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2021 ISSUE 1

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BACK TO BUSINESS; CHALLENGES AHEAD



May 17th has finally seen car showrooms fully re-open their doors to customers. It has been a difficult time since the turn of the year, but we can now start to look forward to what, hopefully, will be a busy and profitable year. With both the massive increase in personal savings over the last year and the pent-up demand, the outlook is one of cautious optimism for the sale of cars and commercial vehicles, both new and used.

Despite the lockdown, members still managed to provide a vital service to customers over the last four months, with workshops being fully open and sales moving online, and to a click and deliver basis. This ability to remain operational provided a vital lifeline to many retailers. The investment in online platforms will also benefit members in the months and years ahead, as customers are now much more confident in making purchasing decisions via virtual showrooms.

While as an Industry we have managed to remain partially open due to the ability to operate in a largely COVID-safe environment, the business environment is still very challenging and is likely to remain so in the short term. We do expect a significant bounce as society and the economy re-opens, but while COVID-19 has consumed much of our focus over the last year, we still have yet to see the full impact of Brexit on our sector and, over the next decade, the issue of climate change will prove hugely disruptive for the both the international and the Irish Motor Industry.

The Climate Action Plan, issued in 2019, set ambitious targets for reducing emissions from the national fleet by 2030. In the interim, we now have the Green Party in Government, who are looking for reductions in emissions that go beyond what was envisaged in the Climate Action Plan. This is an immense challenge, not just for the Motor Industry, but also for Government who need to provide a business environment that will support fleet renewal with EVs and lower emitting new vehicles. For the Industry, as the suppliers of EVs, this does have the potential to generate considerable business opportunities, however a multi-pronged approach is required to meet the emissions targets and to significantly accelerate both the new and used electric vehicle market. While the Industry is responsible for supplying the vehicles, Government must play their part in terms of the incentives and charging infrastructure.

The SIMI Management Board has established a Climate Action Group (a sub-committee of the Management Board). This group has developed a Terms of Reference and are planning for the changes that will happen. Part of the work of this group involves consulting the expertise of external partners in Global Transport Management, Behavioural Analysis and Data Modelling. We are preparing our submissions to the Climate Action Consultation, the upcoming Tax Strategy Group Paper and this year's Budget.

It is essential that the Industry is focused on the changes that will allow our customers and our businesses to move in a timely manner to alternative fuel options. The past year has been filled with uncertainty from the effects of COVID and Brexit. To help achieve change, we will require a focus from Government to create the business and consumer environment to enable car buyers make the behavioural change and invest in new and newer vehicles. As the economy starts to slowly re-open, we can only hope that some sense of certainty can return to both our business and our daily lives.

Brian Cooke
Director General, SIMI

APRIL REGISTRATIONS POSITIVE AS RETAILERS PREP FOR SHOWROOM RE-OPEN

In all, 7,166 new cars were registered for the month of April compared to 343 in April 2020 and 8,904 in April 2019. In the year to the end of April, 55,207 new cars were registered compared to 50,138 for the same period in 2020 (+10.11) and 73,030 in 2019 (-24.41%).

To present a more accurate picture of the new vehicle registrations, it is important to compare registration totals with the same period in 2019 (pre-COVID) when businesses were fully operational. Light Commercial Vehicles (LCV) have seen 2,385 registrations in April, an increase on the same month last year (231) and on the same month in 2019 (1,798). For the year to the end of April,

13,722 new LCVs were registered, an increase on last year's 9,500 (+44.4%) and on 12,853 in 2019 (+6.67%).

Heavy Goods Vehicles (HGV) saw 325 registrations in April this year compared to 96 in April 2020 and 305 in April 2019. HGV registrations total 1,223 for this year to the end of April compared with 1,004 in 2020 (+21.81%) and 1,189 in 2019 (+2.86%) for the same period.

In April 2021, 5,676 used cars were imported, compared to 200 imports in April 2020, and 8,887 imports in April 2019. Used imports to the end of April (24,095) are up 36.4% on 2020 (17,666) and down 32.54% on 2019 (35,719).

Brian Cooke, SIMI Director General

commented: "While new cars sales to the end of April have now overtaken sales for the same period last year, they are still over 24% behind pre-COVID 2019. The investment in online-selling platforms over the last year and the ability to offer a click and deliver service to car buyers has been a lifeline to the Industry during this difficult time.

"The phased re-opening of showrooms announced by Government last week has been welcomed by the Industry, and retailers are cautiously optimistic about car sales, both new and used, in the weeks and months ahead. It is hoped that pent-up demand, allied with the increase in personal savings, will see customers returning to showrooms. It should be underlined that car retailing operates in large open spaces and, with low footfall and the ability to social distance well beyond the recommended two metres, showrooms are a safe environment for customers."



EUROPEAN NEW CAR REGISTRATIONS INCREASE BUT FAR FROM PRE-PANDEMIC LEVELS

Last month, new car registrations increased by 63% in Europe compared with March 2020, when the COVID-19 pandemic hit. According to data for 26 markets across the region, volume rose from 842,094 to 1,374,313 units, bringing the Q1 volume to 3,045,703 – an increase of 1%. Despite this increase, Q1 2021 recorded the lowest total volume of new car registrations for a first quarter since 1986, when excluding 2020. Despite signs of recovery, the industry is

still facing several challenges, including the economic fallout of the pandemic, ongoing lockdown restrictions and lack of consumer confidence, according to Jato Dynamics, the automotive business intelligence supplier. Registrations fell by 22% in March 2021 when compared with March 2019 – marking the lowest total volume of new cars registered since March 2013, when volume totalled just 1,337,588 units as a result of the global financial crisis.

Felipe Munoz, global analyst at JATO Dynamics commented: "The European car market is still a way off from reaching pre-pandemic volumes, and governments must take further action to help boost sales and restore consumer confidence."

EVs and SUVs continued to be the main drivers of growth for the market. EVs posted a record market share of 16% in March 2021, compared to 9.7% in March 2020, and just 3.4% in March 2019.

Top 10 best-selling cars in Europe – 26 during March 2021.

	Overall	vs Mar-20	vs Mar-19	PHEV*	vs Mar-20	BEV*	vs Mar-20			
1	Volkswagen Golf	26,265	+12%	-43%	Volvo XC40	5,364	+402%	Tesla Model 3	23,616	+55%
2	Peugeot 208	25,429	+169%	-3%	Peugeot 3008	4,673	+135%	Hyundai Kona	5,650	+228%
3	Opel/Vauxhall Corsa	24,540	+106%	-20%	Renault Captur	4,355	+369%	Renault Zoe	5,373	+24%
4	Tesla Model 3	23,755	+55%	+52%	BMW X1	4,206	+585%	Volkswagen ID.3	4,874	New
5	Toyota Yaris	23,033	+91%	-9%	BMW 3-Series	4,002	+454%	Volkswagen ID.4	4,766	New
6	Volkswagen T-Roc	21,722	+96%	-7%	Volvo XC60	3,974	+427%	Nissan Leaf	4,503	+59%
7	Citroen C3	21,426	+223%	-14%	Volkswagen Golf	3,803	+256%	Volkswagen Up	4,159	+187%
8	Renault Clio	21,219	+59%	-47%	Ford Kuga	3,757	New	Kia Niro	4,037	+171%
9	Peugeot 2008	20,960	+271%	+12%	Volvo V60	3,754	New	Peugeot 208	4,024	+189%
10	Fiat 500	20,832	+159%	-14%	Volkswagen Passat	3,273	+180%	Fiat 500	3,415	New

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CIERAN MCCONNON CAR SALES GAINS ALL-STAR ACCREDITATION

Cieran McConnon Car Sales received an All-Star accreditation from the All-Ireland Business Foundation recently. The Monaghan-based business was accredited the coveted All-Ireland Business All-Star Digital Prestige Car Dealership 2020-2021 accreditation.

Cieran McConnon Car Sales is an award-winning family run dealership and service centre with a difference. Jason McConnon, Marketing Director and Senior Sales Executive for Cieran McConnon Car Sales says: "What we offer to the market is the finest vehicles nationwide coupled with unrivalled presentation and customer service with every vehicle guaranteed. Having over 28 years of experience in the motor trade, our motto is great prices, great vehicles and great service.

"We are thrilled to be honoured with this accreditation as it is a great vote of confidence in our family business. To become a member of such an elite group of best-in-class businesses is a truly humbling experience. We strive to push the boundaries in our sector, and to be recognised as Ireland's best is something else".

He adds: "As one of Ireland's leading prestige motor dealers, this accreditation benefits our company massively as a showcase tool of the standard that our family run dealership offers. We trust our clients and so this accreditation will further concrete another layer of trust and create a bond that is then limitless. I also believe this All-Ireland accreditation is a turning point for Cieran McConnon Car Sales to further enhance our brand throughout Ireland and further afield". The accreditation is an independently-verified standard mark for indigenous businesses and is overseen by the All-Ireland Business Foundation, whose adjudication panel is chaired by Dr Briga Hynes of the Kemmy Business School at the University of Limerick and Kieran Ring, CEO of the Global Institute of Logistics.



Jason McConnon with his Dealership's accreditation.

RAPID AND HYUNDAI'S PREMIUM DIGITAL OFFER



Hyundai delivers an enhanced online customer response experience, including personalised videos, using RAPID RTC's Lead Manager.

RAPID RTC has partnered with Hyundai Ireland to offer RAPID RTC Lead Manager across its national network, ensuring all dealers can engage their online customers with premium and personalised responses as car buyers increasingly connect with dealerships using digital channels. With overall digital enquiry levels in 2020 being 22% higher than the year prior (according to RAPID RTC Dealer Insights), Lead Manager is intended to facilitate Hyundai dealers to exceed growing expectations and deliver a timely, relevant response experience – including personalised videos – for all customers.

In December 2020, RAPID RTC was proud to become an official member of SIMI, the Society of the Irish Motor Industry, in order to further support dealers throughout Ireland as the global leader in digital communications for the automotive industry.

Matt Maley, Market Director, Ireland for RAPID RTC commented: "As a SIMI member, we're thrilled to support our partners at Hyundai Ireland with an industry-leading digital tool like Lead Manager."

MERCEDES MAKES WAVES



Mercedes-Benz has renewed its ongoing support for 22-year-old Irish sailing star, Aoife Hopkins, who will continue to drive a Vito Mixto to transport her team and equipment. Fergus Conheady, Commercial Vehicles Sales Manager, Mercedes-Benz Ireland, is pictured above with Aoife Hopkins.

ELVES ANNOUNCES F-GAS TRAINING PROJECT

ELVES, the compliance scheme for End-of-Life Vehicles (ELVs), has launched its pilot programme of mobile air conditioning (MAC) Training for authorised treatment facilities (ATFs) in its network.

The removal of air conditioning gases from scrap cars is part of the de-pollution process when a vehicle arrives at an ATF. In addition to being required under the ELV Regulations, the gases to be removed include F-Gases (fluorinated greenhouse gases), and so are also governed by the F-Gas regulations, which stipulate that recognised training is required for those that undertake this step in the de-pollution process.

To support ATFs in its network in meeting their air conditioning compliance obligations, ELVES is offering free “Level 5 – F-Gas Handling in Mobile Air Conditioning Systems 5N0106” training to ATFs in its network. The training will be provided through Limerick and Clare Education Training Board, with the first classes expected to commence in late May.



The training offered by ELVES under the pilot programme is Quality and Qualifications Ireland (QQI) accredited. This is important, ELVES states, as much past training provision in the area was provided by UK accredited training providers. Since Brexit, UK accredited training is no longer recognised under the European F-Gas regulations.

Contact ELVES on info@elves.ie for an information sheet and an application form for the training.

KIA LAUNCHES VOICE ASSIST APP

Kia has launched “Kia Service” Google Voice Assistant, an app designed to make service requests a quick and hassle-free experience. Available through Google Voice Assistant and Facebook Messenger, it is a new way for customers to make contact with Kia and their local Kia dealer’s service department.

Ronan Flood, MD of Kia Motors Ireland, says: “By using the ‘Kia Service’ Google Voice Assistant, our customers can now request service information at any time.”

Customers can also use the app to request directions to their nearest dealer based on the user’s real-time location.

NEW ERA BEGINS AT MORRISSEY MOTORS

Eoghan Farrell and Darragh Phelan were recently announced as the new Dealer Principals of Morrissey Motors, the main Peugeot dealer in Kilkenny, by Gowan Distributors Limited, Peugeot Importers in Ireland.

Established over 20 years ago as a Main Peugeot Dealer, by Kevin and Fidelma Morrissey, Morrissey Motors is situated on the Waterford Road in the Smithlands Retail Park, Kilkenny. Eoghan Farrell and Darragh Phelan started in business together back in 1998 in Gowran, Co. Kilkenny. In 2003, they joined forces with Kevin and Fidelma Morrissey at Morrissey Motors, where for over 17 years they ran an award-winning Peugeot aftersales department. In July this year, Eoghan and Darragh took over the business, and are now responsible for running all aspects of the dealership.

Eoghan Farrell, Dealer Principal at Morrissey Motors said: "Our business motto from the very start has been to provide our customers with a complete package when they purchase a car from us, whether it's new or used. We are always contactable for any queries our customers might have. Our team pride themselves as experts in the automotive industry, and have a long-established tradition of total dedication to customer service."

Darragh Phelan, Dealer Principal at Morrissey Motors said: "We are very excited to take on this new business challenge. Peugeot's fantastic passenger car line-up, including the new Peugeot 208, which was crowned 2020 European Car of the Year, new Peugeot 2008 SUV and family favourite, the 3008 SUV, as well as the seven-seater 5008 SUV, together with the excellent van range, will undoubtedly draw a lot of interest in Kilkenny. We look forward to welcoming our customers, old



Pictured (l-r): Colin Sheridan, Sales & Marketing Director at Gowan Distributors Limited, Peugeot Importers in Ireland; Eoghan Farrell, Dealer Principal of Morrissey Motors; Darragh Phelan, Dealer Principal of Morrissey Motors; Brian Cody, Manager of the Kilkenny Senior Hurling Team; and Des Cannon, Managing Director at Gowan Distributors Limited, Peugeot Importers in Ireland.

and new, to our refurbished showroom on the Waterford Road." At the announcement of Eoghan and Darragh as the new Dealer Principals, Des Cannon, Managing Director at Gowan Distributors Limited, Peugeot Importers in Ireland, said: "I would like to congratulate Eoghan and Darragh on this new business venture with brand Peugeot. Eoghan, Darragh and their team at Morrissey Motors collectively have decades of experience in the Motor Industry. Their passion and enthusiasm for the motor business is truly infectious. I have every confidence we will work very well together to further grow Peugeot market share in Kilkenny and I wish them both every success in the years ahead."

FORD LEASE OFFERS ONE-STOP SHOP FOR FLEETS



Lynn McHugh, Fleet Manager at Spirit Ford, with Paul Kane from Mastertech.

Ford Lease is offering Irish businesses a competitive and integrated one-stop shop for leasing and full fleet management, which it says can save time and money.

Ford Lease is an integrated leasing and full fleet management offering recently launched into the Irish market. Ford Lease is provided as a partnership between Ford Credit, Ford's finance

arm, and ALD Automotive (formerly Merrion Fleet).

Mastertech, one of Ireland's leading building services and engineering solutions providers, recently concluded a Ford Lease agreement for the supply of a range of vehicles through Spirit Ford in Sandyford, Dublin. Mastertech runs a fleet of some 30 vehicles and the range supplied through the Ford Lease agreement includes Transit Custom, Ranger, Kuga Commercial and Focus passenger vehicle models.

Paul Kane of Mastertech said: "We worked with the Spirit Ford team to craft an agreement that takes much of the work out of running our extensive commercial vehicle fleet. Our optional service and maintenance plan means we do not have the headache of worrying about servicing and maintenance and we are covered for problems such as tyres and general servicing (overall requirements of the CVRT). That frees up team members' time so that they can focus on meeting the needs of customers."

Lynn McHugh, Fleet Manager at Spirit Ford said: "The Ford Lease offering is fully scalable whether the customer wants one, two or even 20 vehicles under the deal. The accountants love it because it comes with a set monthly cost over a set period of time."

RISE IN DRUG DRIVING IN QUARTER 1



An Garda Síochána saw 3,988 incidents of drug-driving in 2020.

An Garda Síochána figures for the full year 2020 saw 3,988 incidents of drug-driving. The figure for 2021 up to March 31, 2021 is 997 incidents. This compares to 899 in the same period last year, representing an 11% increase in drug driving incidents for the period.

Recent figures from the Medical Bureau of Road Safety (MBRS) show a 37% rise in the number of blood and urine specimens for drugs testing in 2020 compared to 2019. Of the 4,435 specimens tested for drugs, almost three-quarters (72%) were found to be positive for at least one drug.

CUPRA APPOINTS FOUR NEW RETAILERS



Niall Phillips, Brand Director for Cupra.

Cupra Ireland has announced the launch of new retailers in Cork, Dublin, Galway and Waterford, taking its number of retailers across Ireland to eight. Niall Phillips, Brand Director for Cupra and Seat Ireland said: "We plan to increase our retail network further by 2022." The existing Cupra retailers – Bright Airside, North Dublin; James Barry Motors, Limerick; Johnson and Perrott, Mahon Point, Cork; and McCoy Motors, Lucan, West Dublin – have been joined by new retailers: Finbarr Galvin Ltd, Cork; George Corbett Motors, Waterford; Spirit Motors, South Dublin; and Monaghan & Sons, Galway.



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Model Shown ZOE GT Line Z.E.50 R135 RRP €32,250 (model shown includes optional equipment available at extra cost). Finance example: ZOE Play R110 Z.E.50. RRP €27,550. Deposit €9,358. Term 48 monthly payments of €379. APR 0%. Offer is made under a hire purchase agreement. Payment deferral available on request. First payment will be taken 90 days after activation of finance agreement. Subject to lending criteria. Terms and conditions apply. See Renault.ie [Warning: You will not own these goods until the final payment is made]. Renault Bank is a trading name of BIC Banque Branch Ireland and is authorised and regulated by the French banking authority and supervised by the Central Bank for conduct of business purposes. RRP's incorporate maximum available SEAI grant of €5,000 for private customers.

EVs drive move to lower emissions

EVs can be an important catalyst in accelerating Ireland's national car fleet to a low-emission future, with electric vehicles (EVs), plug-in hybrids (PHEVs) and hybrids recording a combined market share of over 22.61% as of the end of April.

As the Motor Industry looks to achieve major reductions in emissions from new cars over the next decade, it is critical that Ireland's car fleet is renewed through a combination of new lower-emission options for the car buyer. The choice is wider than ever before, including new petrol, diesel, hybrid and hydrogen vehicles, with electric vehicles a focal point of the manufacturers' response and a catalyst for the rapid evolution to a low-carbon future.

The motorist is responding positively to Industry innovation as shown by the rapid increase in market share from an initially low base. Diesel now accounts for 36.86%, petrol 32.06%, hybrid 16.66%, electric 6.18% and plug-in electric hybrid 5.95%.

€46 billion investment

In Ireland, the Volkswagen Group accounted for 37% of all battery electric vehicle (BEV) registrations in the period from January to April 2021. According to Carla Wentzel, Managing Director, Volkswagen Group Ireland Ltd, the Volkswagen Group aims to be the global market leader for electric mobility by 2025 at the latest. To this end, the company is planning to invest around €46 billion in electric mobility and the hybridisation of its fleet in the next five years. Carla



"By 2030, the share of all-electric vehicles in Europe is set to rise to up to 60 percent" – Carla Wentzel, Managing Director, Volkswagen Group Ireland Ltd.

Increased EV demand in 2020 contributed to 12% fall in European emissions

Recent European data suggests the potential impact that EVs can have on emissions. Amid many difficulties posed by the COVID-19 pandemic, demand for electric vehicles increased and carbon emissions fell further than before. According to data collected by JATO Dynamics in 21 countries across Europe, the volume weighted average carbon emissions (NEDC) of vehicles registered in 2020 was 106.7 g/km – 12% lower than the average recorded in 2019.

This drop in emissions can be attributed to tougher regulations such as the enforcement of WLTP fuel economy rules and a shift in consumer attitudes in favour of electric vehicles. Felipe Munoz, JATO's global analyst, commented: "Although the industry still needs to do more to meet the European Commission's targets, manufacturers have demonstrated significant progress with their range and sales in 2020." Registrations of pure electric and plug-in hybrid vehicles totalled 1.21 million units last year – 10.6% of the total market. This is an increase from 2019, when volume totalled 466,000 units, accounting for just 3.1% of total registrations.

Wentzel comments: "By 2030, the share of all-electric vehicles in Europe is set to rise to up to 60 percent. In the Modular Electric Drive Toolkit (MEB), Volkswagen already has one of the most powerful all-electric platforms in the industry. This platform is now being scaled up worldwide with production in Europe, China and the USA. By 2022, 27 MEB-based models will be offered throughout the group."

In Carla's view, the success of Battery Electric Vehicle take up is very much reliant on government subsidies due to the high costs related to the production of BEVs. "Certainty of what state subsidies will be available over the next four-year period will drive confidence to the market and consumers, particularly around the level of VRT relief, SEAI Grant levels

for private customers and also whether the 0% BIK rate for BEVs will be extended. A further measure to encourage EV purchases would be to allow businesses to reclaim the VAT paid on the purchase price of battery electric passenger cars, similar to what is possible for a commercial vehicle.”

Zero-emissions capability

Ford has announced that by mid-2026, 100% of its passenger vehicle range in Europe will be zero-emissions capable,



Ford Ireland Market Lead, says that Ford's entire commercial vehicle range will be capable of zero emissions driving by 2024.

all-electric or plug-in hybrid; moving to all-electric by 2030. Ford says its entire commercial vehicle range will be capable of zero emissions driving by 2024, a combination of full EV and PHEV.

Coupled with this strategy, Ford is working with partners in the development of enhanced battery technologies as evidenced by its announcement in early May of an investment in the solid state battery start up, Solid Power, in the US. As part of that deal, according to John Manning, Ford Ireland Market Lead, Ford and BMW are investing some €130 million in the development of next generation battery technologies.

The availability of a widespread, fast and reliable charging network is still some years off in Ireland, John believes. He says: “That should be priority number one for our legislators as it is a key way to counter widespread range anxiety that is keeping many motorists from making the leap to electric motoring. In addition to providing a reliable public charging network, the installation of private home chargers is also key in accelerating public take up of electric vehicles. And although, there is an SEAI grant available for installing a charger at home, we would welcome a broader range of supports and incentives. It is a retrograde step for the Government to reduce the level of subsidy from €5,000 to €2,500 for the purchase of a hybrid or full electric vehicle which will take effect on July 1 this year.”

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Adapt, improvise, overcome: Dealers take 'Bear Grylls approach'



The Hutton and Meade showroom where Santa Fe and Tucson plug-in EVs are currently showcased in advance of the impending change to SEAI grants for PHEVs on June 30.

Throughout 2021, Dealerships have been demonstrating flexibility and innovation in continuing to serve their customers while adhering to all COVID-19 safety measures. Three Dealerships from around the country share their thoughts on doing business this year and their optimism around the re-opening.

Donal Waters, Director of Blackstone Motors in Louth comments: "We've been faced with many hurdles to jump through. We were careful to be very cautious with customers to ensure their perceptions of the distinction between 'click and deliver' and 'click and collect' were clear. With the technology that we have, CitNOW, and with most banks doing e-sign, the finance part of it and the actual delivery wasn't an issue.

Changing sales process

"The sales process just took that little bit longer. Where a 'normal' sale would potentially take two or three days, from initial visit to follow-up, it would probably take a week or so to have everything finalised – including showing the car, getting the video



With the re-opening, Donal Waters, Director, Blackstone Motor Group is looking forward to showing customers the new Nissan Qashqai, the new Opel Mokka and the Renault Ariana coming out in August.

made, delivering the vehicle and signing of the finances. So the time frame was extended a little compared to the traditional process."

He adds: "We had to make adjustments to the way we did our business, with different IT systems and training for our salespeople in the new form of selling. It was the 'Bear Grylls approach': adapt, improvise and overcome. We had to change our outlook and change with the times."

According to Donal, key areas of adaptation included offering extended test drives, and systematising the efficient delivery of the car, fully-sanitised and in compliance with all the required safety measures. Throughout the lockdown, social media activity and online communication

with customers has been very important, according to Donal. "It's about the basics, CRM, texts, emails and maximising our database. For instance, having a large database of existing customers, we could look at when PCP was due to be renewed and PCP customers made a strong contribution to our sales performance."

He believes that, broadly, Government support has been very fair: "Especially with the TWSS. One area where there is scope for some initiatives is in relation to electric vehicles."

Donal is optimistic about the re-opening and excited about the range of models Blackstone has to offer: "There's the new Renault Ariana coming out in August, the new Nissan Qashqai and the new Opel Mokka. It's about offering choice and widening the perspective of our customers."

As regards promotions and special offers to mark the re-opening, Donal says: "There's always a deal to be done!"

Inherent risks

Nigel Brennan, General Manager, Hutton and Meade says that business has been difficult over the last four months. He says: "There are inherent risks in transacting differently, not seeing trade-ins until handover and generally being out of a comfort zone of the transaction controls that exist operating from the showroom. That said, the full team put their shoulders to the wheel and we embarked on the new way of selling. Business levels are certainly not at 2019 levels but are at a reasonable enough level to make it worthwhile – any upturn in business levels that happen once we open fully from May 17 will help massively."

The reopening of the showroom on Monday May 17, was a date that Hutton and Meade had prepared for, and waited anxiously for, over the last number of months. "We have such a good story to tell with our model range. Hyundai has introduced seven new models over the last number of months with some already here and more to come over the remaining part of 2021. The shift to EV is in full swing. "We have taken delivery of our first

batch of Santa Fe and Tucson plug-in EVs and with the impending change of the SEAI grants for PHEVs happening on June 30, there is a tangible reason to encourage the customer to deal. The Tucson is already Ireland's best-selling car for the year to date so the addition of the PHEV variant should move that to the next level."

Nigel says Government needs to give due consideration to the seasonality of the various sectors as it moves towards phasing out pandemic supports: "Motor Retail, along with hospitality, may see business levels returning to similar levels to 2019 at the outset but the burning question is, how long this will last? If it only lasts for the two to three months for 212 registrations, you may find many companies in these sectors reach a very tense time come autumn/winter 2021."

Initially challenging

Martin Curtin, Head of Business, Kearys Renault, Cork, comments: "Although the past 15 months have been challenging for everyone, we have been busy rolling out our 'deal and deliver' service across the Kearys Motor Group. Over the past few years, we have invested heavily in our online presence, CRM and customer management systems too. 'Deal and deliver' was initially challenging, Martin says. "But customers have become quite used to connecting with us online via video, email, text, WhatsApp and, of course, phone calls. Kearys Motor Group invested in branded delivery vehicles and drivers to drop cars safely and efficiently to our customers' doors and we are delighted to say that we are now delivering cars nationwide, more than ever before."

The group looked forward to welcoming back customers to the Dealerships on May 17 with full COVID-19 safety protocols in place: "It's great to again be able to showcase our extensive range of Renault cars and vans – there's nothing like person to person interaction!

"We are particularly excited about the stunning new Dacia Sandero and Sandero Stepway launched this month and with a launch offer of just €39



Martin Curtin, Head of Business, Kearys Renault Cork is excited about the opportunity to talk to customers about the new Dacia Sandero and Sandero Stepway launching this month.

per week for the Sandero and €49 per week for the Stepway. We also have our 'electrifying' offer on the Renault ZOE EV, with 0% finance available in both HP or PCP. We are urging our customers to order their PHEVs before the end of June, to ensure that they avail of the full SEAI Grant which is set to halve from July 1, 2021."

Martin would like to see the continuation of grants and supports from the Government to help customers transition to fully electric and hybrid motoring, in line with the Climate Action Bill and the drive towards zero-emissions driving. "We are definitely moving in the right direction but the pace needs to quicken and it is only possible with continued financial supports.

"I would also support a Government-led recruitment drive for auto technician apprenticeships as the numbers coming through have steadily decreased over recent years and there is a definite shortage versus numbers required. We at Kearys are continually recruiting both experienced and apprentice technicians to maintain our award-winning aftersales workshops."



SIMI Skillnet's 2021 Training Courses

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

Effective Used Vehicle Sales Management

Online learning

Wednesday, June 2



This course is intended for Dealer Principals, Financial Controllers, Sales Managers, and Sales Controllers. The main objective of the course is to identify and review the key processes and practices that ensure effective used vehicle management and avoid the common pitfalls that can befall a dealership.

TRAINER: Navigate Solutions Ireland Ltd

DAY SCHEDULE: Session 1: 2pm-3.30pm;

Session 2: 3.45pm-5.15pm

DURATION: One half-day

COST: €73.80 incl. VAT

Customer Service & Complaint Handling

Online learning

Thursday, June 10



Participants will learn the importance of managing and exceeding expectations at every step of the service cycle, and how to deal effectively with complaints in a calm and assertive way, without reacting inappropriately, resulting in

satisfied and loyal customers. The course is designed for people who communicate directly with internal and external customers by telephone, video conference or face to face.

TRAINER: Karen Sommerville, Call Focus

DAY SCHEDULE: Session 1: 10am-1pm; Session 2: 2pm-5pm

DURATION: One day

COST: Member €86.10 incl. VAT

Understanding VAT and VRT

Online learning

Tuesday, June 15

In response to requests from members, and in line with COVID-19 restrictions, we have adapted this previously classroom-based course so that it is now an online learning event presented via Zoom by Jimmy Rynhart. This event is suitable for accounts and sales staff in retail garages. The trainer, Jimmy Rynhart, former Director of Indirect Tax at BDO, is an expert in this area with many years of experience of working with Motor Industry businesses.

TRAINER: Jimmy Rynhart, RCR Business Services

DAY SCHEDULE: 10am-12.30pm approximately

DURATION: One half-day

COST: €184.50 incl. VAT

Parts Management Workshop

NEW

Online learning

Tuesday, June 15; Wednesday, June 16; and Friday, June 18

SIMI Skillnet, in response to requests from members, will deliver a series of workshop sessions specifically around the effective management of the parts department. The workshops are aimed at developing the skills of Parts Managers, Aftersales Managers, and senior parts staff.

TRAINER: ASE Global Ltd

DAY SCHEDULE: 9.30am-12.30pm; each day

DURATION: Three half-days (three virtual sessions of three-hour blocks)

COST: €246 incl. VAT



FOR MORE INFORMATION:

Contact Margaret O'Shea, Network Manager on email: training@simi.ie or call + 353 1 6761690

Using the Phone to Generate Sales

Online learning

Thursday, June 17

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 in order to grow sales.

This practical and interactive workshop is designed for staff of all levels who interact with customers in a sales, parts, aftersales or service advisor role.

TRAINER: Karen Sommerville, Call Focus

DAY SCHEDULE: Session 1: 10am-1pm; Session 2: 2pm-5pm

DURATION: One day

COST: €92.25 incl. VAT

Selling New and Used Vehicles in a Digital Environment

Online learning

Tuesday, June 22

The main objective of the course is to further enhance a dealer's sales team's skills and confidence to create sales leads and increase conversions by using digital technology within the sales process in the current COVID-19-induced sales environment.

This course is intended for Sales Managers and Sales Executives.

TRAINER: Navigate Solutions Ireland Ltd

DAY SCHEDULE: Session 1: 2pm-3.30pm;

Session 2: 3.45pm-5.15pm

DURATION: One half-day

COST: €73.80 incl. VAT

Service Advisor/Receptionist

Online learning

Tuesday, June 22; Wednesday, June 23; and Thursday, June 24

The objective of this training course is to provide trainees with the skills and knowledge to effectively and efficiently operate with confidence as a Service Advisor/Receptionist in the retail Motor Industry.

TRAINER: Julie Rosser, ASE Global Ltd

DAY SCHEDULE: 10am-12.30pm each day

DURATION: Three half-days

COST: €123.00 incl. VAT

Aftersales Profitability Workshops

Online learning

Wednesday, July 7



Given the uncertain trading environment, profitability from new and used car sales cannot be guaranteed in the medium to long term. As a result, every profit opportunity in aftersales must be maximised to the full. Aftersales business is very resilient during a period of economic volatility, however, proactive management will help realise the opportunities that would otherwise be missed.

TRAINER: Navigate Solutions Ireland Ltd

DAY SCHEDULE: Session 1: 1.30pm-3.30pm;

Session 2: 3.45pm-5.45pm

DURATION: One half-day

COST: €123.00 incl. VAT

Customer Retention

- Online learning

Thursday, July 22

The objective of this course is to highlight the value of using effective customer retention strategies to improve dealer profitability, along with building and protecting the customer database, more relevant than ever considering COVID-19 restrictions on showroom traffic. This course is intended for Dealer Principals, Sales, Service and Marketing Managers.

TRAINER: Navigate Solutions Ireland Ltd

DAY SCHEDULE: Session 1: 2pm-3.30pm;

Session 2: 3.45pm-5.15pm

DURATION: One half-day

COST: €73.80 incl. VAT



FOR MORE INFORMATION:

Contact Margaret O'Shea, Network Manager on email: training@simi.ie
or call + 353 1 6761690



Future-motive technology

Connecting and advancing
the auto retail industry

Welcome to **Keyloop**...

...the new name for CDK Global International. With this fresh name comes a revamped look for our company, as well as a refocused mission to guide how we work.

This is our **now or never moment**. Keyloop is committed to developing an open platform that connects the automotive retail industry and together with our customers and partners, we will transform the car buying and ownership experience for the better.

Now we look **forward to the future**, because the automotive retail experience is changing. Technology has set new standards for digital retail, and automotive consumers are demanding the same. Dealerships must attract and serve the next generation of car buyers, and our primary goal is to help you achieve this.

Together, we will **use technology to drive new value**. Our open platform approach will unlock valuable insights into the consumer journey, and our worldwide view of the automotive landscape will help us create new solutions that genuinely delight your customers.

Exciting times are ahead. All of us at Keyloop are ready for the challenges and changes in our future and we look forward to sharing the journey with you.



TOM KILROY, CEO Keyloop

www.keyloop.ie/launch

Getting back to business

Ireland has seen a large increase in household savings which could lead to increased discretionary spending once the economy opens up.

The Irish car market has been through challenging periods with significant uncertainty over the last 15 years, writes Michael Neary, Corporate Finance Partner, Grant Thornton. Last year, Dealerships shifted into survival mode as new challenges arose due to the pandemic and the resulting lockdowns. Now, with the end of the lockdown in sight, there remains significant uncertainty within the market. The question is how should Dealerships prepare for getting back to business in a changing environment?



Since 2008, the Irish new car market has been through some very difficult periods. It took until 2016 for the new car market to recover after the financial crisis. In 2016, sales reached almost double the levels recorded in 2013 and, at that stage, the outlook going forward looked very positive.

Five years of disruption

In 2016, the Brexit vote plunged the Irish new car market into uncertainty, with a weakening of sterling as a result of the vote to leave, making secondhand UK imports more affordable for Irish buyers. The increased affordability of secondhand cars from the UK caused a year-on-year decrease in new car sales in 2017, 2018 and 2019 and a doubling of secondhand imports from 2015 to 2019.

The reduced new car sales and secondhand UK imports increased the average age of cars in the Irish fleet which is not good for the industry, the climate or the economy. In January 2020, the Nitrogen Oxide (NOx) charge was introduced, adding additional costs to VRT, and has reduced imports of older diesel cars from the UK.

Now, due to the pandemic, the car industry is again in uncertain times with a stop-and-go economy in 2020 resulting in a 24% decrease in total car registrations compared to 2019. The financial impact on the industry has been reduced somewhat due to the government's subsidy schemes, and other stakeholders supporting the industry. Under Level 5 restrictions which have been in place in 2021

so far, Dealers have to operate a click and deliver service and engage with customers online, with many Dealers who have operated this model performing well within this context. Motor Dealers can also provide aftersales services which have seen strong servicing and repairs revenue for Dealers. Despite the significant challenges, the sector continues to prove resilient.

Where does the road lead?

The Irish Motor Industry has been significantly impacted by restrictions resulting from the COVID-19 pandemic. While the industry is expected to partially recover in 2021, the levels of uncertainty surrounding demand and investment will remain difficult to successfully predict.

The Motor Industry is changing, the entire sector has seen a shift in the way it operates and serves its customers. Recent events have quickened changes that were already taking place, such as the shift of the customer journey online. Some of the key concerns facing the Motor Industry are the health of employees and customers, cash flow, reduced sales volumes, entering a slowing economic environment, and further lockdown measures.

A key question is how long will it take for the Motor Industry to reach 2019 levels? This is somewhat outside of the Motor Industry's control. There will be deals to be done on the forecourts, but much rests on the overall health of the Irish economy, and both consumer and business confidence.



Consider what future strategic directions the Irish Motor Industry is most likely to take. How will these impact the Industry and how will this change your strategy in the coming months and years?

Ireland has seen a large increase in household savings from government supports and consumers being unable to spend money due to the lockdown restrictions. This is likely to lead to households increasing their discretionary spending once the economy opens up which could provide a much needed benefit to the Motor Industry. The speed and efficiency of the vaccine roll-out will also be a key determinant of the future economic prospects of Ireland. Also whether the country finds an effective way forward to restart, restore and remain out of lockdown is still unknown.

Advice for getting back to business

It can be difficult planning for the rest of 2021 when the stop-and-go economy of 2020 due to changing lockdown restrictions gives little to base demand expectations on. Therefore, in 2021 Dealerships should conserve cash where possible and have a strong focus on their short-term business model; ideally working to a three-month rolling plan.

The economy, trading environment and pent-up demand from additional savings will all affect your business but are all uncontrollable. It is important to pay attention to areas you can control, as the unknowns will distract your focus when you need it most. There are many areas that are controllable and should be considered in your short-term rolling plan such as:

- control the operating cost base including negotiating with suppliers and availing of government supports;
- if possible, tighten up the cycle to bring in customer payments faster;
- explore available financing options including government supports and potential modifications to existing facilities; and,
- consider alternative ways of funding capital projects, or

divesting non-core assets to free up cash.

Long term, it's key that you have a strong, easy-to-implement strategy that lets you evolve with your market. This will keep your business viable and gain the confidence and support of suppliers, finance partners, and other stakeholders. As uncertainty remains in the market, we suggest using scenario planning in your long-term business plan. Scenario planning can be implemented by following this four point action plan:

1. Consider what future strategic directions the Irish Motor Industry is most likely to take. Will there be further lockdowns? Will pent-up demand be released? How will this impact the Motor Industry and how will this change your strategy in the coming months and years?
2. Next, use your resulting insights to predict and consider a range of possible future scenarios (we recommend you aim for a five-year window).
3. Develop a series of action plans based on every scenario, so you're well-placed to adapt to changing circumstances as they emerge.
4. Then, in an environment of changing taxes, undertake a granular analysis of the costs of doing business and how these are likely to change over the months and years ahead.

It is important for Dealerships to be pro-active when it comes to managing cash flow. During difficult times such as these, the correct management of cash flow can be the difference between success and failure. If support is required, it is wise to reach out early and communicate with key stakeholders, including funders, employees and senior management, as well as getting support from your financial advisors.

TOP 10 SELLING CARS 2021



Hyundai Tucson **2,948** 5.3%



Toyota Corolla **2,333** 4.2%



Ford Focus **1,506** 2.7%



Toyota RAV **1,506** 2.7%



Volkswagen Tiguan **1,449** 2.6%



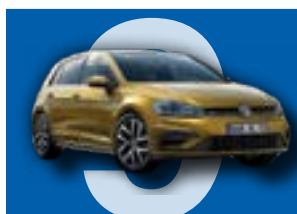
Škoda Octavia **1,442** 2.6%



Toyota C-HR **1,417** 2.6%



Toyota Yaris **1,414** 2.6%



Volkswagen Golf **1,282** 2.3%



Hyundai Kona **1,160** 2.1%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/04-30/04	01/01-30/04	Market share 2021 %
Alfa Romeo	2	6	0.01
Audi	564	2292	4.15
BMW	379	2191	3.97
Citroën	4	487	0.88
Cupra	13	58	0.11
Dacia	133	1291	2.34
Fiat	14	108	0.20
Ford	506	4499	8.15
Honda	28	360	0.65
Hyundai	583	5575	10.10
Jaguar	32	69	0.12
Jeep	0	2	0.00
Kia	427	3301	5.98
Land Rover	93	448	0.81
Lexus	23	212	0.38
Mazda	72	619	1.12
Mercedes-Benz	245	1880	3.41
MG	13	70	0.13
Mini	39	272	0.49
Mitsubishi	8	160	0.29
Nissan	153	2520	4.56
Opel	154	1194	2.16
Peugeot	521	3079	5.58
Porsche	13	85	0.15
Renault	209	2369	4.29
Seat	288	2081	3.77
Škoda	710	4944	8.96
Ssangyong	13	52	0.09
Subaru	0	4	0.01
Suzuki	52	588	1.07
Tesla	10	340	0.62
Toyota	742	7059	12.79
Volkswagen	1002	6235	11.29
Volvo	120	737	1.33
Private Import	1	19	0.03
Total April 2021	7,166	55,207	
Total April 2020	343	50,138	
2021 Change 2020	6,823	5,069	
% Change 2021 - 2020	1989.21%	10.11%	

TOP SELLING CARS APRIL 2021

Position	Model	Units sold	Market share %
1	Hyundai Tucson	290	4.1
2	Toyota Corolla	247	3.5
3	Toyota C-HR	222	3.1
4	Volkswagen ID.4	219	3.1
5	Volkswagen Tiguan	179	2.5

Position	Model	Units sold	Market share %
6	Ford Focus	175	2.4
7	Peugeot 3008	163	2.3
8	Volkswagen Golf	154	2.2
9	Škoda Octavia	152	2.1
10	Škoda Kodiaq	146	2.0

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/04- 30/04	01/01- 30/04	% Share
Audi	0	1	0.01
Citroën	1	938	6.84
Dacia	2	3	0.02
Fiat	47	243	1.77
Ford	582	3330	24.27
Fuso	6	39	0.28
Great Wall	0	0	0.0
Hyundai	30	83	0.60
Isuzu	21	48	0.35
Iveco	10	41	0.30
Kia	18	104	0.76
Land Rover	84	127	0.93
LDV	28	91	0.66
MAN	28	87	0.63
Mercedes-Benz	106	626	4.56
Mitsubishi	10	77	0.56
Nissan	78	797	5.81
Opel	180	1040	7.58
Peugeot	181	1495	10.89
Renault	396	1550	11.30
Ssanyong	4	21	0.15
Subaru	0	0	0.00
Toyota	167	1164	8.48
Volkswagon	399	1759	12.82
Private Import	2	11	0.08
Other	5	47	0.34
Total April 2021	2,385	13,722	
Total April 2020	231	9,500	
2021 change 2020	2,154	4,222	
% change 2021 - 2020	932.47%	44.44%	

BUSES/COACHES REGISTRATIONS

Marque	01/04- 30/04	01/01- 30/04	% Share
DAF	0	2	1.05
Higer	0	4	2.11
Isuzu	1	8	4.21
Iveco	0	4	2.11
MAN	0	0	0.00
Mercedes-Benz	0	1	0.53
Scania	0	0	0.00
Sunsundegui	0	24	12.63
VDL DAF	9	32	16.84
Volvo	0	0	0.00
Wrightbus	3	3	4.92
Yutong	0	0	0.00
Private Import	56	112	86.82
Total April 2021	69	190	
Total April 2020	4	61	
2021 change 2020	65	129	
% change 2021 - 2020	1,625.00%	211.48%	

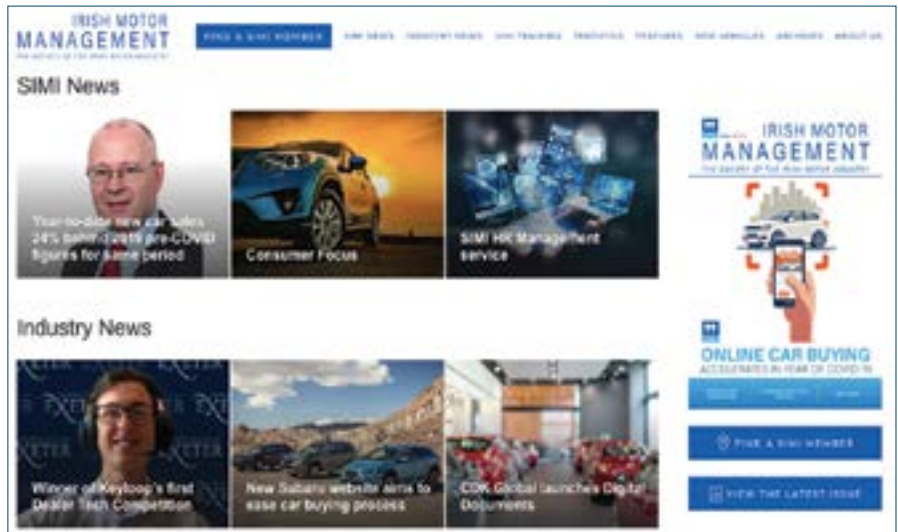
NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/04- 30/04	01/01- 30/04	% Share
DAF	51	203	19.65
Dennis Eagle	0	1	0.10
Fuso	1	11	1.06
Hino	0	0	0.00
Isuzu	8	31	3.00
Iveco	8	30	2.90
MAN	23	47	4.55
Mercedes-Benz	21	83	8.03
Renault	31	90	8.71
Romaquip	0	0	0.00
Scania	70	344	33.30
Volvo	36	166	17.60
Private Import	7	27	30.00
Total April 2021	256	1,033	
Total April 2020	92	943	
2021 change 2020	164	90	
% change 2021 - 2020	178.26%	9.54%	

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

OUR NEW WEBSITE GOES LIVE

We are pleased to announce the launch of our new website, www.irishmotormanagement.com It includes the latest news on the Motor Industry, as well as features and insights on all aspects of the business. The new website is easy to navigate with easy access to all the content from our latest print edition. We hope you find the new website, with its fresh look, a convenient resource whether you access it on your desktop, smartphone or tablet. We welcome any feedback, suggestions or comments. Please contact us at: bernard@ifpmedia.com



NOCO PRODUCTS VOTED TOP CHARGERS

Distributed by Serfac Limited, two key products from leading battery power brand NOCO, Genius 5 and Genius 10, have won two of the top spots in an independent charger review by leading UK magazine, *WhatCar*. Receiving a score of 5/5, the *WhatCar* review for Genius 5 says: "This charger delivers exactly what most users will ever need at a more appealing price. Its top spot position is all the more assured by said price undercutting its nearest rival, CTEK's CT5, by nearly a tenner."

In relation to NOCO Genius 10, *WhatCar* stated: "NOCO's Genius 10 is compatible with 6 and 12 volt batteries of any kind including lithium, and has dedicated charging cycles for both - as well as AGM and even 6 volt AGM. Factor in the 10 Amp max charging current, and this really is unbeatable, here, for charge speed." Gillian Fanning of Serfac commented: "This is great news. But it really only confirms what we know already. NOCO are the best in their field at what they do and their products and

technology are second to none." The NOCO Genius range of smart, multi-purpose battery chargers is designed to charge and maintain all battery sizes. The full range of NOCO products available from Serfac includes:

- Multi-Purpose Battery Chargers;
- Jump Starters;
- Precision Clamps.

For more information, regarding the NOCO product range and details of special offers, please contact your Serfac area manager.

SUBARU ANNOUNCES SOLTERRA EV



Subaru recently announced that its all-new global battery electric SUV will be named Solterra and it is scheduled to go on sale in 2022. Solterra is Subaru's all-new, all-electric C-segment-class SUV and it will be the first Subaru vehicle to be built on the

battery electric vehicle (BEV) dedicated e-Subaru Global Platform. The e-Subaru Global platform, which has been jointly-developed by Subaru and Toyota, enables the car makers to roll out various types of EVs efficiently by combining multiple modules and components, such as the front, centre and rear of a vehicle. While the two companies have brought together their knowledge to create a completely new platform, Subaru have aimed to realise superior passive safety and vehicle stability, which Subaru has always been pursuing, also in this BEV dedicated platform.

In this development, the two companies combine their respective strengths, such as Subaru's long-accumulated all-wheel-drive technology and Toyota's vehicle electrification technology, to create a new SUV with attributes that only an all- electric vehicle can offer. The name Solterra was created by joining the word "Sol" and "Terra", the Latin words for the "Sun" and the "Earth" respectively. Solterra will be joining the line of Subaru SUVs, Ascent, Outback, Forester and Subaru XV, and go on sale by the middle of 2022 in markets including Japan, the United States, Canada, Europe and China.

A close-up, low-angle shot of a tyre tread pattern, illuminated with a blue light. The tread features a complex, geometric design with various sipes and grooves. The word 'AFTERMARKET' is overlaid in large, white, sans-serif capital letters across the center of the image.

AFTERMARKET

▶ TYRES

Top performers

The pace of innovation in tyre technology is driven by ever higher benchmarks for excellence in performance.



The Bridgestone Potenza Sport in action.

Bridgestone, a global leader in advanced solutions and sustainable mobility, recently announced the launch of its new flagship ultra-high performance tyre: the Bridgestone Potenza Sport. The tyre combines Bridgestone's pioneering spirit and expertise in high performance tyres with extensive market research to keep drivers in control while unlocking the performance of their vehicle.

Custom-developed Potenza Sport tyre have already been selected as original equipment by leading car manufacturers, including Maserati, Lamborghini and BMW.

Sports performance

Bridgestone has a strong legacy of expertise in high performance tyres thanks to its heritage in Formula One racing and long-term partnerships with premium, high performance car manufacturers. Building on these experiences, Bridgestone has developed a new, cutting-edge high-performance product: the Bridgestone Potenza Sport. Continental believes this next generation tyre represents a new standard in premium, high-end sports performance, providing best-in-class performance in the dry supported by a premium wet package.

In testing by TÜV SÜD, one of Europe's most respected independent automotive testing institutes, Potenza Sport achieved the best performance in both dry braking (shortest braking distance on a dry surface) and cornering and straight line stability (maintaining vehicle stability when travelling both in a straight line and through a curve) versus

competitors in the premium segment. Tests were carried out by TÜV SÜD at the request of Bridgestone in July-September 2020 at the facilities Bridgestone EUPG (Italy) for dry and wet tests with Audi S4 3.0 TFSI, on tyre size 245/40 R18. Potenza Sport was compared to the performances of its main competitors in the same segment. Bridgestone Potenza Sport also offers outstanding wet performance with an EU label A-grade in wet grip across its full line-up and was deemed best performer in wet cornering and handling in further tests performed by TÜV SÜD.

The tyre's capabilities in both the dry and wet come with higher levels of mileage from its predecessor Potenza S001. Based on internal tests conducted at Bridgestone Technical Centre Europe with Audi A4 on tyre size 245/40R18, Bridgestone Potenza Sport achieved 10% better mileage estimation versus the same size of its predecessor Potenza S001.

Co-created with drivers

In the Potenza Sport, Bridgestone wanted to create a tyre that meets the expectations drivers have in relation to high performance tyres, while also addressing the everyday challenges they face. Bridgestone interviewed over 3,800 end-users across Europe. Their input gave Bridgestone the foundations to engineer an ultra-high performance tyre that meets driver needs and expectations of control and confidence.

To achieve the Potenza Sport's cutting-edge performance, Bridgestone applies various new, innovative technologies in tread pattern, compound and construction. The tyre's tread design applies several new cutting-edge technologies, including innovative 3D sipes to increase shear stiffness, with benefits in braking and abrasion resistance. The compound, thanks to an optimised formula combined with innovative mixing technology, improves wet and dry performances. Bridgestone also uses a new hybrid crown reinforcement to maximise the tyre's stability performance at high speed. Fundamental to the design and creation of the Potenza Sport is Bridgestone's proprietary time-saving, environmentally-friendly virtual tyre development technology. The technology enables Bridgestone to very accurately predict a tyre's performance at development stage, without physically producing and driving it.

Developed and manufactured in Europe, Potenza Sport is available in 96 sizes from 17" to 22" to cover a wide range of passenger cars and on-road SUVs in the market, ranging from premium sedans and SUVs to luxury and prestige cars. With the launch of Potenza Sport, Bridgestone's coverage in summer segment has been significantly increased in both the HRD and ultra HRD portfolio.

BRIDGESTONE



WET GRIP

ADD POTENZA

DRY BRAKING

NEW



POTENZA SPORT



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



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



**OUTSTANDING
WET PERFORMANCE**⁴⁾



- 1) Tests carried out by TÜV SÜD on the request of Bridgestone in July-September 2020 at the facilities Bridgestone EUPG (Italy) for dry and wet tests with Audi S4 3.0 TFSI, on tyre size 245/40 R18. Potenza Sport compared to the performances of main competitors in the same segment: Continental Premium Contact 6, Michelin Pilot Sport 4, Goodyear Eagle F1 Asymmetric 5, Pirelli P Zero PZ4. Annex Report No. [713190691-PS].
- 2) Maintain vehicle stability when travelling both in a straight line and through a curve. Straight stability, rating: Bridgestone Potenza Sport (9.33), Continental Premium Contact 6 (9.00), Michelin Pilot Sport 4 (8.67), Goodyear Eagle F1 Asymmetric 5 (8.67), Pirelli P Zero PZ4 (8.56). Cornering stability, rating: Bridgestone Potenza Sport (9.21), Continental Premium Contact 6 (8.13), Michelin Pilot Sport 4 (8.67), Goodyear Eagle F1 Asymmetric 5 (8.33), Pirelli P Zero PZ4 (8.58).
- 3) Shortest braking distance on dry surface. Dry braking distance (100 km/h to 0 km/h), metres: Bridgestone Potenza Sport (33.4), Continental Premium Contact 6 (35.4), Michelin Pilot Sport 4 (34.5), Goodyear Eagle F1 Asymmetric 5 (35.9), Pirelli P Zero PZ4 (34.8).
- 4) Awarded EU Label Grade "A" for Wet Grip Index.

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Solutions for your journey

Replacing tyres on EVs

Premium German tyre manufacturer, Continental Tyres, is advising Electric Vehicle (EV) owners that when it comes to replacing tyres on their car, it is very important to choose carefully.

According to Tom Dennigan of Continental Tyres Ireland: “Many early adopters who bought some of the first EV models in Ireland are reaching the point where they need to replace the tyres on their car. Those owners need to realise that tyres can have a significant impact on the efficiency of an EV and the wrong tyres can significantly reduce a vehicle’s driving range.”

Many EV manufacturers work with tyre companies to specially develop tyres for a particular model, with the aim of providing tyres that increase the comfort of the journey and help to maximise the driving range between vehicle charging.

Dennigan continued: “We work with vehicle manufacturers all the time in the development of new hybrid and fully electric vehicles. For example, our teams in Germany worked with VW on developing tyres tailored to the specific requirements of the company’s ID.3. As well as providing quieter, low rolling resistance tyres, our designers sought to provide tyres that have a more aerodynamic sidewall design that will help to minimise the vehicle’s aerodynamic drag – all with the aim of increasing potential driving range.

“When you consider the far-reaching effects tyres can have on the performance of an EV, when it comes to replacing tyres, the best advice to an EV owner is to replace like with like. If they opt for a different tyre, they may be negating the benefit that the originally approved tyres would bring and may find that their vehicle’s usual range is compromised by choosing an ‘unapproved’ tyre.”



Tom Dennigan, Continental Tyres.

The Extreme E race series

Extreme E, the electric off-road racing series, recently completed its inaugural X Prix in the Saudi Arabian desert.

Prior to the event, the championship signed an agreement with TikTok to bolster its social media offering. Across the race weekend, Extreme E pulled in 18.5 million organic views across TikTok content. Continental is one of the founding partners of the Extreme E race series which brings high-performance sports utility vehicles to the harshest road conditions imaginable.

As a founding partner of the series, Continental is providing custom-built tyres to ensure perfect grip, whether across the Saudi Arabian desert, in the Amazon, or even the Arctic.

A spokesperson for Continental commented: “A new race, held under such unique and challenging conditions, requires a new kind of tyre. As a founding partner, we’re doing our bit to ensure all competitors have the best possible equipment to deal with whatever trials they face.”

Continental carefully examined the requirements of the race series and built an ultra-high-performance tyre which specifically addresses the needs of the competing teams. The performance optimised tyres are not just built for extreme conditions, but also for the unique requirements of the competing pure electric SUVs.

The Continental CrossContact, the basis of the new tyre developed for Extreme E, is a well-balanced all-season touring tyre with a specially designed tread to enhance traction and stability on practically any surface. Continental further refined its strengths to create two brand new tyres especially for the needs of Extreme E. The tyre maker says that the CrossContact Xtreme Winter and the CrossContact Xtreme Summer will help contestants safely reach the finish line of the world’s most extreme racing series.



The CrossContact tyre developed by Continental for Extreme E has a specially designed tread to enhance traction and stability on practically any surface.

We care about tyres that care about drivers.

Every day, for the last 150 years we have reinvented the wheel,
striving to improve what appeared already perfect.



Staff numbers decrease at 26% of Repak ELT members



Staff numbers decreased by over a quarter at Repak ELT members due to the COVID-19 pandemic, according to Repak's annual member survey.

In total, 85% of survey respondents said they were "satisfied" or "very satisfied" in relation to their interactions with Repak ELT.

Of those who took part in the survey, 26% of members said their staff numbers decreased in 2020 due to the COVID-19 pandemic. Over half of members (58%) have between one and five employees working in their business. In all, 98% of members were affected by Ireland's first lockdown in some way. The majority (68%) were impacted "a great deal" or "a lot". Of those surveyed, 94% were affected by the second lockdown in some way, with most (41%) describing the impact as "moderate". The overwhelming majority (94%) of respondents were also impacted to some degree by the ongoing third lockdown. Business has been moderately affected for 30% of members, while 28% said it had impacted them "a lot". In total, 85% of respondents said they were either "satisfied" or "very satisfied" when asked to rate their

interactions with the Repak ELT membership team. Bill Collins, CEO commented: "I want to thank all members who participated in the survey. Addressing our members' needs and continually improving the membership experience is core to our operation of the compliance scheme. There are positives from the survey and also a number of issues we need to address. Member feedback will shape how we continue to ensure that the scheme is streamlined, fit for purpose and in tune with member needs." Children's Health Ireland hospital at Crumlin received a donation of €692 from Repak ELT on behalf of their members who completed the annual survey. A full report on the survey can be viewed on the news section at www.repakelt.ie

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- FREE collection of waste tyres by authorised collectors
- System to ensure waste tyres are managed in an environmentally sound manner
- Consumer awareness campaigns to highlight the benefits of using a compliant retailer



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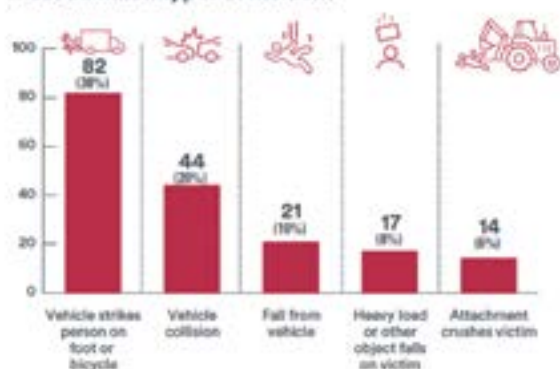
WOMEN'S WORLD CAR OF THE YEAR: LAND ROVER DEFENDER



The journalists of the Women's World Car of the Year have chosen the Land Rover Defender as the World's Best Car 2021. To reach this result, the jurors of the international team of 50 female motoring experts from 38 countries and five continents tested and evaluated dozens of models.

OVER 200 WORK-RELATED VEHICLE DEATHS

Most common types of incident



The recently published report, *Work Related Vehicle Deaths 2010-2019*, indicates that there were 490 work-related deaths in Ireland over the ten-year period and, of these, 44% (217) involved vehicles. In 2020 alone, 30 people died in vehicle-related incidents at work.

The report, available on the HSA website, shows that the most common type of fatal incident involved vehicles striking people on foot, some of which occurred during slow speed manoeuvres and reversing, falls from vehicles and parked vehicles rolling out of control.

The Health and Safety Authority (HSA) carried out a two-week transport operations and vehicles at work inspection and awareness campaign during April. The campaign coincided with the publishing of the report and focused on the management of vehicle risks in the workplace such as driving for work, vehicle operations and load securing.

CDK GLOBAL INTERNATIONAL BECOMES KEYLOOP

Francisco Partners (FP) recently completed its acquisition of CDK Global International, a former division of CDK Global, for \$1.45 billion. CDK Global International has now been established as an independent business named Keyloop. Tom Kilroy has joined Keyloop immediately as CEO. Neil Packham, former CEO of CDK Global International, continues to support the business in an advisory capacity as it moves forward.

Amongst the first actions taken by Keyloop has been its acquisition of both RAPID RTC and EnquiryMAX, bringing their lead aggregation, lead response, enquiry management and showroom applications into the Keyloop product portfolio.

Tom Kilroy, CEO, Keyloop, commented: "We are delighted to welcome RAPID RTC and EnquiryMAX, two leading automotive technology providers, to the Keyloop family. Although Keyloop has acquired RAPID RTC and EnquiryMAX, we remain committed to accelerating the development of the Keyloop Partner Programme. This will allow our dealer and OEM customers freedom of choice for their technology needs, while benefitting from the added benefits of integration to the Keyloop DMS."

Glen Demetrio, CEO, RAPID RTC commented: "This marks another milestone for RAPID RTC. Not only will it help shape the next phase of growth for RAPID RTC's lead management and communications platform, but collectively it will open the doors for what I believe will truly be a unique and transformational product offering in the automotive retail landscape."



Tom Kilroy, CEO, Keyloop joins from Francisco Partners, where he was an Operating Partner. Prior to that, he held the position of Chief Operating Officer of Finastra, a fintech company with over 10,000 employees and revenues of some \$2 billion.

New vehicles

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



FORD RANGER STORMTRAK

Limited edition Stormtrak arrives at Ford dealerships across Europe from October

Engines: 2.0L EcoBlue diesel engine developing 500 Nm of torque

Pricing: To be announced



CITROËN C5 X

Citroën re-enters the executive D-segment with this model on sale for the 221 registration period

Engines/Batteries: a petrol engine and a plug-in hybrid

Pricing: To be announced



OPEL MOKKA

Hot on the heels of the new Crossland, the Mokka is the second new model from the German brand in 2021

Engines: 1.2L petrol and 1.5L diesel

Pricing: starts from €23,295



MERCEDES-BENZ EQV

Mercedes describes the EQV as the world's first fully-electric luxury MPV

Batteries: a 150kW battery driving a 204hp motor

Pricing: from €95,955 (excluding SEAI grant)



KIA EV6

Korean carmaker's first dedicated BEV, developed and built solely as an electric model, arrives in the autumn

Batteries: 58kWh and a 77.4kWh options

Pricing: To be announced



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sales



service



repair

1

Large Social
Distance



2

Vehicles Fully
Sanitised



3

Remote
Purchase
Options

PAY



4

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