAI recently announced the national winner of the 2025 ZEVI EV Dealership of the Year Award. Doyles Garage Courtown won the annual award which recognises outstanding efforts in encouraging electric vehicle (EV) uptake in Ireland. The Doyles Garage team was recognised at an awards presentation at the SEAI Energy Show, in the RDS, Dublin.



ZEVI EV Dealership of the Year Regional Winner 2025. Connolly's Volvo Cars Galway for Connaught. (L-R) SIMI President Jonathan Meade, Tom Raftery Dealer Principal Connolly's Volvo Cars, Aoife O'Grady Head of Zero Emission Vehicles Ireland (ZEVI) and Nikoline Egerod Leth, Sustainable Energy Authority of Ireland (SEAI).



ZEVI EV Dealership of the Year Regional Winner 2025. Doyle's Garage Courtown for Leinster. SIMI President Jonathan Meade, Bernard Doyle, Walter Winters Doyles Garage Courtown, Aoife O'Grady Head of Zero Emission Vehicles Ireland (ZEVI) and Nikoline Egerod Leth, Sustainable Energy Authority of Ireland (SEAI).



ZEVI EV Dealership of the Year Regional Winner 2025. BYD Cork for Munster. (L-R) SIMI President Jonathan Meade, Jason Barry BYD Cork, Aoife O'Grady Head of Zero Emission Vehicles Ireland (ZEVI) and Nikoline Egerod Leth, Sustainable Energy Authority of Ireland (SEAI).



ZEVI EV Dealership of the Year Regional Winner 2025. Cavan Autoparc Ltd for Ulster. (L-R) SIMI President Jonathan Meade, Cathal O'Reilly, Una McKenna, Aoife Conroy, Sandra Gaffney, Enda Crow, Cavan Autoparc Ltd, Aoife O'Grady Head of Zero Emission Vehicles Ireland (ZEVI) and Nikoline Egerod Leth, Sustainable Energy Authority of Ireland (SEAI).



# SIMI Awards Winners: Cartow.ie

Cartow.ie won the SIMI 2025 Vehicle Recovery Operation of the Year at the recently held awards. Here, Veronica Smaga - Operations Team Manager – discusses the win.



"Winning the SIMI 2025 Vehicle Recovery Operation of the Year is a huge honour for us at CarTow.ie: it validates the hard work, dedication, and commitment of our team," says Veronika, continuing: "It's not just a recognition of our operations but also a reflection of our ongoing focus on excellence, safety, and customer satisfaction. This award strengthens our position in the industry and motivates us to continue improving and innovating in all aspects of our services."

Commenting on the company's performance over the last 12 months, Veronika notes: "The last 12 months have been an exciting and challenging time for us. We've seen a significant growth in demand for our services, which has been a highlight. Our team has worked tirelessly to expand our fleet and improve efficiency. A key challenge we faced was adapting to the increasing complexity of vehicle recovery, especially with the rise of electric and hybrid vehicles. However, we've invested in new training programs and state-of-the-art equipment to stay ahead of these changes."

**"The last 12 months have been an exciting and challenging time for us. We've seen a significant growth in demand for our services."**

## Customer Service

Veronika explains that at CarTow.ie, customer service is at the core of everything. "We pride ourselves on being reliable, transparent, and prompt. Whether it's a breakdown or an emergency situation, we aim to provide peace of mind through our fast, professional, and friendly service. Our

customer service team is always available, and we continually collect feedback to ensure we're exceeding expectations. It's about making the entire recovery experience as stress-free as possible for our customers."

## Innovation

Alongside customer service, a huge part of the company's success has been its ability to stay ahead of the trends and prioritise innovation: "Innovation is essential in our line of work, as the industry is constantly evolving. Whether it's adopting new

technologies for better operational efficiency, incorporating eco-friendly practices, or staying ahead of trends like the rise in electric vehicles, we strive to lead the way. By staying ahead of trends, we ensure that we're always prepared for the future, offering our customers the best possible service with the latest industry advancements."

### Sustainable Strides

So, what steps is CarTow.ie taking towards sustainability and tackling climate action? "We recognise the importance of sustainability and are actively working to minimize our environmental footprint. This includes introducing greener towing vehicles into our fleet, improving fuel efficiency, and optimizing our operational processes to reduce emissions. Additionally, we are investing in training our team on sustainable practices. Our goal is to reduce our impact on the environment while still delivering the high-quality service our customers expect."

### Staff and Training

Staff recruitment, retention and training is a crucial element of all businesses and, according to Veronica, CarTow.ie invests in its people: "Our staff are at the heart of CarTow.ie, and ensuring that we have a motivated, well-trained, and supported team is crucial to our success. Recruitment is vital, but retention is just as important. We focus on creating a positive, safe, and inclusive work environment. Our staff also undergoes continuous training to ensure they're equipped to handle the latest industry changes, new

around the transition to electric vehicles, regulatory changes, and the rising costs of parts and labour. Adapting to the growing demand for eco-friendly solutions, while maintaining service quality, is a key challenge.

"Additionally, keeping up with the rapid advancement of technology in both vehicles and recovery methods requires constant investment in equipment and training.

"Finally, there is also the issue of the ongoing labour shortages within skilled trades, which impacts the entire industry."

### Plans for 2025

Looking ahead, Veronica said that, for 2025, the company

is focusing on expanding its services and improving the technology that powers its operations: "We plan to introduce new, eco-friendly vehicles into our fleet, as well as invest further in staff training to keep up with the latest trends and challenges. We also plan to enhance our digital presence, making it easier for customers to reach us and book our services. Above all, we're committed to maintaining the high standards that have earned us this recognition and building on that success in the year ahead."

**"The motor industry is facing a number of challenges, particularly around the transition to electric vehicles, regulatory changes, and the rising costs of parts and labour"**



technologies, and best practices. By investing in our people, we ensure that our services remain top-notch, and our team remains happy and committed."

### Challenges

Commenting on the biggest challenges today facing the wider motor industry, Veronica highlights a number of issues, including technology, labour and climate action: "The motor industry is facing a number of challenges, particularly

Concluding, she adds: "Our greatest achievement is the continued trust and loyalty of our customers. Over the years, we've built a strong reputation for being reliable and efficient in our services. This recognition from SIMI as Vehicle Recovery Operation of the Year is another milestone that reflects our dedication to excellence. We take pride in the relationships we've built with our clients and our role in keeping people safe on the roads."



# AFTERMARKET

- ▶ MANAGEMENT INFORMATION SYSTEMS
- ▶ TYRES





# The Connected Revolution: How Keyloop is Transforming Automotive Retail



Today's automotive businesses face immense pressure to adapt to rapid technological advancements and shifting consumer expectations. Manufacturers and retailers must navigate an increasingly complex and competitive landscape while managing costs and maintaining profitability.

For years, automotive businesses have relied on a growing number of disparate digital solutions to address specific pain points. A quick online search reveals the sheer volume of tools available today, each promising to fix a particular challenge within the ecosystem.

## Ushering in the second wave of transformation

This fragmentation accelerated during the pandemic, when businesses had to adopt digital solutions quickly to meet market demands. While these tools solved immediate problems, they have now left many businesses grappling with data silos, disconnected workflows, and operational inefficiencies.

Research from collaboration software provider RingCentral found that over two-thirds of workers lose up to an hour each day navigating between apps, with 68% toggling between different tools up to 10 times per hour. In a company with 100 employees, this inefficiency amounts to 3,200 lost workdays per year—equivalent to 12.8 full-time employees.

When you pause for a second to consider the excessive amount of time dealers spend switching between multiple platforms and rekeying information, the productivity losses are undoubtedly substantial.

Beyond wasted time, disconnected systems create incomplete or inaccurate data, leading to fragmented customer experiences and increased operational costs. In a highly competitive industry, these inefficiencies can make or break long-term success.

Global automotive retail software provider Keyloop conducted research with OC&C Strategy Consultants which revealed the impact this is having on customer satisfaction:

- 47% of consumers weren't happy with the car buying experience
- 69% complained that they felt like they were "going back and forth"
- And 76% felt frustrated that online information was inaccurate

These stats give some indication of the far-reaching consequences of trapped data and inefficient systems. As organisations look to drive margins through operational efficiency, it's time to shine a spotlight on technology and welcome a whole new wave of innovation.

## Taking stock of your tech stack

One of the most effective ways to drive efficiency, enhance customer experiences, and unlock new revenue streams is through technology convergence – seamlessly integrating digital solutions, data-driven insights, and smart automation to create a more connected, intelligent, and future-ready industry. Keyloop is ushering in a new era of automotive retail with Fusion – the first-of-its-kind Automotive Retail Platform that seamlessly integrates every element of the automotive ecosystem.

Designed to serve retailers, manufacturers, financiers, and fleet suppliers worldwide, Fusion enables a fully connected, intelligent retail experience. It unites four key domains – Demand, Supply, Ownership, and Operate – each with a tailored suite of solutions:

- The Demand domain brings together the tools you need to deliver a seamless car-buying experience, from acquisition to conversion through to retention.
- The Supply domain helps optimise inventory management to achieve maximum profit per unit.
- The Ownership domain comprises a suite of aftersales solutions to enhance the ownership experience and increase customer loyalty.
- The Operate domain is all about harnessing the power of data to peak operational efficiency.

While each of these domains works towards specific outcome, together they aim increase customer and vehicle lifetime value.

By consolidating all business data into a central platform, Fusion provides complete visibility of both customers and vehicles, enabling businesses to deliver seamless, personalised experiences at every stage of the customer journey.

## Harness the true power of convergence with Keyloop

Keyloop is the world's largest global automotive software provider, with over 40 years of experience and more than 14 billion digital interactions captured to date. This unique industry vantage point means Keyloop is not just responding to the present—it's shaping the future.

Keyloop is solving one of the biggest challenges facing the industry today. With Fusion, businesses can finally move beyond fragmented systems and embrace a single, connected platform that empowers them to operate smarter, faster, and more profitably.

By providing businesses with the tools to work more efficiently and deliver better customer experiences, Keyloop is paving the way for a more connected, frictionless industry.

Embrace efficiency.  
Ignite loyalty. Propel profits.  
**The Automotive Retail Platform is here.**

Experience-First delivered through technology.



# Revolutionising TPMS Service with BH Sens Universal Sensors

The automotive landscape is rapidly evolving, and with it, the complexity of vehicle maintenance. Tyre Pressure Monitoring Systems (TPMS) are a crucial safety feature in modern vehicles, and their servicing requires precision and efficiency. BH Sens, a joint venture of Baolong and Huf, is leading the charge in TPMS solutions, offering a comprehensive range of products designed to streamline the repair process. In Ireland and Northern Ireland, these innovative TPMS solutions are readily available through Apaseal, the trusted distributor of BH Sens products.



A standout offering from BH Sens is their line of IntelliSens Universal Sensors. These sensors are engineered to cover a

wide spectrum of vehicle makes and models, eliminating the need for workshops to stock a vast inventory of brand-specific sensors. This versatility translates to significant cost savings and streamlined operations for repair shops. The universal sensors are easily programmable using the user-friendly DT47BLU diagnostic tool, allowing technicians to quickly match the sensor to the vehicle's protocol. This process ensures seamless integration and optimal performance, mirroring the functionality of original equipment sensors. The DT47BLU diagnostic tool itself is a powerful asset, designed for ease of use and accuracy. Its intuitive interface guides technicians through the programming process, minimising the risk of errors and maximising efficiency. With the combination of the IntelliSens Universal Sensors and the DT47BLU tool, TPMS servicing becomes a swift and straightforward procedure.

Apaseal is committed to bringing the best in TPMS technology to Irish workshops. Offering the full BH Sens range, including universal sensors, diagnostic tools, and service kits, Apaseal ensures efficient and cost-effective TPMS solutions are readily available. With BH Sens and Apaseal working together, the future of TPMS service is cost-effective and accessible.



Leading Supplier of Original Equipment & Accessories to Tyre & Motor Trades Since 1972

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TPMS – IT'S IN OUR DNA  
A joint venture driving the future



UVS4050 UVS4051



IntelliSens Universal Sensors

■ Made in Germany ■ Simple and Fast to Program ■ Quick and easy installation ■ Meets or exceeds OE Quality



# Turning Waste into Opportunity:

## How Circol ELT is Driving a Circular Economy for Tyres in Ireland

Each year, over four million tyres become waste in Ireland. Without a sustainable approach to waste management, these tyres could become a significant environmental challenge. Circol ELT, the tyre compliance scheme, waste tyres are being repurposed into new products and energy solutions, helping to build a circular economy in Ireland.

In 2024, Circol ELT funded the collection and processing of 42,500 tonnes of waste tyres (equivalent to 4.8 million tyres) through its network of authorised collectors and nearly 3,000 member outlets. Of this:

- 63% were recycled, finding new life in products such as playground surfaces, sports pathways, and construction materials.
- 37% were used as a fossil fuel replacement, reducing reliance on virgin fuels in industrial processes.

This commitment to sustainable waste management is now being seen in practical applications, with projects that range from eco-friendly sports facilities to research that could reshape the tyre industry's future.

### Recycled Tyres Transforming Sports Facilities

One of the latest examples of Circol ELT's commitment to finding practical uses for recycled rubber is the newly installed pathways at Clondalkin Round Towers GAA grounds.

Circol ELT funded the installation of 393 sqm of FlexiPave, a porous pavement solution made from recycled tyre rubber, stone aggregate, and a durable binder. The project repurposed 1,050 waste tyres, creating a sustainable, accessible, and weather-resistant surface for athletes and the local community.

This initiative is part of Circol ELT's broader goal of supporting local projects that demonstrate how waste tyres can be used in practical, high-performance applications. By integrating recycled rubber into infrastructure, these projects help cut carbon emissions and promote circular economy principles in everyday spaces.

### Encouraging the Next Generation to Think Sustainably

Education and community engagement play a key role in Circol ELT's mission. This year, St. Joseph's N.S., Ballyheigue, Co. Kerry, was named the winner of the 2024 Circol ELT - Win A €20,000 Playground Upgrade

Competition. The school's winning entry impressed judges with its creative and thoughtful approach to tyre recycling, raising awareness of how waste materials can be transformed into valuable resources.

### A Circular Economy in Action

Circol ELT's work is demonstrating that waste doesn't have to be waste – it can be a resource. From sports pathways and school playgrounds, the scheme is proving that end-of-life tyres can play a vital role in Ireland's sustainability journey.

With record-breaking tyre recycling volumes, innovative industry partnerships, and ongoing research into new applications, Circol ELT is committed to ensuring that more waste tyres are recovered, repurposed, and reintegrated into the economy – helping to build a more sustainable future for Ireland.

For more information on these projects, visit [www.circoelt.ie](http://www.circoelt.ie).

## Driving a sustainable tomorrow



In the last year, Circol ELT have helped recover and recycle over 4 million tyres with the support of our members.

Play your part and join today! Call (01) 461 8600 or visit [circoelt.ie](http://circoelt.ie) and find out how you can benefit from being part of Ireland's Tyre Compliance Scheme.

For further information:

W [circoelt.ie](http://circoelt.ie) T (01) 461 8600 E [info@circoelt.ie](mailto:info@circoelt.ie)

# MAHA Ireland highlights importance of quality and durability of workshop lifts

Professionals should be acutely aware of the critical role their equipment play, not just in completing a job, but in protecting colleagues and the vehicles they work on daily. The physical demands of a workshop often involve handling vehicles, heavy components and complex machinery. Without proper safety measures, employees are exposed to hazards, potentially causing injury. Effective safety protocols, combined with high-quality equipment, minimise these risks. That is why the MA STAR range of two-post lifts from MAHA Ireland stand out as an ideal companion.

Built for strength, backed by quality and easy to use, the MA STAR range showcases exceptional German engineering, utilising Origami technology to craft rolled H-profile columns free of welds. This innovative design guarantees structural integrity, durability and torsion-free stability – supported by features, like wear-free sliding blocks with up to 24 contact surfaces per column. With lifting load capacities of 3.5 tonnes up to 6.5 tonnes, the MA STAR range is built to deliver reliable performance across a variety of vehicles.

To reiterate, safety is the foundation of the MA STAR range; it

offers advanced protections, like the patented 'Giraffe' nut breakage detection system, a spindle-nut package with self-locking threads and a five-year warranty, and a motor brake to ensure no overruns. Additional features, such as obstacle detection during lowering, provide peace of mind for users. Efficiency and simplicity are vital attributes of the MA STAR range, designed to minimise downtime and streamline operations. With quick access to cable ducts, intuitive LED error diagnostics and a spindle lubrication container for easy maintenance, professionals can operate seamlessly. The plug-and-play installation process, which includes pluggable power cables and a folding cable bridge, ensures swift setup, while an LED-based operation system with smart visual alerts means using the MA STAR two-post is easy. MAHA Ireland Managing Director, Eoin Mallon, says: "Workshop safety is the single most important thing when working on any type of vehicle. By promising this, professionals can conduct their work with confidence, safe in the knowledge the vehicles are secure. Our MA STAR two-post lift range is the perfect partner for professionals wanting quality and durability."

"A strong design and straightforward installation, easy to use and simple to maintain, and crammed with smart features, our five-star lift is living up to its reputation."

To discover MAHA Ireland's MA STAR range, go to [www.mahaireland.ie](http://www.mahaireland.ie)

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# New Vehicles

The latest models on the way to forecourts.



## XPENG DEBUTS ON IRISH ROADS

**Batteries:** 66kWh battery in standard model; 87.5kWh in long range version

**Pricing:** from €42,000



## OPEL GRANDLAND

Longer and wider than previous version

**Engines/batteries:** 73kWh battery in electric SC; 1.2L turbo petrol engine plus 100kWh battery in hybrid

**Pricing:** from €39,065 for the electric SC



## BMW IX

First customer deliveries in May

**Batteries:** 94.8 kWh, 109.1 kWh and 108.9 kWh variants

**Pricing:** from €92,585



## ŠKODA ENYAQ

New Enyaq due in autumn

**Engines/batteries:** two battery sizes and three powertrain options from 150 kW to 210 kW

**Pricing:** To be announced



## DACIA DUSTER

Third generation of value-for-money SUV

**Engines/batteries:** range of powertrains including petrol, mild and full hybrid

**Pricing:** from €25,990



# McHenry Car Sales Ltd Celebrates Over Two Decades in Business



McHenry Car Sales, which was established in November 2003 by Barry-John McHenry, was originally based in Raheny before the company moved its location to Baldoyle industrial estate in 2008. After a successful stint there, the company then relocated to Dunshaughlin in January 2011 when it joined forces with Dublin Motor Company forming Dunshaughlin Motor Company.

The business has gone from strength to strength. Originally dealing predominantly in small, starter cars the business has developed into a premium brand pre-owned specialist dealer.

After over 20 years of business, Barry-John is proud of the business and has an extensive customer base nationwide. Having worked tirelessly throughout the company, he now has a top-class team working behind the scenes and is developing a wider and bigger customer base day-in and day-out.

Barry-John would like to thank all his customers over the last 20 years and all the people that have made this business to what it is today.





Be the Driver You  
Want on the Road  
– Focused, Considerate and Safe!



**#DriveSafe**  
SIMI Road Safety Message



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