



2024 ISSUE 4

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



Budget 2025

– the need to revitalise the EV market

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Budget 2025: Reinstate and refocus incentives to revitalise EV market



On Tuesday the 1st of October 2024, Budget 2025 will be announced. This year's Budget will be framed around cost-of-living pressures, pre-election promises and climate change. While the Irish Fiscal Advisory Council (IFAC) in its pre-Budget Statement has warned that while the economy is performing well, and a giveaway budget could risk overheating the economy, it is certain that the Government will propose a generous tax package, focused on reductions in income tax. While retailers across all sectors will welcome this, it is important that businesses are not forgotten in Budget 2025 and that taxation policies support SMEs such as SIMI members, who play a vital economic role across their local communities as well as collecting significant tax revenues for the State.

As always, the Budget is a key issue for the SIMI and its members. SIMI's Budget campaign and lobby is a year-round process, engaging with politicians and public representatives throughout the year. The lobby intensifies in the run up to the Budget with SIMI engaging with politicians locally and nationally. We have been in direct communications and continued engagement with Government, various departments, and stakeholders to advise them on the challenges facing our industry. This includes a focus on supports needed to make the transition to electrification, and the importance of vehicles sales and servicing not just to our members, but also their employees and local communities.

Our media communications and messages to Government have been consistent throughout this past year, that the Government must support the EV transition with ways to incentivise the market for both private and company car buyers. The reduction and removal of incentives not only has a monetary impact on consumers but sends a negative message to Irish consumers about the Government's view of the transition to EVs. Reinstating supports and extending consumer incentives and Benefit-In-Kind support (BIK), along with investment in charging infrastructure now, which will build consumer and business confidence to encourage uptake if we are to meet our 2025 target. This phasing out of EV supports should be reversed; it, along with the threat of new and increased taxes on motoring, only confuses potential EV buyers. It must be highlighted however that emissions reductions are not just about EVs, we must also press the case for no further taxation increases on ICE vehicles.

In our Submission to Government, we have outlined the challenges facing our Industry and the decisive actions that the Government must take to regain the lost momentum; increase investment in EVs and don't increase taxes on other vehicles if we want to support consumers in trading up to a newer lower emitting vehicle. As we have said on many occasions our Industry remains fully committed in helping to achieve the Governments ambitious climate targets. These goals can only be achieved using a joint,

(continued overleaf)



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The Society of the Irish Motor Industry, 5 Upper Pembroke Street, Dublin 2. Tel: +353 1 676 1690 Fax: +353 1 661 9213 Email: info@simi.ie Web: www.simi.ie SIMI President: Jonathan Meade, Hutton & Meade, Deputy President: Mark Woods, The Maxol Group, Honorary Treasurer: Ronan Flood, Managing Director, Kia Motors Ireland. Director General: Brian Cooke. Communications Director: Teresa Noone.

Editor: Joe Griffin. Managing Editor: Miriam Atkins. Advertising: Bryan Beasley. Design: Ciarán Brougham. Production: Niall O'Brien, Martin Whelan.

Accounts: Tricia Murtagh. Administration & Subscriptions: Sue Nolan. Photography: Dave Cullen. Chief Executive: Rebecca Markey. Publisher: David Markey

Publishers: IFP Media Limited Irish Motor Management, Castlecourt, Monkstown Farm, Glengary, Co Dublin. Tel: +353 1 709 6900 Email: joegriffin@ifpmedia.com

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(continued from page 3)

coherent approach. I would like to take this opportunity to thank members for their support of our Pre-Budget campaign and in helping to ensure our Industry's voice is heard.

Like many other sectors our industry is experiencing increasing pressures in the cost of doing business and challenges in recruitment and retention of employees. WorldSkills International Competition 2024 was held recently in Lyon, France, where our industry was represented by Jamie Connick, who took part in the highly competitive Automobile Technology category. I wish to congratulate Jamie on his remarkable skill, determination, and professionalism in representing our industry. His success on the global stage is a clear indicator of the exceptional talent driving the future of the automotive sector in Ireland.

Worldskills Ireland 2024 and The Irish Times Higher Options

in a partnership between enterprise, industry, education, training and government raises the profile and recognition of skills and apprenticeships. The WorldSkills Ireland 2024 event held at the RDS, Dublin 25-27 September, gives a platform to young people to explore their interests and provides guidance for future careers. For the second consecutive year the Irish Motor Industry will have the largest section at the event, and I would like to acknowledge the continued support of our Distributors and Retailers members for their support, as it allows SIMI to showcase the fantastic career opportunities that are available in our Industry to the next generation.

Brian Cooke
Director General,
SIMI

AUGUST NEW CAR REGISTRATIONS DOWN 8.4%

The Society of the Irish Motor Industry (SIMI) has released their official 242 new vehicle registrations statistics for August. New car registrations for August were down 8.4% (7,567) when compared to August 2023 (8,261). Registrations year-to-date are down 0.9% (112,171) on the same period last year (113,199). Light Commercial Vehicles (LCVs) declined by 17.2% (1,698) compared to August last year (2,051). Year to date LCVs are up 9.3% (26,930) and HGVs (Heavy Goods Vehicles) registrations are down 41.5% (172) in comparison to August 2023 (294). HGVs are up 11.2% (2,466) and Imported Used Cars have seen a 18.5% (5,426) rise in August 2024, when compared to August 2023 (4,577). Meanwhile, Imports are up 25.3% (42,622) on 2023 (34,010). In August 1,259 new electric cars were registered, which was 29.3% lower than the 1,782 registrations in August 2023. So far this year, 15,129 new electric cars have been registered, representing a 25.3% decrease compared to the same period in 2023 when 20,266 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 31.37%, followed by Diesel at 23.06%, then Hybrid (Petrol Electric) at 20.94%, Electric at 13.49%, and Plug-in Electric Hybrid at 9.57%. Brian Cooke, SIMI Director General, states: "August

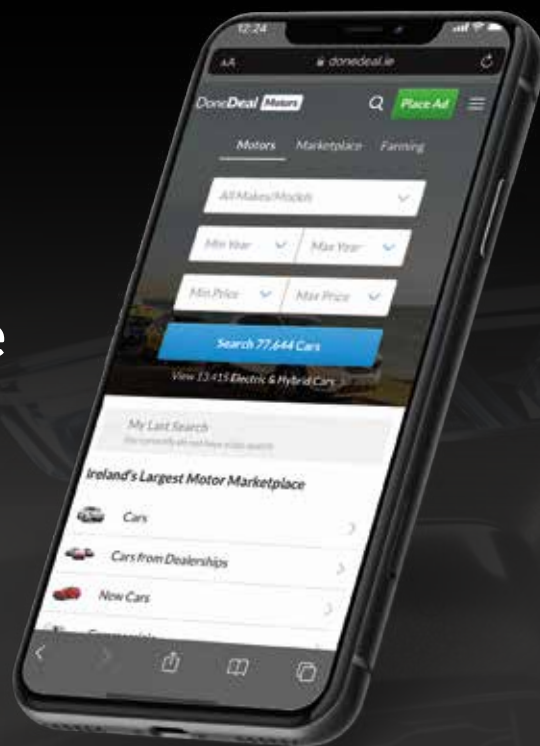
represents the sixth consecutive month of falling new car registrations this year, highlighted by the continuing drop in Electric Vehicle (EV) sales, which are now down 25% year-to-date when compared to last year. The commercial sector, light and heavy commercial sales, continue to remain ahead of last year. With Budget 2025 fast approaching, it is an opportune time for the Government to intervene to support the Electric Vehicle project, one which is so crucial for reducing emissions in the Transport sector. Government incentives to date have been fundamental to the EV transition, but they have to be continued and enhanced. SIMI is urging the Government to: extend the Benefit-In-Kind (BIK) incentive at current levels, which will help transition the business fleet faster and support the development of a used EV market; increase SEAI Grants back to 2022 levels until the EV market recovers; and accelerate the roll out of a fit for purpose national charging infrastructure. At this crucial stage in the EV transition, these measures will increase the sale of EVs, signalling their importance to consumers, boosting confidence and reassurance in electric vehicles. Budget 2025 presents an opportunity for Government to demonstrate its commitment to fleet electrification and is an opportunity they should not miss."



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RETURN OF WORLDSKILLS IRELAND 2024

In September, WorldSkills Ireland 2024 returned to the RDS to promote trade industry skills and apprenticeship opportunities for young people. Ireland's largest skills event attracted 30,000 students from across the country.

172 students and apprentices took part in the competition aspect, with 16 competing in the automotive and heavy vehicle technology-based competitions that include automobile technology, construction plant fitting and heavy vehicle maintenance. Alongside automotive and HVT, the event will expose the opportunities on offer through an apprenticeship or skills-based career across industries including construction, creative arts, hospitality and tourism, ICT, and manufacturing and engineering technology.

Finalist Brendan Carr (21) said: "Choosing an apprenticeship in Heavy Vehicle Maintenance with Wexford Bus has been one of the best decisions I've ever made. Instead of going down the traditional university route, I wanted to dive straight into a hands-on career that combined my passion for mechanics with real-world experience. Every day, I'm learning directly from experts in the field, working on vehicles that keep people moving - It's challenging, but very rewarding. There are so many great opportunities out there for those who choose to start their careers through an apprenticeship programme. Not only are you earning while you learn, but you're also gaining practical skills that set you up for a successful future. Competing on the national stage at WorldSkills Ireland in September was an incredible honour, and I was excited to showcase what I've learned and what apprenticeships can offer."

Committed to promoting excellence in skills and driving economic growth through a skilled workforce, this year's event is supported by industry leaders across the sector, including SIMI, Volkswagen Group Ireland, Dublin Bus and Bus Éireann. Brian Cooke, Director General of The Society of the Irish Motor Industry (SIMI), a category sponsor commented: "Apprenticeships are the lifeblood of the motor industry, providing the young talent necessary to navigate a rapidly evolving business landscape. For those entering the field, an apprenticeship offers a unique opportunity to acquire highly valued skills while gaining hands-on experience, setting them on a path to a rewarding and dynamic career. Events like WorldSkills Ireland 2024 are crucial in showcasing the opportunities available within the automotive sector. They serve as a platform to engage with young people, demonstrating skills in action through the competitions section, and connecting them with companies eager to recruit the next generation of automotive professionals. This direct exposure is invaluable in helping attendees make informed decisions about their future careers. Over the last few years, WorldSkills has captured the imagination of not just the young people at the outset of their careers, but also the Motor Industry itself, with many in the industry now considering it a 'can't miss' event. As we face ongoing challenges such as skills shortages, climate change, and digitalisation, it's more important than ever to inspire the next generation to join the automotive industry, where real opportunities for growth and career advancement await."

David Poynton Rowley, Apprenticeship Programme Manager,



The automotive and heavy vehicle technology finalists at the WorldSkills Ireland event.

Bus Éireann and Dublin Bus added: "Events like WorldSkills Ireland 2024 are crucial for connecting with young people and highlighting the incredible opportunities that apprenticeships and skills-based careers provide.

"At Bus Éireann and Dublin Bus, we offer a variety of dynamic and fulfilling roles across our departments, each with significant opportunities for career advancement and continuous learning. We understand that making decisions about your future can be overwhelming, which is why engaging with industry professionals and exploring various career paths can be incredibly beneficial."

Alongside the competitions, there were demonstrations, try out areas, inspiring real-live talks from industry experts, opportunities to meet employers, and the chance to view innovative digital tech skills.

SIMI VTN CONFERENCE/AGM THURSDAY 28TH NOVEMBER 2024, KILDARE



The SIMI VTN Conference/ AGM takes place on Thursday 28th of November 2024 in Killashee Hotel, Naas, Co Kildare. SIMI have invited the Road Safety Authority (RSA) to our conference, to keep members fully informed on progress and developments to date. The formal business of the VTN Annual General Meeting will take place after lunch affording members the opportunity to discuss all current developments and the key issues of concern that may be facing testers going forward and to formally elect the new Committee to represent the sector for the coming year.

Date: Thursday 28th November 2024
Venue: Killashee Hotel, Naas, Co Kildare
Registration: From 9.00am, conference starting at 9.30am
To book: email Yvonne@simi.ie

DEPARTMENT TO BUILD HIGH-POWERED RECHARGING POOLS

Department of Transport announced over the summer that 131 new high-powered recharging points for electric vehicles will be built across 17 recharging pools along major roads. Each recharging pool will provide banks of fast and ultra-fast recharging points. The average distance between recharging pools will be 45km and the infrastructure will be built by private business, grant aided by the Department of Transport. The new recharging infrastructure is expected to be in place by the end of 2025.

This initiative is the first part of a major plan to ensure that there are more recharging points along our roads. A second grant scheme concentrating on national roads is expected to open later this year.

Commenting at the announcement, Eamon Ryan, former Minister for Transport, said: "EVs are an important part of our journey to reducing emissions in the transport sector. They are cleaner, better cars but we want to provide extra certainty to people either using an EV now or thinking about one into the future. Putting in place these banks of high-powered recharging points is an important first step in our commitment to people and to a more sustainable transport system."

"We will follow it up with many other schemes to ensure people know that they can charge their cars easily. This will complement our other commitments such as the EV purchase grant scheme, which will remain unchanged again next year, our grants for home chargers and the continued VRT reduction for EVs." The 131 high-power recharging points will provide 24,260 kilowatts (24 megawatts) of additional recharging capacity.

SPORTS CLUBS ELIGIBLE FOR NEW EV CHARGE POINTS

More than 220 sports clubs are eligible to apply for €15m in funding to install new EV Chargers on their grounds for their members and visitors. From Coleraine to Cork, 227 sports clubs - ranging from golf to GAA - have been deemed eligible to progress to the delivery phase of the Shared Island Sports Club EV Charging Infrastructure Scheme.

The Scheme is funded through the Government's Shared Island Initiative and ZEV infrastructure funding. It covers the cost of installing electric vehicle charge points at sports club facilities affiliated to recognised national governing bodies. Eligible clubs will be able to draw down funding for the installation of electric vehicle charging, subject to reaching agreement with a Charge Point operator from a pre-approved panel. This should see an important ramping up of public EV charging in local communities across the island and offer the potential for clubs to generate income from those more commercially attractive sites.

Welcoming the announcement, Taoiseach Simon Harris said: "I am delighted to see such a strong response to the Shared Island Sports Club EV Charging Scheme. This is another example of the good work carried out by sports clubs across the entire country and the people involved who are making a positive impact in their towns and villages on this island. The €15m allocation from the Shared Island fund will help enhance access to public charging across our towns, villages and cities."

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TOYOTA UNVEILS NEWS LAND CRUISER AT PLOUGHING CHAMPIONSHIPS



Toyota Ireland revealed the new Land Cruiser to thousands of admirers at the National Ploughing Championships. Toyota says the new Land Cruiser marries a bold blend of classic design and modern innovation with practicality and the power that enthusiasts have come to expect from the legendary powerhouse. According to Toyota, the power is noticeable from the same 2.8L turbo diesel engine – something Land Cruiser drivers wanted to see in the latest model of the iconic vehicle – and is now paired with an eight-gear automatic transmission. Now capable of pulling up to three and a half tonnes, just like the Toyota Hilux. Changes on the interior include the Toyota Safety Sense technologies, electric power steering, adaptive cruise control and a more spacious interior.

With fewer car brands joining the ploughing this year, Ireland's number one car brand used this opportunity to introduce not only the new Land Cruiser, but also the Toyota Corolla Professional Hybrid – a vehicle tailor-made for business professionals looking to reduce their carbon footprint.

FIRST ALL-ELECTRIC PICK-UP WITH ALL-WHEEL DRIVE IN EUROPEAN MID-SIZE SEGMENT



The MAXUS eTERRON 9 heralds a new era: As the first fully electric pick-up with standard all-wheel drive in Europe, celebrated its world premiere at this year's IAA Transportation in Hanover (September 16th, 2024), while setting new standards in the mid-size segment. The powerful and versatile model with the spacious bed offers a high payload and towing capacity as well as exceptional comfort.

The new eTERRON 9 marks the beginning of a comprehensive model offensive: over the next few years, the MAXUS brand, which is part of the SAIC Group, will launch numerous new products on the European market, which plays an important role in the company's global growth strategy. The focus is on sustainable and locally emission-free mobility.

The eTERRON 9 relies on two electric motors: the two permanent magnet synchronous motors develop 125 kW/170 hp at the front and 200 kW/272 hp at the rear axle, resulting in an impressive system output of 325 kW/442 hp. In addition to impressive, rapid acceleration, this combination also enables the characteristic all-wheel drive, which ensures great traction on the road and a strong off-road performance.

RENAULT MASTER WINS 2025 VAN OF THE YEAR

New Renault Master wins the title of Van of the Year 2025, awarded by the International Van Of The Year (IVOTY) jury. According to Renault, its Aerovan design and new multi-energy platform make it the new standard on the market, and the most efficient vehicle in its class, across the ICE, electric and hydrogen line-up. Master is Renault's fifth van to win this title, which comes in addition to the "Car of the Year" prize won by the Scenic E-Tech electric in February.



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HARRIS GROUP ANNOUNCES ISUZU NETWORK RESTRUCTURE

Harris Group, Ireland's largest privately owned automotive distributor, has announced plans to restructure the Irish Isuzu dealership network to propel the brand into a new era of growth. A 60% increase in sales of the premium brand in Ireland is being forecasted by Harris Group over the coming 18 months, driven by the upcoming launch of new Isuzu vehicles and a reinvigorated network of dealerships across Ireland.

This strategic initiative to restructure Isuzu's dealership network aligns with Harris Group's wider restructuring programme and follows the appointment of a new senior management team to drive a new era of growth.

Karl Haughton has been appointed as Head of Sales and Dealer Network for Isuzu and will be responsible for overseeing sales operations and managing the fleet division for the Isuzu brand in Ireland. "This is a milestone year for Isuzu in Ireland and an opportunity to mark 40 years and

bolster our distribution network," said Karl. "It's important for us to support the brand by working with like-minded dealerships that share our commitment to maintaining the highest of standards underpinned by unrivalled customer service. As a premium brand, we prioritise ensuring that every dealership embodies Isuzu's core values of durability and reliability. With the introduction of the new look D-Max, followed by the launch of battery electric vehicles next year, we welcome fresh perspectives. The time is right to invigorate our dealership network and ensure its continued success."



Euro 6e D-Max.

The latest Euro 6e D-Max model comes with enhanced features and improved emissions standards, alongside a move to automatic transmission only, improving the driver experience. In addition to the Euro 6e D-Max, the Isuzu line-up includes N-series and F-series trucks, offering heavy and light trucks ranging from 3.5 tonnes to 11 tonnes.

"In 2025, Isuzu will launch its first battery electric vehicle (BEV) which underscores the brand's dedication to greener motoring solutions and represents a significant step for the pickup market."



Karl Haughton, Head of Sales and Dealer Network for Isuzu.

RCAPITAL ACQUIRES GT EMISSIONS SYSTEMS

Private investor, Rcapital is to acquire GT Emissions Systems, a subsidiary of Knorr-Bremse, the global market and technology leader for braking systems and other rail and commercial vehicle systems. GT Emissions Systems is a leading supplier of emission control systems for diesel engines in on-highway commercial vehicles and off-highway equipment. The transaction is expected to close in the fourth quarter.

Sam Duberley, Investment Director at Rcapital, said: "GT is a great business, providing well-engineered complex components to an impressive blue chip client base. We are passionate about supporting great British engineering businesses and we firmly believe that under our stewardship, GT will grow from strength to strength." Founded in 1974, GT Emissions Systems is headquartered in Peterlee (UK) with assembly lines in Italy, India and Brazil. The business employs c.225 people globally and its customers include Daimler, Volvo, Scania, JCB, MAN and John Deere.

GRANDLAND: "GREENOVATION" MADE BY OPEL

Opel's new Grandland is due in Irish dealer showrooms in late 2024 and will be available in a choice of hybrid, plug-in hybrid and pure electric powertrains. Opel says the newcomer exemplifies the brand's "Greenovation" concept through its emissions-free credentials, recyclable and repairable batteries, recycled materials used in the interior, and the absence of traditional chrome elements on its body. James Brooks, Opel Ireland Managing Director, said: "We very much welcome the addition of the much-anticipated new Opel Grandland to our stable. The new Grandland is a key model for us, arriving into a crucial segment, and just ahead of the all-important 251-registration period."



NEW ŠKODA KODIAQ PLUG-IN-HYBRID NOW AVAILABLE TO ORDER

The new Kodiaq recently arrived in Irish showrooms and boasts one of the largest batteries of any PHEV. The original 7-seat Škoda Kodiaq was one of the Czech brand's best-selling models with over 12,000 vehicles delivered to Irish families since 2017, and the new Kodiaq is sure to prove equally as popular given its increased length of 610mm and extended wheelbase of 100mm, offering an extra 75 litres of luggage capacity, compared to the outgoing model. The new generation has a new modern solid design language with a protruding grille, while new technologies and materials are featured in the expansive interior.

A familiar engine line-up is offered with two 2.0 TDI, HVO compatible diesels with 110 kW (150 hp) and 142 kW (193 hp) power outputs, the later mated to 4x4 all-wheel-drive transmission.

For the first time, Škoda has introduced Plug-In-Hybrid technology to the Kodiaq line up in the form of the Kodiaq iV. The plug-in-hybrid powertrain for the Kodiaq iV has a combined system output of 150 kW (204 hp) delivered through a front wheel drive arrangement. The Kodiaq iV is offered exclusively as a 5-seat SUV with 745 litres of luggage capacity. An all-electric range of more than 100 kilometres on the WLTP cycle can be achieved thanks to a giant 25.7kWh battery, that can be charged using DC power up to 50kW (10-80%) in just 25 minutes. For Hybrid driving a 1.5 TSI petrol engine works in tandem with the electric motor.

Commenting John Donegan, Škoda Brand Director said: "There has been a 22.3% increase in Irish Plug-in-hybrid vehicle sales this year, with this trend likely to continue. The Kodiaq iV boasts one of the largest batteries of any PHEV



offered on the market, providing commuters with the ability to drive 100 kilometres in fully electric mode. Up to now there have been many PHEVs on the market, but very few have exceeded the 100-kilometre electric driving range. The Kodiaq iV and the Superb iV are quite unique with electric ranges of 100 kilometres and 124 kilometres respectively. These models would be of particular appeal to drivers who are unprepared to make the leap to fully electric but would like to experience day-to-day electric driving."

The Kodiaq iV PHEV is available to order now, priced from €57,890 for the Selection version, featuring Electric Tail Gate, LED Lights and 18" alloy wheels. The Selection + specification adds 19" alloy wheels, leather interior and matrix LED headlights from €63,290.

DUBLIN GAA STARS COLLECT NEW PEUGEOT 3008 VEHICLES AT WINDSOR AIRTON DEALERSHIP

Dublin GAA players Cian Murphy, Niall Scully and James Madden collected the keys to their brand-new Peugeot 3008 vehicles recently at the Windsor Airtion Peugeot dealership, marking the continuation of a partnership between the French automaker and Dublin GAA. The event celebrated the players' role as brand ambassadors for Peugeot, with each player receiving a Peugeot 3008. "We're thrilled to have Cian, Niall and James as our local Peugeot ambassadors," said John Brennan, Sales Manager at Windsor Airtion. "Their dedication and drive on the field align perfectly with the Peugeot brand, and we are delighted to continue supporting them." The players expressed their commitment to the ongoing partnership, with Niall Scully noting: "It's an honour to represent Peugeot, a brand synonymous with quality and innovation. The 3008 is an outstanding vehicle, and I am very much looking forward to driving it."



Dublin GAA players (l-r) Cian Murphy, Niall Scully and James Madden receiving their new Peugeot 3008 vehicles at the Peugeot Airtion dealership, Tallaght, Co. Dublin.

LATEST PRICE INDEX FROM DONEDEAL

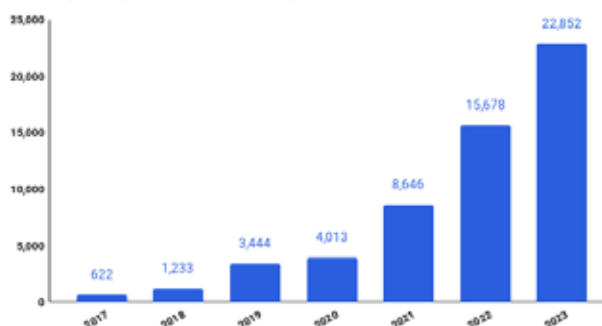
The latest price index from DoneDeal Motors, Ireland's largest car site, has found that prices for used electric vehicles (EV) have fallen 15% year-on-year. A bespoke piece of analysis shows that second-hand EVs less than five years old are now more affordable than diesel and hybrid models for the first time ever.

In the first half of 2024, EVs were on average 8% cheaper than equivalent diesel cars and 9% cheaper than an equivalent hybrid car, making EVs a more attractive option for cost-conscious consumers. Compared to Q2 2023, used EV prices in Q2 2024 are down almost 15%. During the same period, petrol and diesel cars (known as ICE or internal combustion engines cars in the trade) went up by almost 5% and hybrid cars dropped by 0.5%.

The report shows that barriers to switching to EV still exist however, with range anxiety and charging infrastructure front of mind for buyers. According to DoneDeal's onsite survey of car buyers, H1 2024 these issues are at the forefront of customers' minds, compounded by declining government grants.

Despite these challenges and some recent fluctuations, demand for new EVs has been on an upward trajectory, growing considerably from 2% of newly registered car sales in 2019 to 19% of new registered car sales in 2023. However, while there was substantial growth from 2019 to 2023, it's important to note that the number of new EV registrations has decreased this year, with new EVs accounting for 18% of new car registrations in the first half of last year, compared to 14% in the first half of this year. Commenting on the report's findings, Rob Hume, General Manager of DoneDeal said:

Newly Registered Battery Electric Vehicles



"The landscape for EVs is changing rapidly and based on Ireland's largest source of car demand data at DoneDeal, we can see Ireland is now moving from the early adopter phase into the early majority phase with over 20% of searches for cars up to 3 years being on EVs. With the new EV adoption in recent years, we can finally see the used EV market maturing due to the more material volumes of New EVs that were sold in 2019 (3,444) and 2020 (4,013) now finishing their first ownership cycle of 3-4 years.

As more brands come to market with their constantly improving technology, it's clear that EVs are becoming a more desirable and realistic option for more Irish drivers, particularly as the prices of used EVs come into line with diesel and petrol cars. This is good news for consumers and good news for government targets, as EVs become more affordable, they come into reach of a wider group of drivers, who can now actively consider switching from their diesel or petrol."

A CHANGE IN AUTOMOBILE DIRECTORSHIP AT SUZUKI

Suzuki UK and Ireland have announced that after 17 highly successful years with the brand, Dale Wyatt, Director of Automobile, has made the decision to take early retirement from the company taking effect from March 2025. Dale has decided the time is right for him to personally step down from his role to further concentrate on his health and well being and to pursue his passions. It will also enable him to consider potential future business interests advising within the Automotive industry.

Takanori Suzuki, Managing Director Suzuki GB PLC comments: "Dale Wyatt has been hugely instrumental in leading our brands progress and success in the UK and Republic of Ireland. To say he has made an outstanding contribution to the company during this time is a major understatement and on behalf of Suzuki I would like to sincerely thank him. From next March, Dale will be very

much missed by our employees, dealer network, customers as well as the automotive media".

Dale will continue to direct the Automobile Division until January when Suzuki warmly welcomes his successor David Kateley. David, who has been with the brand for 20 years, currently leads the Automobile Sales Operations division and has worked alongside Dale since 2014. David Kateley first joined the company in 2003 in a business development role with Suzuki Financial Services and then moved to a Regional Sales Manager position for the South of England in 2007 before promotion to his current role as General Manager in 2014. During the 2014 – 2024 period David's responsibilities and remit have expanded considerably enabling him to have a broad understanding and appreciation of all of the Automobile Division business functions.

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Global demand for EVs slows due to concerns over charging infrastructure

Global demand for electric vehicles (EVs) has slowed, and for prospective buyers the main concern is a lack of charging infrastructure, according to the fifth annual *EY Global Mobility Consumer Index* report.

The recently-published report – based on more than 20,000 respondents from 28 countries – shows that while numbers looking to buy an EV have risen from 55% to 58% since last year, demand is now beginning to level off, having jumped from 30% to 55% between 2020 and 2023.

High fuel costs (37%), environmental concerns (34%) and taxes on internal combustion engine vehicles (23%) are the top motivations cited by consumers to purchase an EV. The report identifies a series of concerns which are holding some potential buyers back, with 27% of respondents citing a lack of charging infrastructure as their primary concern; 25% saying they are worried about the range of EVs, and 18% saying that EVs take too long to charge. The latest study has also identified apprehensions around the high cost of battery replacement, highlighted by 26% of potential buyers.

Julia Ann Corkery, EY Ireland Government and Infrastructure Advisory Partner, said: “As the EV market matures and moves increasingly beyond the early adopters into mass adoption, it’s clear that consumers continue to hold concerns, particularly regarding infrastructure and range. For the first time our research has also identified concerns around the cost of battery replacements.

“These global trends are mirrored here in Ireland. EVs have had a challenging year to date, with the CSO figures showing that 14% of new vehicles licensed this year were EVs, down from 18% in the same period last year. Consumers appear to be turning to hybrid vehicles instead, with licenses up by a third year-on-year to 22% of all vehicles licensed in the first seven months of the year.

“Globally, there needs to be a sustained effort across the ecosystem to make sure that these concerns are addressed, otherwise we run the risk of turning consumers off EVs at a time when they should be getting more excited about them. Positively here in Ireland, we’ve seen significant steps to address issues around charging infrastructure provision. For example, the grant scheme run by Transport Infrastructure Ireland and funded by ZEVI (Zero Emission Vehicles Ireland) will support up to 130 new high powered EV recharging points along Ireland’s motorway network. It’s crucial that this momentum is maintained on both the delivery of the necessary public infrastructure and on supporting the purchase of both new and second hand EVs, to enable the essential transition of our transport fleet to emissions-free vehicles in the coming years.”

Increasing awareness of connected car features

The connectivity of cars has become a key issue on which global automakers are competing for customers, but they still



have work to do. Consumers surveyed have a strong interest in connected technology, particularly technologies that help with navigation and improve safety and security, with more than 60% indicating that if the technology is available, they would use it. That number is lower for other services though, with service and maintenance at 37% and performance upgrades at just 21%.

Also, across the board, there are concerns about the cost of services for connected cars: globally, 49% say they are too expensive. 45% of European EV owner respondents cited this as a key concern.

In terms of data sharing, 36% globally say they have concerns about sharing data. Interestingly, there is very little difference between the generations, with Gen Z and baby boomers at 33% and 34%, respectively, and Gen X and millennials the most concerned about sharing data, both at 37%.

Julia Ann Corkery says: “There is clearly still a case to be made for consumers when it comes to connected cars. Our data shows that consumer respondents are increasingly prioritising functional connectivity features in connected cars – especially safety and security – and view certain add-on services as non-essentials. The perception that connected features are expensive and data security concerns continue to weigh down heavily on data monetisation efforts from automakers. Also, while privacy concerns impact a considerable share of respondents, the findings reveal that incentives could encourage consumers to share their data. Globally, 56% of consumer respondents believe that incentives, whether monetary or otherwise, are required to encourage sharing of vehicle or personal data. This is going to be an essential question to answer for manufacturers seeking to fully monetise this area.”

Crofton Motors Celebrates 60 Years



Pictured in 2014 when they celebrated 50 years are Kieron Menton, who has been with Crofton Motors since 1983, with Joe and Joey Donnelly.

Crofton Motors Ltd in Kimmage is celebrating a milestone birthday this year, marking 60 years in business. The company was set up in 1964 by Brian Nally and Paddy Lumley in Harold's Cross. In the late 1970s they moved to the current location in Sundrive Road, Dublin 12. Joe Donnelly joined the company in 1981, after working in various service centres and dealers around Dublin, and he and Paddy ran the business together until Paddy's sad passing in the early 90s. The business has grown and developed over the past six decades and a new generation are now involved. Joe's son, Joey Junior, says he remembers spending time in his youth helping out over summers and during his transition year. He officially joined the company in 2007 and his sister Julie is head of accounts.

"When dad saw the business changing, particularly on the technology side, he realised it was moving into a different age. He brought us in to help move it forward. I have one brother and two sisters and we have all helped out over the years, but there was never any pressure to join dad in the business officially. However, myself and my sister Julie both work at Crofton Motors now."

Reflecting on the business' achievements over the time it has been in operation, Joey says: "Like most industries, everything is so fast moving now it is hard to take time to look back and review all that has been achieved. But, over the years, we have had many customers come through our doors and we are very proud of the service we provide. We are actively involved in our community, be it sponsoring the local GAA club or music society. We have weathered a handful of recessions and the cornerstone of our company, I believe, is that we are customer-centric. We are a service operator. In the crash repair industry, it can be a very distressed purchase, so it is important that we treat people in an empathetic manner; oftentimes we are the first phone call a person makes after being involved in an accident. It can be emotional and we try to offer that personal service, that human element."



Crofton Motors Ltd

Discussing the challenges that Joey sees for the business, he explains: "I see three key challenges for businesses like ours today: staff, technology and standards. Staffing has become very difficult and trade labour in the Irish market is hard to source. We have a fantastic education system but there has been such a push towards a traditional college education that trades have been overlooked. We need apprenticeships, plumbers, electricians and vehicle body repairers.

On the technology side, vehicles have changed so much. An EV compared to a traditional car are worlds apart when it comes to repairing and, as a result, we have to move drastically to keep up with that technology.

Hand-in-hand with that, on the standards side with this fast-moving technology comes a more 'throwaway' culture. Crafts such as panel beating, where you use your hands to shape and create, are almost gone."

Discussing the opportunities that lie ahead, Joey is very optimistic. "At the end of the day, there are more cars on Irish roads than ever before. Our business might morph and change – just as the traditional showroom has with online buying – but there will always be cars on the road. How we purchase them, how we service them will be different but as long as we can look after people and their vehicles – and offer a personal service that we are proud of – they will always come back to us."



Joey Donnelly outside Crofton Motors.

Meeting the Challenge of Charging Infrastructure



The recent release of the fifth annual EY Global Mobility Consumer Index report shows that global demand for electric vehicles (EVs) has slowed, and for prospective EV buyers the main concern is a lack of charging infrastructure*. We talk to Darren Kinsella – BDM of New Energy Landscapes, Schneider Electric Ireland – about the current landscape in Ireland for charging infrastructure and the challenges and opportunities that exist.



Q. Can you provide an overall perspective on the level of charging infrastructure in place nationally?

A. I think it's safe to say that the rollout of chargers and the infrastructure needed to support them isn't keeping pace with the rapid growth in electric vehicles. However, the longer we wait to implement strategies that will accelerate the rollout of EV charging infrastructures, the more skeptical drivers will become about the ability to keep EVs on the road. This is because they'll be forced to queue for the limited number of public chargers available. We're facing an energy dilemma as the country tries to balance the need to cut CO2 emissions, as we move away from fossil fuels, with the need to support new energy use cases like EV charging. The irony is that the residual energy stored in EV batteries can be recycled back into the grid to support a more sustainable power network that runs on electricity, helping to accelerate decarbonization and a shift to renewables. A fully functioning nationwide EV charging infrastructure can play a key role in creating a whole new energy landscape built on microgrids – a self-contained electrical network that allows you to generate your own electricity on-site using wind or solar energy. The transition to a smarter and more decentralized grid has enormous benefits for everyone, not just EV owners, but on a practical level it would provide drivers with the confidence they need to switch to EVs.

Q. What areas are currently best served by charge points; and which areas need most development in this regard?

A. The charging infrastructure landscape in Ireland is constantly evolving. As the number of electric vehicles on the road increases, so too does the demand for charging points. As the capital and largest city, Dublin has a relatively robust network of charge points. Major towns and cities within commuting distance of Dublin, such as Cork, Galway, and Limerick, also have a growing number of charging stations. In addition, key routes like our primary motorways like the M1, M4, M7, and N7 have good coverage, making it convenient for long-distance travel. Three key areas need development for Ireland's EV rollout to improve – rural areas, tourist spots, and commercial car parks. In rural areas, insufficient charging infrastructure is holding back EV adoption outside of our main cities. These communities cannot be neglected if we are to move as one towards electric vehicles. We must ensure that our tourist destinations, which experience seasonal population spikes, are able to support an influx of EVs at busy periods. Otherwise, we risk EV drivers being put off from going which is damaging to local economies reliant on tourist spending. There is a real opportunity to dramatically increase and

improve the EV charging infrastructure with a focus on points in car parks and shopping centres. People want convenience when it comes to charging an EV so plugging in a vehicle whilst you are off working, shopping or socializing makes perfect sense. We just need to ensure the infrastructure is there to enable this.

Q. What commitments are in place for infrastructure delivery over the next few years?

A. All the equipment and technology required to support a nationwide rollout already exists in parts of Ireland. It's just a matter of connecting the dots to create a more robust and energy efficient network of sites that can support EV charging. Smart digital monitoring tools also provide energy companies and EV charging operators with the ability to divert energy to support peak and off-peak usage, which is more sustainable, and guarantees access to electricity when people need it the most. For example, an office car park equipped with chargers could use solar power to charge EVs during the day, or wind energy could be used to charge EVs parked at home overnight. Bi-directional charging can also be brought into the equation to leverage the power stored in EV batteries via vehicle-to-grid and vehicle-to-building transfer models. It all adds up to a more reliable and scalable network of chargers drawing on electrical and renewable energy, which will cost less to use and allow drivers to make money by selling power back to the grid. While this is all possible to achieve, we still have to overcome a few hurdles to clear the way for a nationwide rollout. Planning permission is an issue that can lead to severe delays in the rollout of sites, which can hold up projects and block investment. Greater collaboration and coordination between local, regional and national Government would help to streamline the planning process to speed up installations.

Q. What's being done to accelerate the delivery of charge point installations?

A. We are moving in the right direction, but it's clear that more needs to be done. We can start by helping to change the culture of EV ownership by working together to educate the public about the tangible benefits EVs have to offer including lower running costs, sustainability and energy efficiency. The government can also send a clear message by offering subsidies and tax relief to drivers, homeowners and businesses to encourage them to install chargers at home and enroute locations. But ultimately, drivers would be reassured by the rollout of a reliable EV charging infrastructure based on renewable energy that charges and stores battery power, using solar power by day and wind power by night.

“ A fully functioning nationwide EV charging infrastructure can play a key role in creating a whole new energy landscape built on microgrids. ”

This type of infrastructure is based on software, automation and digital tools designed to optimize asset availability. Once it's in place, it will be possible to identify faulty or unavailable devices within a network and even repair them remotely. This eliminates many of the pain points EV drivers come up against, helping to improve the EV charging experience. It will also provide a software platform capable of monitoring energy usage and capacity to forecast when it's best to consume, produce, store and even sell energy generated for and by EVs. In the longer term, it will allow us to create an environment where drivers no longer stop to charge, but charge when they stop.

Q. On charging technology itself, what innovations are happening in this area and do any of these innovations have implications for Ireland's charging infrastructure?

A. While it's possible in the short term to optimize existing capacity by deploying digital tools that monitor power consumption to help with capacity planning, the longer-term solution lies in microgrids based on renewables. This will allow us to tap into solar, wind and even green hydrogen, to provide more sustainable energy supplies that can be introduced gradually. EVs are only as green as the energy that fuels them, which is why clean energy is so vital to the expansion of a sustainable EV charging

infrastructure.

These solutions are versatile and able to support the charging infrastructures for electric buses and HGVs. The same principle can be applied to deploying robust solutions that will ensure efficient and reliable charging hubs for HGVs and at bus depots - leading to more sustainable public transport across Ireland. This is achieved by using efficient power distribution systems that are designed to handle the increased

electrical loads required when charging fleets of vehicles. This process is integral to energy management and grid integration.

The impact would be huge, leading to the creation of new jobs and new businesses dedicated to site development and maintenance. This would result in new supply chains that would bolster the green economy, helping us to deploy equipment and assets much faster to enable more EVs to be on the road. By working together, we can create an ecosystem capable of delivering a charging infrastructure based on smart technology and renewable energy that isn't constantly placing new demands on the grid.

**The report – based on more than 20,000 respondents from 28 countries and published on World EV Day (Sept 9th) – shows that, while globally those looking to buy an EV has risen from 55% to 58% since last year, demand is now beginning to level off, having jumped from 30% to 55% between 2020 and 2023.*

SIMI Training Courses

AUTUMN 2024



Details of SIMI Skillnet subsidised courses planned for the coming months are listed below. All course information is available on www.simi.ie.

Bookings: contact Ami Fox, Network Manager on email: afox@simi.ie

Navigating the New Employment Law Landscape

Tuesday 8th October 2024 - Online Webinar



This informative webinar is for SIMI Employers and will cover the latest developments and regulations surrounding recent Employment Law changes and how it impacts on the effective and efficient operation and management of a Motor Industry Business. It will provide practical guidance on how to navigate your obligations as an employer.

TRAINER: Niamh Cassidy, Hayes Solicitors & Colin Walsh, SIMI

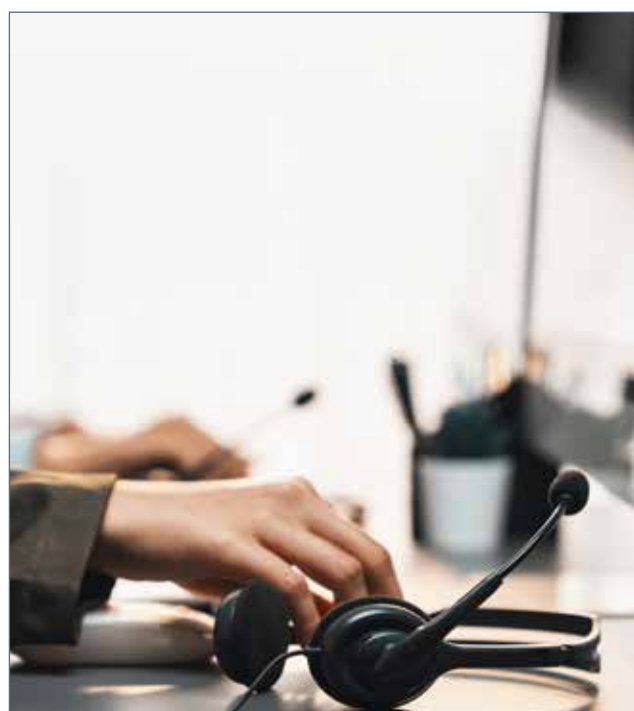
COST: FREE (SIMI Employer Members Only)

TIME: 10:00am-12:00pm

DATE: 8th October 2024

Effective Telephone Sales Techniques

Thursday 24th October 2024 - Online



This online workshop aims 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 when using the telephone to grow sales. The participants will gain a greater awareness of customer's expectations, learning to develop the necessary skills and techniques in using the telephone to confidently increase sales whilst building valuable customer relations.

TRAINER: Karen Sommerville, Call Focus

COST: Members: €86.10 (incl. VAT), Non-Members: €110.70 (incl. VAT)

TIME: Session 1: 09.30am-12.30pm, Session 2: 1.30pm-4.30pm

DATE: 24th October 2024



FOR MORE INFORMATION:

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

Estimating Systems Online Certification (Audatex)

Tuesday 29th October 2024 - Online

The Audatex training team have developed an online version of the Audatex Certification Course, to allow users to continue their required training in an online format. There are minimum requirements that delegates are required to meet to attend the online course, such as having Zoom videoconferencing installed. Full list of requirements and specifications can be found on Audatex website. As this online certification course is subsidised by Skillnet Ireland, all trainees must complete a Trainee Profile Sheet in advance of training and a Reaction to Learning form on completion of training. These forms will be issued by SIMI Skillnet upon registration and completion of the course.

TRAINER: Audatex

COST: Members: €200 plus VAT (€246), Non-Members €220 plus VAT (€270.60)

TIME: 8.45am sharp (join at 8.30am) and will finish at 1:00pm

DATE: 29th October 2024

VSBA1-Advanced Driver Assistance Systems (ADAS) Calibration Accreditation

Tuesday 12th & Wednesday 13th November 2024, Dublin 22



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 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 & practical assessment.

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

COST: Members: €320 Members, Non-Members €370 (bookings will not be confirmed unless payment received)

TIME: 9:00am to 5.30pm each day

DATE: 12th & 13th November 2024

Hybrid & Electric Vehicle Systems – Level 2/3

Monday 25th, Tuesday 26th & Wednesday 27th November 2024, Dublin 22



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, A6 Kingswood Business Park, Baldonnell Rd, Dublin 22.

COST: Member €560, Non-Members: €600 (bookings will not be confirmed unless payment received).

TIME: 9:00am to 5.30pm each day

DATE: 25th, 26th & 27th November 2024

Investing in recruiting, upskilling and staff retention

Michael Neary, Deals Advisory Partner at Grant Thornton, reviews the market overview and outlook in the context of hiring and upskilling staff.



Michael Neary,
Deals Advisory
Partner.

As of mid-2024, Ireland's economic outlook reflects modest growth despite facing persistent challenges. After experiencing a 3.2% contraction in GDP in 2023, primarily due to underperformance in multinational-dominated sectors, the economy is projected to recover with GDP expected to grow by 1.5% in 2024 and 2.5% in 2025. This rebound is supported by a downward trend in inflation, which had been a significant concern in recent years. In the second quarter of 2024, the average inflation rate was 2.5%, with the rate easing further to 1.7% in August 2024, reaching an over 3-year low. This trend is anticipated to continue, with overall inflation decreasing from 5.2% in 2023 to 2.4% in 2024, and further to 2.0% in 2025.

The reduction in inflation, coupled with a strong labour market and recent interest rate cuts from the European Central Bank, is likely to boost consumer spending. New car

registrations for the first half of 2024 were marginally ahead of the same period for 2023 by 1.7% with 78,942 registrations compared to 77,602, however July (the second busiest month per year for new car sales) saw a decrease compared to the same period in 2023 (25,671 registrations vs. 27,336). However, the motor industry itself is undergoing significant transformation due to rapid technological advancements, evolving consumer preferences and new regulations. To navigate this changing landscape, motor dealerships must prioritise recruiting, upskilling and retaining a skilled workforce. Investing in a capable and dedicated workforce is crucial for adapting to industry changes, such as the rise of electric vehicles (EVs), connected car technology and sustainability. By focusing on their people, dealerships can stay competitive and continue to provide excellent customer service in this dynamic environment.

Hiring the Right Talent

Recruiting the right talent is the first step in building a strong workforce that can handle the industry's evolving needs. Dealerships need people who have the right skills to thrive in a market where new expertise is in high demand. While traditional roles like sales and mechanical repairs remain important, there is a growing need for staff who are skilled in digital technologies, software diagnostics and the complexities of EV systems. Dealerships should focus on attracting experienced professionals from within the industry as well as new graduates and tech-savvy individuals who can bring fresh ideas and skills. Collaborating with further education providers by offering internships, targeted recruitment efforts and a strong employer brand can help attract the right talent.

Upskilling Existing Workforce

Upskilling your existing workforce is just as important to ensure they are prepared to handle new technologies and meet changing customer expectations. For example, the shift to electric vehicles requires new skills, such as battery maintenance, energy management, and digital diagnostics. Dealerships should develop comprehensive training programmes that offer continuous learning opportunities, from technical workshops on EV technology to customer service courses tailored to today's digital world. Partnering with automotive training institutions and investing in certification programmes are essential to keep your workforce adaptable and capable of providing top-tier service.

Retaining Skilled Employees

Retention strategies are equally crucial. High turnover rates are costly, disrupt business operations and can harm customer relationships. To address this, dealerships need to create a supportive and engaging work environment. Offering competitive salaries and benefits is a good start, but financial incentives alone are not enough to keep top talent. Dealerships should also provide clear paths for career growth, mentorship opportunities and regular feedback sessions to help employees feel valued and see a future with the company. Building a culture that recognises and rewards achievements, encourages teamwork and prioritises employee well-being can significantly improve retention rates. Flexible work arrangements, such as remote or hybrid work options where possible, can also be a key factor in attracting and retaining employees who value work-life balance. Additionally, providing access to wellness programmes, mental health resources, and fostering a culture of inclusivity and diversity can make the workplace more supportive and appealing. These efforts not only increase employee satisfaction but also enhance the company's reputation, which can help attract new talent.

One such option for retaining skilled employees is by offering growth shares, equity-based incentives that allow employees to benefit from the company's future growth. This approach aligns employees' interests with those of the owners,

motivating them to work harder and stay longer.

Growth shares provide potential financial rewards without upfront costs and can be especially valuable if the dealership grows significantly. Structuring these shares with performance conditions or vesting periods ensures long-term commitment and contributions.

By offering growth shares, dealerships create a strong incentive for employees, fostering loyalty and engagement as they become directly invested in the company's success.

A further form of a long-term based incentive with attractive tax exemptions includes assisting employees with funding for their retirement. Within legislative limits, pension contributions may be paid by an employer without tax implications for the employee whereby a tax-free lump sum and/or retirement income will be available to the employee on retirement.

Developing Strong Leadership

Dealerships should also invest in developing leadership within their teams. Leadership training programmes that teach managers how to mentor and motivate their teams can have a positive impact throughout the organisation. Strong leaders are essential for driving employee engagement, encouraging a culture of continuous improvement and ensuring that employees feel connected to the dealership's mission and values. When employees see that their leaders care about their growth and success, they are more likely to stay loyal and committed.

Engaging Employees in Decision-Making

Involving employees in decision-making processes and fostering a sense of ownership can help create a more motivated workforce. By seeking feedback, encouraging innovation and involving people in strategic discussions, dealerships can build a sense of shared purpose and commitment. When employees feel their opinions matter and see their ideas being implemented, they are more likely to be invested in the dealership's success and growth.

Conclusion

In conclusion, investing in recruiting, upskilling and retaining people is essential for the success of motor dealerships in Ireland, especially given the current market optimism. With the economy expected to recover and growth projected, dealerships can take advantage of increased consumer spending and a positive outlook for the automotive sector. By focusing on attracting skilled talent and continuously developing their workforce, dealerships will be well-positioned to capitalise on emerging opportunities and navigate industry changes.

Moreover, a strong and adaptable workforce will enhance dealerships' ability to provide exceptional customer service and stay competitive in a rapidly evolving market. By prioritising employee development and creating a supportive work environment, dealerships can not only meet the demands of the changing industry but also ensure long-term success and growth in a promising economic landscape.

TOP 10 SELLING CARS 2024

Hyundai Tucson **5,076** 4.5%Škoda Octavia **4,168** 3.7%Kia Sportage **3,655** 3.3%Toyota Rav **3,323** 3.0%Toyota Yaris Cross **3,125** 2.8%Toyota Corolla **2,690** 2.4%Volkswagen Tiguan **2,631** 2.4%Hyundai Kona **2,413** 2.2%Toyota Yaris **2,286** 2.0%Škoda Kodiaq **2,263** 2.0%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/08/24 - 31/08/24	01/01/24 - 31/08/24	Market share 2024 %
Alfa Romeo	1	43	0.04%
Alpine	0	2	0.00%
Audi	375	4958	4.42%
BMW	196	4161	3.71%
BYD	97	1287	1.15%
Citroën	65	1030	0.92%
Cupra	51	1233	1.10%
Dacia	171	3783	3.37%
DAF	3	32	0.03%
DS	6	135	0.12%
Fiat	15	543	0.48%
Ford	262	3933	3.51%
GWM	1	42	0.04%
Honda	52	213	0.19%
Hyundai	688	10705	9.54%
Ineos	0	3	0.00%
Jaguar	8	59	0.05%
Jeep	12	109	0.10%
Kia	1027	8576	7.65%
Land Rover	66	899	0.80%
Lexus	92	887	0.79%
Mazda	50	1248	1.11%
Mercedes-Benz	162	2864	2.55%
MG	64	985	0.88%
Mini	26	449	0.40%
Mitsubishi	0	0	0.00%
Nissan	114	4632	4.13%
Opel	65	2356	2.10%
Peugeot	247	4021	3.58%
Polestar	13	147	0.13%
Porsche	38	331	0.30%
Private Import	10	123	0.11%
Renault	166	3406	3.04%
Seat	142	2749	2.45%
Škoda	992	11446	10.20%
Ssangyong	2	41	0.04%
Subaru	4	19	0.02%
Suzuki	141	1932	1.72%
Tesla	366	2165	1.93%
Toyota	804	16310	14.54%
Volkswagen	887	12639	11.27%
Volvo	86	1675	1.49%

Total August 2024	7567	112171
Total August 2023	8261	113199
Change 2024 - 2023	-694	-1028
% Change 2024 - 2023	-8.40%	-0.91%

TOP SELLING CARS AUGUST 2024

Position	Model	Units sold	Market share %
1	Škoda Kodiaq	355	4.7
2	Kia Sportage	326	4.3
3	Tesla Model 3	307	4.1
4	Volkswagen Tiguan	292	3.9
5	Škoda Octavia	287	3.8

Position	Model	Units sold	Market share %
6	Hyundai Tucson	274	3.6
7	Hyundai Kona	200	2.6
8	Toyota Yaris Cross	199	2.6
9	Toyota Corolla Cross	198	2.6
10	Volkswagen Golf	186	2.5

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
Alfa Romeo	33	359	1.33%
Audi	0	5	0.02%
Citroën	142	2182	8.10%
Dacia	5	79	0.29%
Fiat	30	737	2.74%
Ford	469	5488	20.38%
Fuso	8	129	0.48%
Hyundai	28	333	1.24%
Isuzu	32	214	0.79%
Iveco	7	163	0.61%
Kia	45	151	0.56%
Land Rover	37	380	1.41%
Man	11	200	0.74%
Maxus	25	462	1.72%
Mercedes-Benz	72	961	3.57%
Mitsubishi	0	0	0.00%
Nissan	61	654	2.43%
Opel	75	2212	8.21%
Peugeot	59	2229	8.28%
Renault	286	4531	16.83%
Ssangyong	17	92	0.34%
Subaru	0	0	0.00%
Toyota	40	2256	8.38%
Volkswagen	210	3047	11.31%
Private Import	6	66	0.25%
Total August 2024	1698	26930	
Total August 2023	2051	24644	
Change 2024 - 2023	-353	2286	
% Change 2024 - 2023	-17.21%	9.28%	

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

BUSES/COACHES REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
DAF	4	48	8.81%
Higer	3	11	2.02%
Isuzu	0	0	0.00%
Iveco	0	23	4.22%
MAN	0	4	0.73%
Mercedes-Benz	0	0	0.00%
Scania	0	18	3.30%
Sunsundegui	0	0	0.00%
Tekaydinlar	1	7	1.28%
VDL DAF	0	32	5.87%
Volvo	2	53	9.72%
Wrightbus	0	177	32.48%
Yutong	0	0	0.00%
Private Import	7	172	31.56%
Total August 2024	17	545	
Total August 2023	12	278	
Change 2024 - 2023	5	267	
% Change 2024 - 2023	41.67%	96.04%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
DAF	27	335	13.58%
Dennis Eagle	0	42	1.70%
Fuso	0	33	1.34%
Isuzu	1	115	4.66%
Iveco	0	61	2.47%
MAN	10	136	5.52%
Mercedes-Benz	20	214	8.68%
Renault	24	263	10.67%
Scania	39	676	27.41%
Volvo	50	556	22.55%
Private Import	1	35	1.42%

Total August 2024	127	1826
Total August 2023	129	1549
Change 2024 - 2023	-2	277
% Change 2023 - 2022	-1.55%	17.88%

New vehicles

The latest models on the way to forecourts.



BYD YANGWANG U8

Irish dealers and motoring media were recently the first among their EU peers to be given a preview of this all-terrain hybrid SUV

Engines/batteries: BYD's Blade battery, supported by four electric motors, backed up by 2L, four-cylinder turbocharged petrol engine

Pricing: To be announced



PEUGEOT E 3008

Fully electric 3008 promises range of up to 527kms

Battery: 400V lithium-ion

Pricing: From €43,965



VOLKSWAGEN TRANSPORTER

A panel van with high roof and extended wheelbase, set to arrive in early 2025

Engines/batteries: A choice of TDI, plug-in hybrid or electric drive

Pricing: To be announced



CITROËN BERLINGO

A new design and more technology on-board

Engines: Manual diesel 100hp and a 130hp diesel with manual or automatic options

Pricing: Starts at €27,770



OPEL MOKKA HYBRID

Promises fuel savings of up to 20% compared to non-electrified model

Engines/batteries: Three-cylinder 1.2L petrol engine and 48V lithium-ion battery

Pricing: From €34,995

AFTERMARKET

► OILS AND LUBRICANTS

Motul's new NGEN range of sustainable lubricants

Motul, a pioneer in high-performance lubricants, has been at the forefront of automotive innovation for over 165 years. From motorsports to everyday driving, Motul's products are designed to meet the rigorous demands of engines, ensuring optimal performance, durability, and protection. With a legacy built on excellence and a passion for pushing boundaries, Motul lubricants are a trusted choice for professionals and enthusiasts alike who demand the best for their vehicles. Once the preserve only of the highest performing engines on track, synthetic oils have become part of our everyday motoring mix and for Motul, it is the 8100 range that tops its everyday motor oil ranges.

The 8100 range has been devised so that dealers, factors and workshops are able to cover a wide spectrum of cars with a minimum number of references. Motul's 8100 range encompasses most modern engines, whether petrol or diesel fuelled, normally aspirated or turbo/supercharged - and with full OEM approval.

What gives the 8100 range a unique edge is that it been chosen as the mandated engine oil of a top-line British motor racing championship - the ROKiT F4 British Championship certified by FIA since 2022. This endorsement from a top-tier racing series, the company states, highlights the exceptional quality and reliability of the 8100 range, proving that it can perform under the most demanding conditions.

Alpha Lubricants distributes the Motul 8100 portfolio of lubricants, as part of the full range of Motul's Car, Commercial Heavy Duty, Agri and Motorcycle products nationwide.

Included in this now, is Motul's NGEN range of sustainable lubricants. The recently launched range takes performance with sustainability to an entirely new level. All Motul NGEN products use either high-quality regenerated raw materials in their formulation, i.e. oils that have already been used and recycled in a complex process, or oils from renewable biological sources. This not only reduces production-related CO2 emissions, but also saves fossil raw materials and enables more sustainable production. The packaging also uses recycled materials and is 100% recyclable,



MOTUL NGEN HYBRID contains up to 25% oil from renewable raw materials and supports better fuel efficiency as well as improved response and starting behaviour. MOTUL NGEN HYBRID meets the latest API SP and ILSAG GF-6 standards as well as JASO GLV-1. In the motorbike sector, with MOTUL's NGEN 5 the focus is on optimised starting and shifting behaviour, as well as best fuel efficiency. The high-performance oil offers improved response for powerful engines as well as high temperature resistance and strong clutch grip. NGEN 7 is identical to MOTUL 7100 in terms of additive and ester formulation, but it uses up to 50% regenerated motor oil. Both products are suitable for the entire powersports range and meet the current API standards. They are also JASO MA2 certified.

Motul's 2024 Additive Kits

Motul has been in the additive sector for several years and has now refined its product offer to provide targeted solutions for numerous automotive requirements. New for 2024 are Motul Additive kits. These offer an additional sales opportunity: there is an Emission Reduction Kit to help ensure vehicles are in as good a shape as possible for the various requirements of the NCT/MOT test, and an Engine Clean kit. Both kits come in Petrol and Diesel versions.

The Motul additive range splits broadly into the following areas:

- Fuel System Cleaning
- Oil System Cleaning Solutions
- Transmission & Cooling System Solutions

These kits reflect Motul's ongoing commitment to providing innovative and effective solutions that meet the evolving needs of the automotive industry.

Technical Back-up

Motul has dedicated technical back-up and the full range of Motul Lubricants, Additives and related products is available in Ireland through Alpha Lubricants. For more information contact sales@alphalubricants.ie or phone +353 (0)21 488 9814

High-performance Engine Oils



8100 & NGEN TOP PERFORMERS

Pedigree, Performance and now market-leading Sustainability

Motul's 8100 range combines many different recent type approvals for engines, from a host of different OEMs, into this single but wide-reaching range.

Motul NGEN – Next generation lubricants, which includes the first sustainable oil for Hybrids providing higher fuel economy performance, better engine response and start-up performance, extended engine protection and better engine cleanliness.

Motul's Additive Bundles have been especially formulated to provide professional-grade solutions for optimising engine performance, reducing emissions and ensuring the longevity of vehicles across the gasoline and diesel spectrum.



Find the right
Motul product
for your vehicle



The full range of Motul products is available in Ireland through **ALPHA LUBRICANTS**
sales@alphalubricants.ie or phone +353 (0)21 488 9814 – www.alphalubricants.ie

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MOTUL

Wolf Lubricants Range Performing Well

The Wolf Lubricants range has proved very popular with Irish motor factors and workshops since its launch in 2022, according to the Serfac sales team. The distributor stocks an extensive line-up of oils, lubricants and coolants from the innovative Belgian brand and is consistently adding important, in-demand new Wolf references. The range is available in a variety of pack sizes to suit all applications. Established in 1955, Wolf Lubricants specialises in technologically advanced custom lubricants. With over 60 years of experience and expertise, Wolf has established a unique collaboration with additive suppliers which gives the brand direct access to the latest technologies and formulas. The company's preferential status, combined with its extensive knowledge of the production and distribution chain and exceptional speed to market has made Wolf a leading specialist in the lubricants industry over recent years. With a portfolio of over 450 products, covering all segments and applications, Wolf brings products to market which have been developed in their own research & development center and tested in the most high-performance conditions, both on the track and off. This allows the brand to guarantee solutions of the highest quality, during each individual manufacturing step and as final products. As a blending specialist, Wolf produces lubricants of the highest possible quality with the support of a dedicated R&D team, an onsite laboratory and stringent quality control throughout the production process. Fully accredited, the company holds more than 300 OEM approvals and every necessary ISO certification. Based in Antwerp, Wolf has a truly international presence and exports to over 120 countries worldwide.

Commenting, Gillian Fanning of Serfac says: "New and cleaner engine technologies are being developed at a rapid rate and Wolf is at the forefront of innovation in terms of blending the essential fluids to run these sophisticated engines. We've designed our Wolf pricing model to ensure that our customers are receiving an extremely competitive proposition and we're confident that they will find the brand a valuable and profitable addition to their product range. For more information regarding Wolf Oils & Lubricants, please call the Serfac sales team on: 01 459 8700 or via email on sales@serfac.ie



SERFAC LIMITED

Hilary House, 5 Belgard Business Park,
Tallaght, Dublin, D24 V672
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SCAN FOR
MORE INFO

Outstanding scores in Moyvalley Golf Resort for IMCTGA members

Moyvalley Golf Resort was the venue for a successful competitive day of golf on Friday, September 13th for the Irish Motor and Cycle Trades Golfing Association (IMCTGA).

The event was supported by a very strong turnout of members and, consequently, competition for the various prizes was intense. The outing was, once again, very generously sponsored and supported by First Citizen Finance represented on the day by Sales Director Gerry Hargadon and his colleague George Ormsby. The major competition was for The Palmer Tyre Cup an 18-hole singles stableford, shotgun start competition. The overall winner was Philip Sheerin with a score of 48 points, playing off a handicap of 19. An outstanding performance with a fantastic score on the day. The runner up was Pat Gavin also with

an excellent score of 45 points, playing off a handicap of 15. The winner of the Goff Memorial Cup back 9 competition was James O'Loughlin, with a score of 22 points playing off a handicap of 13. Tom Cunningham from Ardee was the winner in the Seniors Competition. IMCTGA President, John O'Hanlon, addressed the members during the formal dinner and prize giving. He thanked all members for participating and acknowledged the very generous sponsorship from First Citizen Finance. Gerry Hargadon was pleased to confirm that First Citizen Finance would continue next year with their sponsorship and are delighted to be

associated with the event. This return visit to Moyvalley proved to be a major success and was thoroughly enjoyed by all who participated. While IMCTGA is primarily a golfing association, it provides a social element for the wide scope of its membership. Newcomers will be most welcome provided they are recognised with a GUI Handicap and are working in the Motor or Cycle Industry or are affiliated to the Motor industry.

Those interested in becoming a member of IMCTGA should contact Con Dalton, Secretary condalton@gmail.com



Enjoying the Moyvalley event are from left to right: Neil Murphy; John Smithers; Kieran Graham and James Bolger.



Left to right: Fergus Murphy; Karl Walsh, Captain, Moyvalley Golf Club; Paul Dalton and John O'Hanlon, President, Irish Motor & Cycle Trades Golfing Association.



Left to right: Michael Buggy, Kilkenny; Gerry Hargadon, First Citizen Finance; Gerry Guinan, Fairview Motors Dublin and George Ormsby, First, Citizen Finance on the 1st Tee Box.



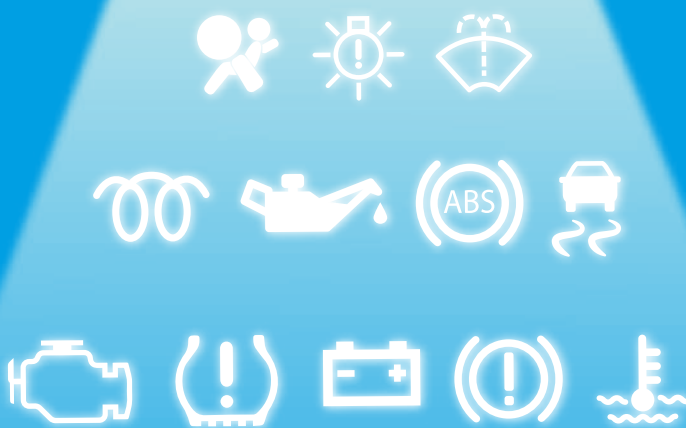
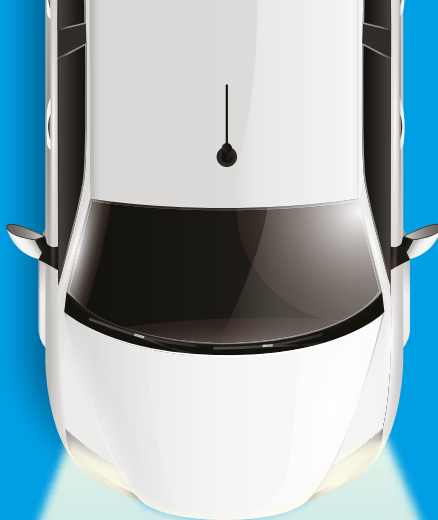
Left to right: IMCTGA President John O'Hanlon presenting Pat Gavin with his prize for 2nd place in the Palmer Tyre Cup.



Left to right: IMCTGA President John O'Hanlon presenting The Goff Cup to James O'Loughlin winner of the Back 9 competition.



Left to right: John O'Hanlon, President IMCTGA, presenting the Palmer Tyre Cup to Philip Sheerin overall competition winner on the day.



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