



2024 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

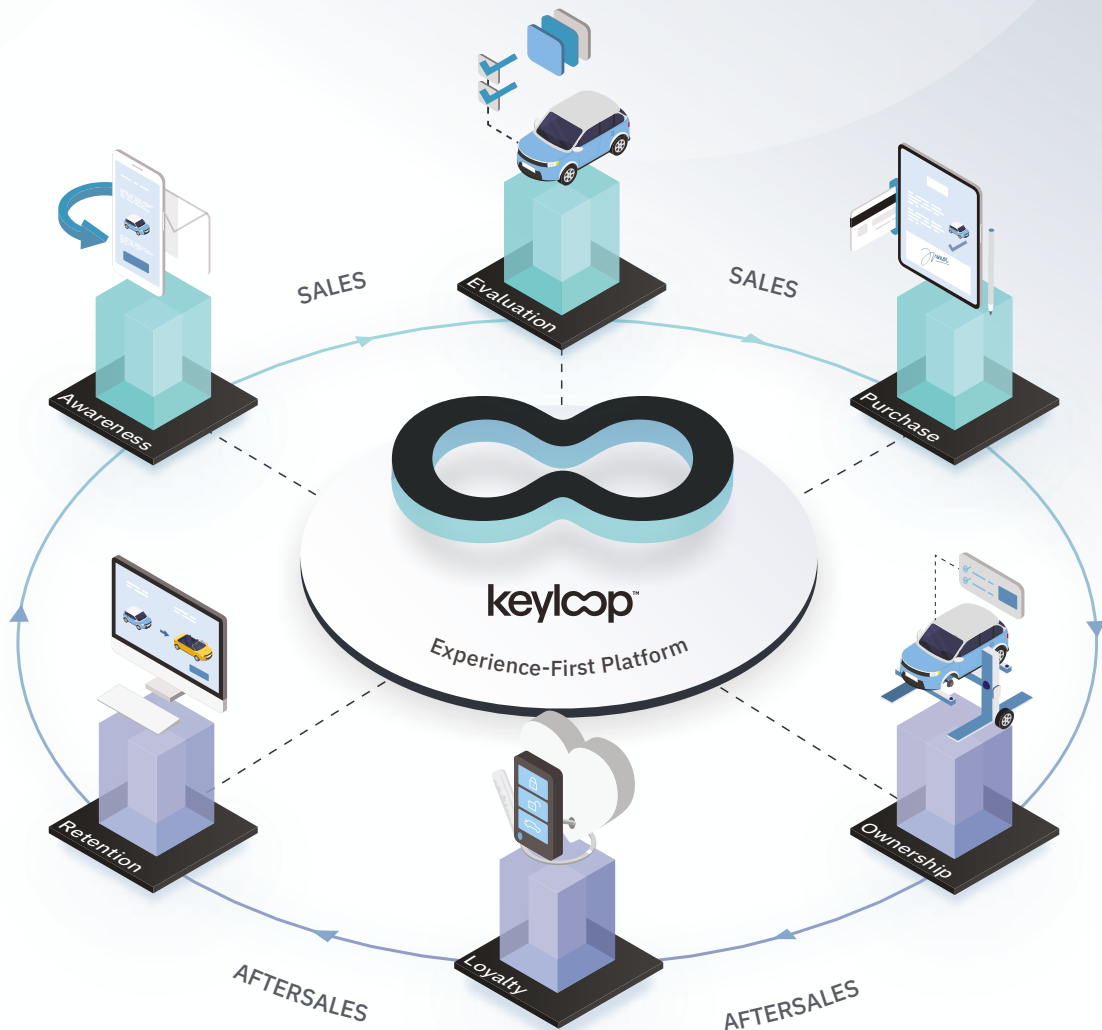
ZEVI REGIONAL AWARD
WINNERS



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Positive start for 2024

Welcome to the first edition of the *Irish Motor Management Magazine* for 2024. It has been a busy start for the Motor Industry. January and February provided positive results for both new cars and commercial vehicles registrations, which have finally returned to pre-pandemic sales levels. New car registrations are 18% ahead on the same period last year, while light commercial vehicles are up over a third on 2023 and Heavy Goods Vehicles (HGVs) increased 10.3%. Electric car sales however are showing a much slower increase than the market overall, a situation not unique to Ireland, and it is vital now that Government redoubles its efforts to support the EV project which forms a fundamental pillar of their Climate Action Plan.



SIMI is actively highlighting this ongoing challenge as we move away from the early adapter stage into a more mainstream market. Buyers who have no previous experience or familiarity with this new technology will require more time, support, and effort before making the transition. For many car buyers this change from a traditional ICE or hybrid car to an EV will take longer. The Industry is playing its part, supplying a greater range of Electric Vehicles (EVs) with over 70 different EV models available for sale in Ireland and with more new model entrants coming to market this year at a variety of price points.

We are at a crucial stage in the transition, and it is simply imperative that Government continues to maintain their commitment to support EVs, both in terms of vehicle and taxation incentives and investment in a fit for purpose charging infrastructure. The roll-out of a fast-charging national infrastructure both publicly and privately, must be prioritised to match the accelerating growth of EVs on the road and to help allay range anxiety concerns. While we acknowledge incentives cannot continue indefinitely, it is still too early to start phasing supports, which are essential to encouraging the behavioural change required to convince more consumers to go electric. The Industry and Government must work together to highlight the undoubted benefits to motorists in choosing an EV.

Electrification of the national car fleet is forecast to account for nearly half of the overall transport emissions abatement, between now and 2030. Active travel and public transport have a role to play also, but the transition of the fleet offers the quickest possible solution in reducing emissions. In recent months media coverage and Government strategy have been viewed as anti-car. In Paris, France we seen increased parking charges for SUVs, with calls for similar implementation here, along with low emission zones, and the removal of the car from city centres. We are seeing sentiment in the Irish media for similar taxes on larger vehicles as a means of reducing emissions; in fact, these proposals smack of opportunity to increase taxes on an already overtaxed motorist. We must remember that transaction taxes on cars is relatively low in France, while in Ireland we already have a punitive tax regime on car buyers. The car is and continues to be the primary source of transport in Ireland and motorists should not be punished for this choice, as everyone requires a just transition on their journey to electrification and low emission vehicles. To speed up the move to EVs in the wider motoring public, the Industry and Government must keep working together.

(continued overleaf)



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(continued from page 3)

We recently held the SIMI Annual Dinner and our prestigious Motor Industry Awards in partnership with Bank of Ireland. We want to thank Bank of Ireland for their continued support. Congratulations to all our award winners and all our finalists for their outstanding achievements. As part of our award ceremony, we also had the announcement of the regional winners of the 2024 ZEVI EV Dealership of the Year Awards and a special congratulations to those companies also. With over 700 guests in attendance, it was a night of celebration of this wonderful Industry. Sometimes it can be easy to lose sight of this when as a sector we are faced with so many challenges,

but time and time again our members have risen and overcome these challenges. The Government's climate policy is a challenge for the Industry, in terms of increased investment in new technologies, training, retail premises, etc but it also brings greater opportunities. Hopefully 2024 will be a prosperous year for the industry.

Brian Cooke
Director General,
SIMI

SIMI ANNOUNCES WINNERS OF PRESTIGIOUS MOTOR INDUSTRY AWARDS IN PARTNERSHIP WITH BANK OF IRELAND



The SIMI Irish Motor Industry Awards in partnership with sponsor Bank of Ireland, took place recently at the Clayton Hotel in Dublin. Simon Delaney, master of ceremonies announced the accolades in front of over 700 senior Motor Industry figures.

Brian Cooke, SIMI Director General and John Feeney, Head of Property, Project & Asset-backed Finance of Bank of Ireland Finance presented the five award categories in total.

The award winners, adjudicated by an independent panel, operate across all sectors of the Irish Motor Industry. Companies selected demonstrated an award-winning level of excellence and best practice over the last 12 months. Before their announcement, SIMI President Paddy Magee commended the resilience and adaptability of the Motor Industry to trade during these challenging times and acknowledged the industry's continue committed to the climate change targets.

John Feeney, Head of Property, Project & Asset-backed Finance Bank of Ireland, said: "Bank of Ireland are delighted to partner with SIMI for the Irish Motor Industry Awards. The event is a small representation of our strong and steady backing for the motor finance business. We are immensely proud of our partnership with 23 motor brands."

THE IRISH MOTOR INDUSTRY AWARD WINNERS 2024

Bodyshop of the Year: Denning's Cars Ltd, Dublin,
Vehicle Recovery Operator of the Year: Hamill Rental Ltd, Co. Westmeath

Independent Retailer Operation of the Year: Autopoint Motor Group, Co. Kerry

Franchised Aftersales Operation of the Year: Toyota Naas, Co. Kildare

Franchise Sales Operation of the Year: Western Motors Drogheda, Co. Louth

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:

Fitzpatrick's Garage Kildare Ltd in Kildare for Leinster,
Fermoy Nissan in Cork for Munster,
Western Motors Ltd in Galway for Connaught
Connolly's Volkswagen in Letterkenny for Ulster

For more, including photos of the big night, see page 20.

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NEW CAR REGISTRATIONS UP 25% IN FEBRUARY 2024



The Society of the Irish Motor Industry (SIMI) released their official 241 new vehicle registrations statistics for February. New car registrations for February were up 25% (16,455) when compared to February 2023 (13,122). Registrations year to date are up 18.3% (47,882) on the same period last year (40,466).

Light Commercial vehicles (LCVs) increased by 36.8% (3,515) compared to February last year (2,569). Year to date LCVs are up 35.6% (10,987). HGV (Heavy Goods Vehicle) registrations are up 14.2% (305) in comparison to February 2023 (267). Year to date HGVs are up 10.3% (763).

Imported Used Cars have seen a 24% (4,945) rise in February 2024, when compared to February 2023 (3,989). Year to date imports are up 32.1% (10,270) on 2023 (7,775). In February 1,866 new electric cars were registered, which was 15.5% lower than the 2,207 registrations in February 2023. So far this year 5,968 new electric cars have been registered which is a 1.4% increase compared to the same period in 2023 when 5,885 electric cars were registered. In the new car market share by engine type for 2024, Petrol cars continue to lead the new car market at 32.97%. Diesel is next at 23.76%, then Hybrid (Petrol Electric) at 21.51%, Electric at 12.46%, and Plug-in Electric Hybrid at 7.76%.

Brian Cooke, SIMI Director General commented: "Supply chain issues prevalent at the start of 2023 are no longer impacting on sales. Registrations of light commercial vehicles also show a positive start to the year, up over a third on last year. Electric vehicle (EVs) registrations are down on February last year and are only marginally ahead of the first two months of 2023.

"This slowing down in EV sales is not unique to Ireland and is reflective of other new car markets. It is typical of the life cycle in the adaption of any new technology, where there is a gap between early adapters and the early majority consumers. The electrification of the car fleet is strategically important. It will cut transport emissions and shape the future of the Motor Industry. To speed up the move to EVs in the wider motoring public, the Industry and Government must keep working together."

90% OF EV DRIVERS EXPERIENCE CHEAPER RUNNING COSTS SINCE SWITCHING TO ELECTRIC, UP FROM 85% LAST YEAR

A new study by DoneDeal, Ireland's largest car website, found that 90% of electric car drivers in Ireland have noted that their running costs are cheaper than their previous traditional petrol/diesel cars. This figure is up from 85% in November last year. Amidst the backdrop of a cost of living crisis, this highlights the potential economic benefits associated with owning an electric vehicle. DoneDeal's latest consumer survey reveals that 70% of new electric vehicle (EV) drivers in Ireland plan to buy another EV as their next car purchase. This finding highlights a growing commitment to electric mobility in Ireland, aligning with the country's national climate action goals. DoneDeal's latest insights show that the majority of new EV drivers don't plan to revert back to traditional ICE (Internal Combustion Engine) vehicles and once a person drives a new EV, the majority are converted and don't look back.

Of those surveyed that drive an electric vehicle, 30% noted that their biggest concern since purchasing an EV has been range anxiety. 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".

20% of EV drivers noted that the depreciation in value of electric vehicles is their biggest concern whilst 18% of respondents ranked the lack of charging infrastructure in Ireland as their primary worry.

In January, DoneDeal found that demand for brand new electric vehicles is up 62% YoY compared to the same period last year. Demand for nearly new EVs, that is 1-4-year-old models, increased by 70% YoY.



MICHAEL McATEER JOINS IRISH EV CHARGING COMPANY

Erapid Charger Company Limited, trading as "EasyGo", the largest private car charging network operator in Ireland, has announced the appointment of Michael McAteer, former Managing Partner of Grant Thornton, as a member of its Executive Committee.

McAteer was Managing Partner of Grant Thornton, from 2018 to 2023, after previously leading the firm's Advisory Services practice.

Commenting on the news, Chris Kelly, co-founder and CEO of EasyGo said: "This strategic move by one of Ireland's most prominent business leaders underscores the enormous opportunities, confidence and growth trajectories within the Electric Vehicle (EV) sector, and specifically in EasyGo.

"Our mission is to decarbonise transport by providing accessible and efficient EV charging solutions across Ireland. We welcome Michael's expertise, experience and insights, as we make a significant leap forward in our expansion plans. By 2032, we will roll out over 3,000 fast DC chargers onto the national charging network while adding over 20,000 commercial AC chargers into apartment buildings, hotels and other key locations." McAteer added: "I am excited to be part of EasyGo, a company that is playing a pivotal role in delivering a decarbonised transportation future in Ireland. With a



focus on sustainability and innovation, EasyGo is well-poised to lead the charge in the EV sector by enhancing infrastructure, network reach and charging options. I look forward to contributing to the company's continued success."

EasyGo is Ireland's fastest-growing and largest privately owned EV charge point operator and turnkey solutions provider. Its EV charging network provides access to over 4,000 charging points in 1,500 locations across the island of Ireland.

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MAHA IRELAND LAUNCHES C_RGA MOBILE COLUMN LIFT

MAHA Ireland, the workshop equipment provider, is pleased to introduce its newest innovation, the C_RGA mobile column lift. This release marks a significant upgrade over its predecessors, featuring a lithium-ion battery as standard for the first time. This addition not only ensures faster recharging times but also translates to an increased number of lifts.

The mobile column lifts are available in both 7.5t and 8.5t models.

Key features of the C_RGA mobile column lift include:

- **Smart connectivity:** Equipped with wireless data communication and a lithium-ion battery, the C_RGA ensures quick charging and longer-lasting power, enhancing efficiency in automotive workshops.
- **Oil-free operation:** The proven electromechanical drive eliminates the need for oil, resulting in minimal maintenance and a cleaner working environment.
- **Precision positioning:** The high-quality worm gear motor enables precise vertical positioning, facilitating accurate and reliable lifting.
- **Optimised design:** The slim column design offers an excellent overall view during manoeuvres, while the improved chassis allows for easy movement with the smallest turning radius.
- **Reliable back-up:** 'Daisy-chained' charging cables guarantee uninterrupted use, providing a reliable backup solution for continuous workflow.



PIERRE BOUTIN NAMED NEW GROUP MANAGING DIRECTOR AND CEO OF VOLKSWAGEN GROUP IRELAND



Volkswagen Group Ireland has appointed Pierre Boutin as its new Group Managing Director and CEO.

Boutin joined the Volkswagen Group in 2014 and has worked across a variety of roles, including Head of Volkswagen Group Russia and Volkswagen Group France. His most recent position was CEO and Group Managing Director of Volkswagen Group Canada.

Boutin succeeds Carla Wentzel who moves to Volkswagen Group Poland as the first female CEO in the history of Poland's automotive sector.

Commenting on his appointment, Boutin said: "I am delighted to join Volkswagen Group Ireland at such an exciting period in automotive history. Volkswagen Group is not only the leading car company in Ireland, it is at the forefront of a transformative shift in the automotive landscape as we accelerate towards electric mobility. "I want to thank Carla for her stewardship of Volkswagen Group Ireland over the past five years. Her inspirational leadership steered the business through one of the most challenging periods the industry has witnessed and established Volkswagen Group Ireland as a pioneer in e-mobility, digitalisation, and sustainability."

CONTACT-AFTER-RETIREMENT

Contact-After-Retirement ("C.A.R" the free to join association for retirees of the Irish Motor Industry), held a very successful and enjoyable President's lunch at the National Yacht Club in Dun Laoghaire in January. The event was very well attended by both current and past SIMI management and colleagues, who heard a keynote address from C.A.R. President Michael Brady - who also expressed heartfelt condolences on the recent passing of Pat Naismith (founder member, past President and past Hon.Sec.). Brian Cooke - Director General of SIMI - provided a very

informative and upbeat overview on the current state and future prospects for the Irish Motor Industry, which was very well received by the attendees, and Naoise Kennedy - Hon.Sec of C.A.R. - provided a vision and future strategy for the C.A.R. association.

A schedule of informal C.A.R monthly lunches & events has been planned for 2024 - visits to classic car collections sites and shows / historic buildings tours etc. Further information available from naoise.car@gmail.com New members are very welcome to join at any stage.

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CIRCLE K AND IONITY ANNOUNCE EXPANSION OF HIGH-POWER EV CHARGERS



Jonathan Diver, Fuels Director, Circle K Ireland; Sarah Bradshaw, Senior Manager E-Mobility & EV Products, Circle K Ireland; Andreas Atkins, IONITY's Country Manager of the UK and Ireland.

Circle K, Ireland's largest forecourt and convenience retailer, and IONITY, the power-charging network in Europe open to all brands, have announced the latest expansion of high-power EV chargers across the Circle K network in Ireland. IONITY will be increasing the number of high-power charging stations at six Circle K sites across the country.

At least two additional high-power chargers will be added at each site (four at City North), increasing the number of chargers available to customers at each location to six. This expansion will bring the total number of IONITY rapid EV chargers at Circle K forecourts to 36. IONITY chargers have a charging capacity of up to 350kW and provide 100% green energy, so travelling with IONITY is emission-free and carbon neutral.

Jonathan Diver, Fuels Director with Circle K Ireland commented: "With the growing preference for EVs among Irish motorists, Circle K is actively adapting to meet this changing landscape, preparing for the future now and beyond."

IONITY's Country Manager of the UK and Ireland, Andreas Atkins commented: "The expansion of our charging hubs, supports the Irish Government's decarbonisation plans, but it means that EV drivers across Ireland can travel at ease, without concern for long waiting times, and providing the ability to charge at speed, whilst taking advantage of the Circle K facilities."

BRIGHT MOTORS JOINS THE GWM ORA NETWORK IN IRELAND

Bright Motors in Airside Dublin has joined the GWM ORA network in Ireland.

Pat Ryan Managing Director of GWM ORA Ireland said: "We in GWM ORA are thrilled to welcome Bright Motors to the ORA brand in Ireland. As the fifth dealership to join our expanding network I know the highly experienced team are the perfect match to help us grow this exciting brand in the Leinster region".

Ciaran O' Riordan Director of Bright Motors added: "We at Bright Motor Group are delighted to be associated with GWM ORA, an exciting and innovative new brand that brings affordability along with high specification and style to the EV market in Ireland. We look forward to welcoming potential customers to our showroom at Airside so that they can see and experience the ORA 03 and all it has to offer."



Back Left to Right: Kevin Hilliard Brand Director GWM ORA, Pat Devitt Brand Manager Bright Motors, Pat Ryan Managing Director GWM Ora, Ciaran O'Riordan Director Bright Motors.

BYD COMES TO LYONS OF LIMERICK

Motor Distributors Limited (MDL) has announced the appointment of renowned motor group, Lyons of Limerick as main dealers in the Mid-West for the new BYD range of all-electric passenger cars – first models of which arrived into Ireland last year.

Expanding the BYD network to six outlets overall – with further appointments yet to follow – the new Lyons of Limerick BYD dealership will market itself as 'BYD Limerick' and be within the Lyons motor retailing campus at Ballysimon Road on the eastern approach to Limerick city. Acronym for 'Build Your Dreams,' BYD has its manufacturing base in China with plans recently announced to construct a European plant in Hungary. Since its arrival, BYD has been

warmly welcomed by motor industry commentators and by its growing body of owners, a fact recognised by its success as one of Ireland's top-selling EV model ranges, and by the achievement of BYD ATTO 3 in winning the 2024 Continental Irish Small Compact SUV Award presented by members of the Motoring Media Association of Ireland.

Speaking of their appointment, Ken Lyons said: "We welcome our appointment and the opportunity it brings to offer customers a new and exciting EV offering and the chance to share in the value and enjoyment of EV motoring that BYD has brought to Ireland with their award-winning ATTO 3, their all-new DOLPHIN, and in their stunning new SEAL, tipped by the Irish Times as its top-placed new car arrival for 2024."

IRISH RUGBY STAR BEIBHINN PARSONS CONVERTS TO ELECTRIC WITH BILL SHEEHAN & SONS OPEL

Irish Rugby star, Beibhinn Parsons, has been appointed an Opel Brand Ambassador at Bill Sheehan and Sons, Terenure, and presented with a new Opel Corsa Electric. A proud sponsor of Irish Rugby and the official car partner to the IRFU, Opel Ireland warmly welcomes Beibhinn to her new role at the Main Opel Dealer. Beibhinn joins Amee Leigh Murphy Crowe, Stacey Flood, and Linda Djougang, as an Opel Brand Ambassador.

James Brooks, Opel Ireland Managing Director said: "A proud sponsor of Irish Rugby, Opel has consistently demonstrated support for both our Men's and Women's teams, both at the national and international level and indeed, at grassroots levels, thanks to our Drive the Passion programme that has seen us donate hundreds of Gilbert training balls to clubs all around Ireland."

Parsons played GAA as a youngster before rugby became her passion, in a move that saw her playing winger for Blackrock College RFC and representing Connacht. Now with 21 caps for her country, winger Beibhinn first made history as Ireland's youngest-ever rugby debutante in 2018 when aged just 16, she made her senior international debut, initially in 15s rugby, then making headlines with the 7s team. Known fondly amongst rugby circles as the Irish Flyer, she clinched the 2020 Guinness Rugby

Writers of Ireland Player of the Year award and was also nominated for the RTE Young Sportsman of the Year accolade in 2021.

She said: "I love driving a pure electric car. It's just so easy; I am truly converted! I am so looking forward to working with Team Opel in my new role."



Pictured from left to right are: David Sheehan and Michael Sheehan, Bill Sheehan & Sons Opel; Irish Rugby star, Beibhinn Parsons.



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FAREWELL TO A LEGEND IN THE INDUSTRY/SPORT ROSEMARY SMITH: 1937 – 2023

Rosemary Smith was a titan of Irish and international motorsports.

Initially, she studied fashion design, before pursuing the dream of competitive driving. She found herself in passenger seat for her first rallies, working as a co-driver and navigator. Soon enough, though, she moved behind the wheel. It wasn't long before she came to the attention of the Rootes Group's Competition Department, which offered her a works drive.

One of her first major successes was when she and British physicist, Valerie Domleo won the four-day Dutch Tulip Rally. The pair drove "a factory-entered Hillman Imp" in the rally, crossing roughly 2,900 kilometres.

Closer to home, in 1964 Rosemary won the ladies' prize on the Circuit of Ireland Rally driving a Sunbeam Rapier. Then, in 1965, she won the Tulip Rally outright in a Hillman Imp.

No stranger to silverware, Rosemary secured an outright win in the 1969 Cork 20 Rally. At the Scottish Rally she won the ladies' prize numerous times, and took home the top prize on several Circuit of Ireland Rallies. For the Alpine Rally and the Canadian Shell 4000, she won twice each. And she took home top prize at the Acropolis Rally, among several other class wins throughout her career. Away from the track, she had other brushes with fame, such as her appearance on the popular show What's My Line in 1966. Ginger Rogers was among the celebrity guests who surmised that Rosemary's "line" of work was rally driver.

Back in Ireland, in 1978, she set an Irish land speed record in Cork, driving a seven-litre Jaguar XJ6 at 156.101 mph



on the Carrigrohane Straight. Never one to slow down, literally or figuratively, Rosemary founded a driving school in the 1990s. Later, in 2017, she test drove a Renault F1 show car, making her the oldest person to have driven an 800bhp racing car.

More recently, on the Tommy Tiernan Show, she spoke candidly of her relationship with danger: "We don't get on very well. I tumbled down a few mountains."

Rosemary passed away on 5 December 2023, at the age of 86.

NTDA NORTHERN IRELAND HOLDS ANNUAL DINNER AND TYRE INDUSTRY AWARDS

On 25th November, NTDA Northern Ireland members and their guests gathered at the La Mon Hotel and Country Club in Newtownards for their Annual Dinner and Tyre Industry Awards.

114 guests from across Ireland and the UK were treated to live music from the Goodfellas Band, and a charity raffle draw with prizes donated by tyre manufacturers, wholesalers, members and other suppliers. Donations continued long after the event, for the NI Chairman Roy Nutt's 2023 charity, the Northern Ireland Air Ambulance. This year's Northern Ireland Tyre Industry Awards were presented to; Hankook Tyre UK Ltd, winner of the Tyre Manufacturer of the Year; Stapleton's (Tyre Services) Ltd, winner of the Tyre Wholesaler of the Year and DM Supplies (NI) Ltd, winner of the Non-Tyre Supplier of the Year. The Des Fullam Memorial Award for his life-long service to the Tyre Trade was presented to Philip White, and the WH Nutt Memorial Award for REACT Commercial



SIMI Member Phillip White and Dessie McConville.

Tyre Technician of the Year was presented to Dessie McConville of Philip White Tyres.

IMPORTANCE OF ONLINE REVIEWS

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In the digital age, online reviews wield immense power, and nowhere is this more evident than in the automotive market. Gone are the days when consumers relied solely on word-of-mouth recommendations or advertisements to inform their purchasing decisions. Instead, they turn to the vast expanse of the internet, where online reviews hold significant influence over the customer buying journey.

The impact of online reviews on car dealerships cannot be overstated. **A recent study revealed that a staggering 93% of consumers consult online reviews before making a purchase decision regarding vehicles.** This statistic represents the pivotal role that reviews play in shaping consumer perceptions and influencing their behaviour.

Positive online reviews can serve as powerful endorsements for car dealerships, instilling confidence in prospective buyers and driving them towards a purchase. While negative reviews can have detrimental effects, deterring potential customers and tarnishing the reputation of the dealership.

Research from Harvard Business indicates that even a one-star increase in a dealership's rating can lead to a 5-9% increase in revenue. This correlation highlights the direct link between online reputation and financial performance, underscoring the importance for dealerships to actively manage and cultivate positive reviews.

Online reviews serve as valuable feedback mechanisms for car dealerships, offering insights into areas for improvement and highlighting strengths and weaknesses. By attentively monitoring and responding to reviews, dealerships can demonstrate their commitment to customer satisfaction and promote trust and loyalty among consumers.

The impact of online reviews on car dealerships is profound and multifaceted. From influencing consumer decisions and financial performance to providing valuable feedback, reviews hold significant weight in the automotive industry. **Therefore, car dealerships must prioritise reputation management and actively engage with online reviews to thrive in an increasingly digital marketplace.**

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SIMI Training Courses

SPRING AND SUMMER 2024



Details of some upcoming SIMI Skillnet subsidised courses planned for the coming months are listed below. Further information on all new courses is available on www.simi.ie.

For More Information: Contact Ami Fox, Network Manager on email: afox@simi.

Time Management and Personal Effectiveness

Wednesday, March 27



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. Participants learn the necessary skills to help them analyse their time, improve their daily activities by using practical tools and creating new habits to help them plan, prioritise, delegate their tasks daily and improve their own personal effectiveness.

This course is designed for all managers and 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, etc.

TRAINER: Karen Sommerville, Call Focus

LOCATION: Online

DAY SCHEDULE: Session 1: 9.30am-12.30pm, Session 2: 1.30pm-4.30pm

DURATION: Seven hours (including one hour for lunch)

COST: €86.10 incl. VAT for SIMI Members; €110.70 incl. VAT for non-Members

Hybrid & Electric Vehicle Systems

Wednesday April 10, Thursday, April 11 and Friday, April 12

or

Monday April 22, Tuesday, April 23rd and Wednesday, April 24

or

Wednesday May 29, Thursday May 30 and Friday, May 31



This course is for technicians, employed in the Motor Industry, requiring the knowledge and skills to be able to remove and replace HV components for hybrid and electric vehicles safely. With hybrids and EVs increasing in popularity, garage technicians will become more involved in the servicing and repair of these vehicles. The technology and safety challenges presented by hybrid and electric vehicles mean technicians will need to understand how these systems operate before proceeding with any repairs as they are very different to traditional vehicles.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Rd, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Three full days (eight hours plus lunch)

COST: €560 for SIMI Members; €600 for non-Members



FOR MORE INFORMATION:

Contact Ami Fox, Network Manager on email: afox@simi
or call + 353 1 6761690

Workshop Supervisor/Management

Thursday 4th and 5th April 2024 ONLINE



The aim of this programme is to provide participants with the skills and knowledge to perform effectively and efficiently as a Workshop Supervisor/Manager in the Motor Industry.

TRAINER: Navigate Solutions Ireland Ltd

LOCATION: Online

DAY SCHEDULE: 2 Days 09.30am-12.30pm each day

COST: Members: €140 plus VAT (€172.20)/Non-Members: €170 plus VAT (€209.10)

VS41-Advanced Driver Assistance Systems (ADAS) Calibration Accreditation

Tuesday, April 16 and Wednesday, April 17



This course is designed for qualified vehicle technicians, employed in the Motor Industry and body repair workshops who are working on ADAS equipped vehicles. The course will contain information on the various different systems fitted. Trainees will have the opportunity to carry out the calibration of different ADAS sensors, using the Bosch DAS 3000. The accreditation consists of both an online multiple choice and practical assessment.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Road, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Two full days (eight hours plus lunch)

COST: €320 Members/€370 Non-Members

DURATION: Three days

COST: €720 for SIMI Members; €800 for non-Members

Managing the Aftersales Department

Thursday 25th and 26th April 2024 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. Intended for Franchise & Independent Businesses - Dealer Principals, Owner Managers, Aftersales Managers. (if you are stuck for space you can delete line in red)

TRAINER: Navigate Solutions Ireland Ltd

LOCATION: Online

DAY SCHEDULE: 2 Days, 9.30am-12.30pm each day

COST: Members: €140 plus VAT (€172.20)/Non-Members: €170 plus VAT (€209.10)

Effective Telephone Sales Techniques

Tuesday, April 30

The aim of this online workshop is to help staff achieve a greater understanding of what motivates people to buy and become more effective in their ability to influence and communicate with customers using the telephone to grow sales. The participants will gain a greater awareness of customers' expectations, learning to develop the necessary skills and techniques in using the telephone to confidently increase sales while building valuable customer relations.

TRAINER: Karen Sommerville, Call Focus

LOCATION: Online

DAY SCHEDULE: Session 1: 9.30am-12.30pm, Session 2: 1.30pm-4.30pm

DURATION: Seven hours (including one hour for lunch)

COST: €86.10 incl. VAT for SIMI Members; €110.70 incl. VAT for non-Members

VSH28 - Hybrid and Electric Vehicle Systems _ Level 4

Monday, May 13, Tuesday, May 14 and Wednesday, May 15

This qualification is designed for motor vehicle professionals, employed in the Motor Industry, who maintain and repair Hybrid Electric Vehicles (HEV) technologies, including HEV drive and batteries. The course will give technicians the knowledge and skills to be able to work on, or near, live high voltage HEV. This course contains information for carrying out diagnosis, repairs, and replacement of high voltage components while working safely.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Road, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

COST: €720 for members and €800 for non member

SIMI Irish Motor Industry Awards 2024



The award winners, adjudicated by an independent panel, operate across all sectors of the Irish Motor Industry. The winners all demonstrated an award-worthy level of excellence and best practice in 2023.



SIMI President Paddy Magee



L-R: Paddy Magee President of SIMI, John Feeney Bank of Ireland with Liam Denning of Dennings Cars Ltd who received the Award for Bodyshop of the Year 2024, Brian Cooke Director General of SIMI.



L-R: Paddy Magee President of SIMI, John Feeney Bank of Ireland with Peter and Brian Hamill winners of the Vehicle Recovery Operator of the Year 2024, Brian Cooke Director General of SIMI.



L-R: Paddy Magee President of SIMI, John Feeney Bank of Ireland with Brian Hanafin and John Dillon of Autopoint Motor Group winners of the Award for Independent Retailer Operation of the Year 2024, Brian Cooke Director General of SIMI.



L-R: Paddy Magee President of SIMI, John Feeney Bank of Ireland with Liam Fitzpatrick and Shane Brennan of Toyota Naas winners of the Award for Franchised Aftersales Operation of the Year 2024, Brian Cooke Director General of SIMI.



L-R: Paddy Magee President of SIMI, John Feeney Bank of Ireland with Liam Gillespie and Robbie Matthews of Western Motors Drogheda winners of the Award for Franchised Sales Operation of the Year 2024, Brian Cooke Director General of SIMI.

The 2024 SIMI Annual Dinner and Irish Motor Awards



Representatives from across the Industry ensured a strong turnout for the 2024 SIMI Annual Dinner and Irish Motor Industry Awards.



Paddy Magee, SIMI President



John Feeney, Head of Property, Project & Asset-backed Finance Bank of Ireland



Ger Cremins (Auto Xpress), Janis Livdans (AutoExpress), Coner Flynn (AutoExpress).



Sean Lawless (Retired), Tom Noonan (Past President), Gillian Fanning (Past President), Brian Fanning (Past President).



Back L-R: Brian Murphy, Tom Noonan, Des Large, Eugene Cranley, Gerry Caffrey, Mike Finlay, Gerard O'Farrell, Jim Cusack, Alan Lyons, Alan Greene.

Front L-R: Eddie Murphy, Brian Fanning, Gillian Fanning, Paddy Magee SIMI President, Antonia Hendron, Gabriel Keane, Tom Murphy.



Erica Murray, Seamus Malone and Natasha Hogan.



Cathy Comerford (Carzone), James Harlow, (Motion) and Tracey Kenny (Carzone).



John, Aine and Anthony Conaghan, (Anthony Conaghan Cars).



Jude Hyenes (Europcar), Alan Maher (Forware), Paul Higgins (Europcar), Joady Sinnit (Forware).



Bank Of Ireland: David Flynn, Derek Kavanagh, Melissa Lebault, Sinead O'Brien, Karen Kennedy, John Feeny, Donncha Fahy, Vinnie Coghlan.



ELVES were represented by Elena Wrelton, Fiacra Quinn.



Jordan Killen (Polestar), Tugce Taman (Polestar), Stephen Butterly (Polestar).



Aoife O'Grady (ZEV), Graham Brennan (RSA), Emer Barry (SEAI).



Stephanie Stokes (Joe Mallon Motors)
Chloe Byrne (Joe Mallon Motors).



Eddie Thomson, Scottish President of SMTA and Gillian McLaine.



Jane O'Sullivan and Sophie Mulligan (SIMI).

ZEVI EV Dealership of the Year regional awards 2024

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:

- **Fitzpatrick's Garage Kildare Ltd in Kildare for Leinster**
- **Fermoy Nissan in Cork for Munster**
- **Western Motors Ltd in Galway for Connaught**
- **Connolly's Volkswagen in Letterkenny for Ulster**

ZEVI's objective is supporting consumers, the public sector, and businesses to continue making the switch to zero emission vehicles.



Emer Barry of SEAI and Aoife O'Grady of ZEVI present Philip Burt of Connolly's Volkswagen Letterkenny with the Electric Vehicle Dealership of the Year Award for the Ulster Region.



Emer Barry of SEAI and Aoife O'Grady of ZEVI present Sean McCarthy and Len Prendergast of Fermoy Nissan with the Electric Vehicle Dealership of the Year Award for the Munster Region.



Emer Barry of SEAI and Aoife O'Grady of ZEVI present Elaine Hoade and James McCormack of Western Motors with the Electric Vehicle Dealership of the Year Award for the Connacht Region.



Emer Barry of SEAI and Aoife O'Grady of ZEVI present Natasha Hogan, Sean and David Lyons of Fitzpatrick's Garage Kildare with the Electric Vehicle Dealership of the Year Award for the Leinster Region.

Employers are getting to grips with enhanced reporting requirements



Michelle Dunne, Director in Tax Employer Solutions, Grant Thornton talks us through new Revenue rules



New requirements under the Enhanced Reporting Requirement (ERR) regime were introduced on January 1, requiring employers to report to Revenue certain payments, known as reportable benefits, made to employees and directors on or before payment. Numerous tax-free payments or benefits made to employees are deemed reportable benefits for the purpose of ERR including small benefits such as vouchers, or benefits provided to employees which come within the small benefit exemption regime. As it stands currently, this relates to two small benefits each year which do not exceed a combined value of €1,000.

It also includes remote working daily allowances, where the employer makes a tax-free payment of €3.20 per day to employees for each day worked from home, subject to certain conditions being satisfied.

Travel and subsistence, including payments made to employees by employers to reimburse business-related travel and subsistence costs, will also fall under the new reporting requirements. This includes vouched travel and subsistence, unvouched travel and subsistence such as

civil service mileage rates, country money, emergency travel, and eating-on-site allowance.

There is no requirement to report details of an employee's use of company fuel cards or credit cards.

Employers are required to report details of the non-taxable benefits outlined above on or before payment to employees. A Revenue Online Service (ROS) facility has been provided to enable employers to submit, amend and correct ERR data. There are three methods available to employers in order to upload data:

1. ROS online form – use of Revenue's online form which will allow employers to input data directly into ROS;
2. ROS file upload – data can be uploaded to ROS in a single file structure once in JSON or .xml format; and
3. Use of third-party software packages – such packages integrate with Revenue systems to enable reporting.

Reporting will be separate from payroll submissions to ensure the integrity of payroll records. From 2024, employees will be able to view information submitted by employers through their myAccount.

Revenue has confirmed that this initial reporting

Lower Limit	Upper Limit	A	B	C	D	E
KM	KM	%	%	%	%	%
-	26,000	22.5	26.25	30	33.75	37.5
26,001	39,000	18	21	24	27	30
39,001	48,000	13.5	15.75	18	20.25	22.5
48,001	-	9	10.5	12	13.5	15

Figure 1. The lower limit in the highest mileage band will continue to be 48,000km with the BIK rate determined by the emission category (A-E) of the vehicle.

requirement is only phase one and that further employee payments and/or benefits are likely to come within the scope of EER in the coming years.

Processes

With the current shift in reporting requirements and further changes to come down the tracks, there is a responsibility on employers to establish robust processes now, and build on them as new requirements come onstream over the coming years.

Employers should review how they are currently collating the reportable benefit information as systems may need to be introduced where information is currently stored in a manual format. They should also consider whether a cross-departmental approach to collating the data is required as information may be stored in HR systems, yet finance may be the department responsible for reporting the details to Revenue.

It should be determined how the current internal IT systems will integrate with Revenue's online reporting facility. An assessment may be needed, to clarify whether data quality is an issue along with education or training made available to approvers of claim forms on acceptable approval processes.

Employers will also need to decide whether to implement a process of tracking and allocating the data to reportable headings and sub-categories so that it is compatible with Revenue's reporting requirements. Current payment timeframes may require consideration to determine whether these need to be changed to a more structured process to reduce potential administration.

Finally, employers should review their policy on the reimbursement of reportable benefits to ensure current practices are aligned to legislation and Revenue guidance. ERR will provide Revenue with increased visibility of tax-

free amounts being paid to employees along with data capable of being analysed for compliance interventions.

Benefits in kind

In January 2023, a CO₂-based benefit-in-kind (BIK) charging regime was introduced whereby the higher the vehicle's CO₂ emission then the higher the BIK charge. This change was largely driven by the Government's Climate Action Plan to encourage the use of electric vehicles and lower-emission-producing vehicles.

During 2023, temporary vehicle BIK reliefs were introduced as many employees with existing vehicles saw an increase in their income tax as a result of this new BIK charging system. In recognition of this, and the pressures on families and businesses due to the cost of living and energy crises, the Government introduced temporary BIK reliefs. Finance (No. 2) Act 2023 provided an extension to those temporary BIK reliefs for company-provided vehicles in a number of ways. Electric vehicle tapering relief will be extended to 2027 and the cash equivalent of the vehicle will be calculated based on the actual original market value (OMV) of the vehicle reduced by:

- €35,000 in respect of vehicles made available up to December 31, 2025;
- €20,000 in respect of vehicles made available in 2026; and
- €10,000 in respect of vehicles made available in 2027.

A €10,000 reduction in the OMV of vehicles (including vans) in category A-D will be extended until December 31, 2024. The lower limit in the highest mileage band will continue to be 48,000km with the BIK rate determined by the emission category (A-E) of the vehicle.

(The BIK scheme for some people within the Motor Industry is different to the above.)

TOP 10 SELLING CARS 2024

Hyundai Tucson **2,478** 5.2%Kia Sportage **1,671** 3.5%Škoda Octavia **1,644** 3.4%Toyota Rav **1,600** 3.3%Toyota Yaris Cross **1,426** 3.0%Toyota Corolla **1,245** 2.6%Škoda Kodiaq **1,080** 2.3%Volkswagen Golf **1,028** 2.2%Hyundai Kona **990** 2.1%Toyota C-HR **977** 2.0%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/02/24 - 29/02/24	01/01/24 - 29/02/24	Market share 2024 %
Alfa Romeo	3	26	0.05%
Alpine	3	3	0.01%
Audi	817	2119	4.43%
BMW	534	1461	3.05%
BYD	145	575	1.20%
Citroën	110	435	0.91%
Cupra	249	585	1.22%
Dacia	520	1536	3.21%
DAF	6	6	0.01%
DS	15	54	0.11%
Fiat	129	205	0.43%
Ford	438	1732	3.62%
GWM	7	18	0.04%
Honda	11	44	0.09%
Hyundai	1260	5032	10.51%
Ineos	2	3	0.01%
Jaguar	10	27	0.06%
Jeep	15	55	0.11%
Kia	1237	3292	6.88%
Land Rover	134	429	0.90%
Lexus	102	290	0.61%
Mazda	144	499	1.04%
Mercedes-Benz	457	1241	2.59%
MG	177	498	1.04%
Mini	64	149	0.31%
Mitsubishi	0	0	0.00%
Nissan	678	2284	4.77%
Opel	326	1185	2.47%
Peugeot	568	2105	4.40%
Polestar	22	53	0.11%
Porsche	40	122	0.25%
Private Import	8	23	0.05%
Renault	720	1656	3.46%
Seat	473	1087	2.27%
Skoda	2543	5259	10.98%
Ssangyong	5	14	0.03%
Subaru	2	8	0.02%
Suzuki	418	871	1.82%
Tesla	347	413	0.86%
Toyota	1825	7277	15.20%
Volkswagen	1636	4656	9.72%
Volvo	255	555	1.16%
Total This Year	16455	47882	
Total Last Year	13122	40466	
Change 2024 - 2023	3333	7416	
% Change 2024 - 2023	25.40%	18.33%	

TOP SELLING CARS FEBRUARY 2024

Position	Model	Units sold	Market share %
1	Škoda Octavia	999	6.1
2	Kia Sportage	685	4.2
3	Hyundai Tucson	597	3.6
4	Škoda Kodiaq	494	3.0
5	Toyota Rav	437	2.7

Position	Model	Units sold	Market share %
6	Volkswagen Golf	432	2.6
7	Volkswagen Tiguan	415	2.5
8	Škoda Karoq	371	2.3
9	Nissan Qashqai	337	2.1
10	Toyota Corolla Cross	299	1.8

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/02- 29/02	01/01 - 29/02	% Share
Alfa Romeo	33	105	0.96%
Audi	3	3	0.03%
Citroën	333	1044	9.50%
Dacia	17	20	0.18%
Fiat	75	348	3.17%
Ford	516	1828	16.64%
Fuso	21	43	0.39%
Hyundai	46	109	0.99%
Isuzu	17	50	0.46%
Iveco	15	70	0.64%
Kia	16	42	0.38%
Land Rover	34	151	1.37%
MAN	58	99	0.90%
Maxus	73	183	1.67%
Mercedes-Benz	145	330	3.00%
Mitsubishi	0	0	0.00%
Nissan	93	237	2.16%
Opel	343	1116	10.16%
Peugeot	287	1034	9.41%
Renault	493	1713	15.59%
Ssangyong	6	19	0.17%
Subaru	0	0	0.00%
Toyota	439	1283	11.68%
Volkswagen	447	1151	10.48%
Private Import	5	9	0.08%
Total This Year	3515	10987	
Total Last Year	2569	8104	
Change 2024 - 2023	946	2883	
% Change 2024 - 2023	36.82%	35.58%	

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

BUSES/COACHES REGISTRATIONS

Marque	01/02- 29/02	01/01 - 29/02	% Share
DAF	1	13	8.02%
Higer	2	3	1.85%
Isuzu	0	0	0.00%
Iveco	7	16	9.88%
MAN	0	0	0.00%
Mercedes-Benz	0	0	0.00%
Scania	2	7	4.32%
Sunsundegui	0	0	0.00%
Tekaydinlar	0	0	0.00%
VDL DAF	11	16	9.88%
Volvo	5	15	9.26%
Wrightbus	33	40	24.69%
Yutong	0	0	0.00%
Private Import	30	52	32.10%
Total This Year	91	162	
Total Last Year	52	89	
Change 2024 - 2023	39	73	
% Change 2024 - 2023	75.00%	82.02%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/02- 29/02	01/01 - 29/02	% Share
DAF	27	93	12.19%
Dennis Eagle	0	1	0.13%
Fuso	7	12	1.57%
Isuzu	12	32	4.19%
Iveco	14	22	2.88%
MAN	27	63	8.26%
Mercedes-Benz	23	94	12.32%
Renault	45	85	11.14%
Scania	66	167	21.89%
Volvo	81	188	24.64%
Private Import	3	6	0.79%
Total This Year	305	763	
Total Last Year	267	692	
Change 2024 - 2023	38	71	
% Change 2023 - 2022	14.23%	10.26%	

New vehicles

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

BYD SEAL

The BYD SEAL model line-up will consist of two powertrain variants – Design and an all-wheel drive Excellence.

Batteries: 82.5 kWh Blade Battery with power outputs from 230 kW (Design) to 390 kW (Excellence) with a range (WLTP combined) of 570 kms (Design) and 520 kms (Excellence)

Pricing: beginning at €44,036 for the Design model and from €49,836 for the Excellence model (after State subsidies)



FORD PUMA

The new Ford Puma has a sports car-style cockpit, large screens and 5G connectivity. MegaBox storage adds to space for five people and luggage in a city-friendly crossover with mild hybrid efficiency.

Engine: 1.0-litre EcoBoost Hybrid engine that uses 48-volt mild hybrid electric power

Pricing: TBD



RENAULT ARKANA

New generation ushers in a new look for Renault's SUV coupé

Battery/Engine: E-Tech full hybrid 145hp powertrain interlinks two electric motors (a 36 kW main motor and an 18 kW High-Voltage Starter Generator) with a four-cylinder 1.6-litre 69 kW (94hp) petrol engine, a smart multi-mode clutch-less gearbox and a 1.2 kWh battery

Pricing: From €32,590



VOLKSWAGEN GOLF R

The new Golf, which will be launched in time for its 50th birthday this year, offers a choice of five performance-boosted and enhanced production vehicles

Battery/Engine: TBD

Pricing: TBD



OPEL ASTRA ELECTRIC

The new Astra Electric, offering up to 418km on a full charge, is available in three trims – SC, Elegance, and GS

Battery: 115kW/156hp

Pricing: From €39,598 including applicable grants

AFTERMARKET

- ▶ TYRES
- ▶ BUSINESS SYSTEMS SOLUTIONS



Bridgestone Turanza 6 promises unrivalled wet performance

Bridgestone say that their recently launched Turanza 6 is an ideal tyre for Irish road and weather conditions and its ultra-low rolling resistance makes it suitable for fitment to EVs. The premium tyre promises best-in-class wet performance to help keep drivers safe on the road, while also providing enhanced sustainability through superior mileage and improved fuel/energy efficiency. The new Bridgestone Turanza 6 is designed to give drivers control and confidence in stressful and unforeseen conditions, including on a rainy day.

According to tests carried out by independent TÜV SÜD, the Bridgestone Turanza 6 outperforms its competitors in the segment with best-in-class wet performance. This includes being the cornering manoeuvres and straight-line performance. The Bridgestone Turanza 6 also achieves best-in-class EU label A-grade in wet grip for the full line-up. Extensive consumer research performed by Bridgestone into the needs and expectations of drivers demonstrated that 86% of drivers listed 'wet performance' as one of the most important aspects when purchasing a tyre, and rain and wet conditions have been identified as a key challenge they encounter on the road. With its best-in-class wet performance, the Bridgestone Turanza 6 intends to address drivers' expectations and helps to keep them safe on the road even in challenging wet weather conditions – supporting Bridgestone's long-term commitment to road safety. Safety isn't the only performance area of the new Bridgestone Turanza 6. Bridgestone's latest flagship tyre also promises superior mileage, with a 22% improvement when compared to its predecessor, the Turanza T005, which remains a test-winning product. The Bridgestone Turanza 6 also provides improved fuel efficiency or extended battery range (depending on vehicle type), delivering a reduction of 4% in rolling resistance versus its predecessor and offering best-in-class EU label A-grade in rolling resistance in selected sizes. This is supported by the introduction of an aerodynamic rimguard, which is designed to reduce the resistance of air on the tyre while driving.

The Bridgestone Turanza 6 is the result of pioneering technologies, with innovations in tread pattern, compound and construction that amplify its performance capabilities. These include the cutting-edge and sustainable TECHSYN and ENLITEN – a set of technologies providing best-in-class tyre performance with a step change towards sustainability compared with previous generations, which are both featured for the first time ever on a Bridgestone replacement tyre.

Thanks to the use of the technologies such as ENLITEN Technology, the new Bridgestone Turanza 6 is also suited to hybrid and electric vehicles, helping to optimise their performance. This includes low rolling resistance to save battery life and address range anxiety concerns,



excellent control to address EV-specific driving-related issues, higher wear tolerance to combat tyre wear due to the increased weight and higher torque, and decreased noise for driver comfort owing to the near non-existent engine noise of EVs. The Bridgestone Turanza 6 delivers a reduction of 2db in pass-by noise versus its predecessor. Commenting on the Bridgestone Turanza 6 launch was Emilio Tiberio, COO & CTO of Bridgestone EMIA: "We're delighted to introduce our latest class-leading tyre, the Bridgestone Turanza 6, which was developed using ground-breaking technologies to provide our customers with a safe, sustainable and efficient tyre that performs when they need it most. We're particularly proud of the Bridgestone Turanza 6's wet-weather performance, giving drivers control and confidence in the most demanding conditions, even on the rainiest days."

Developed and manufactured in Europe, the Bridgestone Turanza 6 is now available across the region in a wide coverage – 136 sizes from 16" to 22" – for both passenger cars and on-road SUVs. This increases coverage in demand with 34 new sizes, with a focus on the high-rim diameter segment.

In the coming months, Bridgestone will reveal several partnerships with leading car manufacturers that have chosen custom-engineered Bridgestone Turanza 6 tyres as original fitments for their new car models.



**/ PREPARED TO PERFORM,
EVEN ON A RAINY DAY**



**BEST-IN-CLASS
WET PERFORMANCE**



**SUPERIOR
MILEAGE**



**IMPROVED FUEL /
ENERGY EFFICIENCY**



ELECTRIC VEHICLE READY:
Tyre designed to meet the specific requirements of electric vehicles.



Bridgestone Europe

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

For further details on the comparative results
and product performance indicators, please scan the QR code.

TURANZA 6

NEW



WITH ENLITEN TECHNOLOGY

BRIDGESTONE
Solutions for your journey



**T55-45
TYRE CHANGER**



**V2280 3D CAR
WHEEL ALIGNER**



**SCISSORS LIFT
S50LTAK-55CAT-1**



**B400L
WHEEL BALANCER**



**TBE 156 PRO
N-DELUXE-SUPER**



**4 POST LIFT
SM65-51**

CIRCOL ELT WELCOMES EXPANSION OF EXTENDED PRODUCER RESPONSIBILITY SCHEME

Circol ELT welcomes Minister of State, Ossian Smyth's announcement to expand the remit of the Extended Producer Responsibility (EPR) Scheme for tyres.

From January 2025, the Scheme will include all categories of tyres set out in the Eighth Schedule of the Tyres Regulations (including truck and bus, agri, construction and industrial). This will formalise the Environmental Management Cost (EMC) for all tyres, ensuring their traceability and facilitating proper environmental management as they become waste at end-of-life.

Over the past five years Circol ELT has sustainably managed over 96 per cent of passenger car, 4x4, van and motorcycle tyres placed on the market in Ireland. This equates to approximately four million tyres annually. Bill Collins, Circol ELT CEO, said: "The inclusion of these categories will help us measure and manage outcomes for these tyres. Our systems are ready for this expansion, and we intend for a smooth transition for all involved."

Circol ELT is engaging in industry consultation with the various stakeholders involved in vehicle

and tyre sales for the truck & bus, agricultural, construction and industrial sectors. The company will consult with stakeholders

in all sectors with obligations arising from the expansion of the tyre compliance scheme. Anyone with queries about

tyre compliance and their business' waste obligations can contact Circol ELT on info@circoelt.ie or call: 01 4618 600.




In the last year, Circol ELT have helped recover and recycle over 3.8m tyres with the support of our members.

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

For further information:

W circoelt.ie T (01) 461 8600 E info@circoelt.ie

ELEVATING AUTOPART USER EXPERIENCE: SHOWING ENHANCED DELIVERY BENEFITS WITH INTEGRATED EPOD TECHNOLOGY

MAM software, a leader in providing integrated solutions for the automotive aftermarket, has announced a new development for its Autopart users. The integration of its Electronic Proof of Delivery (ePOD) mobile app with Autopart is set to increase operational efficiency, promising seamless delivery management and improved customer service.

The ePOD app enables businesses to precisely deliver goods at the right time, increasing accuracy, efficiency and emphasising commitment to satisfaction. The app's electronic proof of delivery signatures synchronise with the Autopart business management system, facilitating rapid query resolution. Drivers benefit from flexible features that enable them to manage unforeseen events on-the-go, enhancing their overall delivery capabilities.

In terms of delivery oversight, ePOD digitally captures and tracks every step of the delivery management cycle in real-time. Integrated notifications from Autopart inform customers of impending deliveries in a timely sequence. Also, it equips drivers to scan delivery notes, record recipient names/signatures and capture images of shortages/damaged goods for immediate review by branch staff. ePOD additionally adapts to the driver's skills and experience, allowing them to efficiently manage deliveries.



Experienced drivers can inform branch staff of any issues detected in real-time, ensuring prompt resolution. The integration of ePOD with Autopart unlocks a range of benefits for users, including a significant reduction in invoice disputes through enhanced tracking and digital recording of deliveries. Customers will receive automatic notifications regarding upcoming deliveries and immediate access to signed Proof of Deliveries (PODs) will be provided via email or the internet.

James Mitchell, managing director, commented: "This integration marks a notable move towards providing a simple and effective solution for the automotive sector. We are committed to innovation and customer satisfaction, and we believe that integrating ePOD with Autopart will contribute to this."



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NEVO EV SHOW ELECTRIFIES DUBLIN



The Nevo Electric Vehicle Show, presented in partnership with the Bank of Ireland, concluded on a high note on Saturday, February 17, 2024, marking the end of an electrifying spectacle that showcased the latest advancements in Electric Vehicles (EVs) from various manufacturers and key suppliers within the EV sector.

Held at the RDS, Dublin, the event attracted 12,672 individuals, comprising curious newcomers, industry professionals, and EV enthusiasts.

The show featured exclusive Irish car launches, live test drive opportunities, and a schedule of events on the Bank of Ireland stage. The execution of the event was thanks to the collective efforts of Drive Inc. and the Nevo Team. In partnership with AXA Ireland and with the support of ZEVI (Zero Emission Vehicles Ireland), the show was crafted to provide attendees with a glimpse into the future of sustainable transportation.

The doors opened at 9:30am, as visitors explored the offerings of over twenty leading automotive brands. Many exhibitors reported sales, with numerous deposits secured on-site.

Simon Andreucetti, Head of Growth & Show Organiser, commented: "We deeply appreciate the overwhelming feedback we have received through various channels, including social media, text messages, and calls, commending the success of the Nevo Electric Vehicle Show. "We take great pride in the fact that every facet of the event was meticulously managed internally by the Nevo team and the broader Drive Inc. team. Through our collective dedication, guided by a clear vision, strategic planning, ownership, and steadfast focus, the outstanding outcome witnessed at the RDS stands as a testament to our collaborative ethos and unwavering determination." Reflecting on the success of the Nevo Electric Vehicle Show, Derek Reilly, General Manager & Show Organiser at

Nevo, added: "I was thrilled to host insightful discussions on the main stage and observe firsthand the palpable thirst for knowledge and information as we navigate towards an electric future."

"Nevo has ambitious plans for 2024 and beyond. As Ireland's sole dedicated electric vehicle platform, we are equally enthused to collaborate with the Irish automotive industry in fostering the growth and advancement of our collective journey towards a greener tomorrow." Preparations are already underway for the next instalment, promising even greater advancements and experiences, which will be happening in Q4 this year.

NEVO EV SHOW CUSTOMER SURVEY

According to survey data based on 1,119 responses from people who attended the event on 17th February 2024:

- Audience age: 70% in 35 - 64 profile
- 43% have a household income over €80,000
- 10% over €150,000
- 61% did not yet own an EV
- 43% plan to purchase an EV in the next 3 - 9 months
- 50% plan to buy an EV in 2025
- 48% have access to a charger at work
- 72% wanted to learn more about battery range
- 52% believe EVs are cost effective
- 67% see EVs as better for the environment
- 73% would switch to an EV to save money on fuel costs
- 61% would switch to environmental damage
- 50% want to purchase an EV for the latest advances in technology

IMCTGA MEMBERS ENJOY SUCCESSFUL RETURN TO PORTMARNOCK GOLF LINKS

As we look ahead to another year of golfing events, we also cast our minds back to the last round of 2023.



Left to right: happy prize winners Paul Mongey; Paul Carroll, President IMCTGA; Peter Mongey; Joe Donnelly and Terry Lilly.

Portmarnock Resort and Jameson Golf Links hosted a successful final 2023 outing for members and guests of The Irish Motor & Cycle Trades Golfing Association on December 15th last. The event was again very generously sponsored by Finance Ireland, represented on the day by Frank Donnellan and Ray Murphy. Members from across the country participated, with over 90 playing in this very popular end-of-season event.

The format for the day was a four-person team event based on a Stableford System with the two best scores on each hole to count. This competition was also run in conjunction with the Brendan Cross Memorial Cup Singles Competition and Ernie Mooney Memorial Cup back nine for the IMCTGA members only.



Left to Right: Kieran Graham; Louis O'Hanlon and Brian Murphy.

Golfers enjoyed a very pleasant, sunny day, and the event was extremely competitive, in a friendly but strongly contested shotgun start team competition.

The winning team on the day was the Keary Motor Group, with a score of 92 points, represented by team captain Brian Downes. The Brendan Cross Memorial Cup winner was Tom Foster playing off a handicap of 22 with an excellent score of 38 points. Runner up on the day was Kieran Graham. The winner of the Ernie Mooney Memorial Cup back nine competition was Keith Flynn with 20 points playing off a handicap of 13 and the 2023 Golfer of the Year was Joe O'Grady.

Following the day's golf, members relaxed and enjoyed dinner and the prizegiving ceremony at which IMCTGA President, Paul Carroll addressed the members and guests in attendance and congratulated all prize winners. He welcomed everyone for attending and congratulated all prize winners. He welcomed Frank Donnellan to say a few words. Frank said that Finance Ireland are only too delighted to be associated with this event and confirmed their sponsorship again for 2024. Needless to say, this was very well received by all members in attendance. This return visit to Portmarnock Golf Links proved to be a major success.



Frank Donnellan, Finance Ireland, addressing the members during the prize presentation ceremony in the company of IMCTGA President Paul Carroll.



Left to right: Paul Carroll presenting the Ernie Mooney Memorial Cup to the winner Keith Flynn.



Left to right: Tom Foster Winner of the Brendan Cross Memorial Cup receiving the Trophy from IMCTGA President Paul Carroll.

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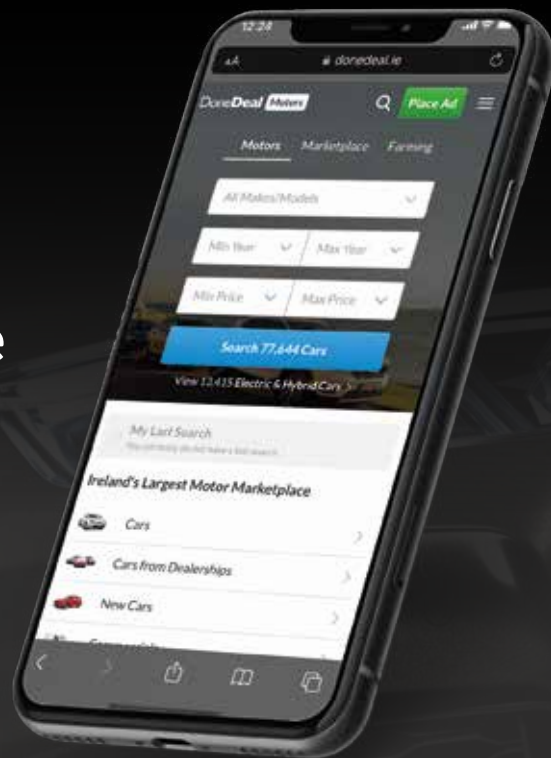
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