



SIMI

2022 ISSUE 1

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY

'Huge challenge to
deliver decarbonisation'
- independent report

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HUGE CHALLENGES AHEAD: DECARBONISATION OF THE NATIONAL FLEET



With the unwinding of COVID-19 restrictions, we had begun to get a sense that life was starting to return to a more normal environment. Strong pre-orders for cars, new and used, and also for commercial vehicles, has raised hopes that SIMI members would benefit over the next couple of years from the release of pent-up demand. However, with the emergence of news that Russia had invaded Ukraine and the horrific reports that have unfolded, the world's attention has quickly turned towards the now escalating humanitarian crisis. Much of the international community have condemned Russia for its actions, with many countries having implemented economic sanctions against Russia, Russian individuals, and companies after their invasion. Overall Ireland's trade exposure directly to Russia is very limited but indirectly has potential to create a serious impact. While this is overwhelmingly a humanitarian issue, the Russia-Ukraine crisis will also have consequences politically, socially and economically, all of which will have different implications to come both in the short and long term. The Motor Industry condemns the invasion of a sovereign State; hopefully cool heads, common sense and human decency will prevail.

For Irish Distributors and Retailers, the supplies of new and used vehicles, which were already impacted by Brexit and COVID-19, now have the current geo-political situation thrown into the mix, and it is difficult to determine what further impact this will have on supply. We have also seen fuel prices increase rapidly over the past number of weeks, which has led the Government to implement a temporary reduction in the excise duties charged on petrol, diesel and marked gas oil. At a macro level, with volatility in financial and currency markets as well as supply chains, there are also threats of increased costs to food production, energy prices, consumer prices and a host of issues for business along with further pressure on global supply chains.

Climate change is another looming crisis and recently SIMI launched our independent report which highlights the enormous challenge Ireland faces in reducing light fleet carbon emissions to achieve Government targets. The report which was co-authored by Arup and economist Jim Power (discussed in greater detail on page 13), centres around a plan upon which Government, Industry and other key stakeholders must collaborate to achieve a cleaner national fleet. Consumers are the centre of this plan and, for them to make the change to zero emission vehicles, confidence is key. Therefore, there is an urgent requirement to create a second-hand electric vehicle fleet which can only happen via a vibrant overall new car market. In this context, it is imperative that the Government continues the VRT and grant support for electric vehicles until 2025, at which time these supports can be reviewed. The report strongly emphasises the need for investment now in public charging infrastructure, with a broader approach required to include policies on charging at home, as well as diversifying the distribution of fast charge points across the country to

continued overleaf

ensure charging installations support a complete and robust network across the country. The report has been shared with a wide range of political and industry stakeholders, while accompanying this engagement with an extensive campaign in national and regional media. Members will see further media campaign messages emerge from the report over the coming weeks and months, which will focus on the points within the plan in greater detail. Climate change and transport mobility can be an opportunity for our Industry, but if we are to optimise our impact as an enabler of the green transition, Government must support the Industry and consumers.

Like many other sectors, Irish employers are experiencing skill shortages. With the rapid transition to electric vehicles, training and upskilling technicians is a priority. The active promotion of apprenticeships and career opportunities within the Industry

through campaigns and events remain top of the Society's agenda for 2022.

Finally, I would like remind members of our Annual Dinner and Motor Industry Awards in partnership with Bank of Ireland, which takes place on Thursday, April 7. This is our first in person event in over two years. The Annual Dinner provides us with an opportunity to thank our President Gillian Fanning, for her dedication and hard work, during one of the most difficult and challenging times in the history of the Society. It is also an opportunity for members to network, reconnect and celebrate our Industry. We would encourage members to show their support, book early to secure your place and I look forward to meeting with members on the night.

Brian Cooke
Director General, SIMI

ELECTRIC CAR SALES DOUBLE IN FEBRUARY

New car registrations for February were down 12.2% (12,031) when compared to February 2021 (13,698). Registrations year to date are down 4.6% (37,058) on the same period last year (38,838).

Light Commercial vehicles (LCV) are down 30.9% (2,292) compared to February last year (3,316) and year to date are 12.0% (7,341). HGV (Heavy Goods Vehicle) registrations are up 7.56% (242) in comparison to February 2021 (225). Year to date HGVs are up slightly 2.14% (574).

Used car imports for February (3,807) have seen a decrease of 33.9% on February 2021 (5,758). Year to date imports are down 37.6% (7,848) on 2021 (12,579). For the month of February, 1,620 new electric vehicles were registered compared to 805 in February 2021. So far this year 4,320 new electric cars have been registered in comparison to 1,782 on the same period 2021. Electric vehicle and plug-in hybrids and hybrids continue to increase their market share, with a combined market share now of 44%. Despite a large decrease in market share for internal combustion engine type vehicles, petrol remains dominant with a 27.39% share, with diesel accounting for 25.92%, hybrid

24.23%, electric 11.66% and plug-in electric hybrid 8.01%.

Commenting on the new vehicle registrations SIMI Brian Cooke Director General said: "New car sales are 12.2% down on February last year and 4.6% down year to date, while they remain 21.9% behind that of pre-COVID (2019) levels. Despite strong demand for new and used cars, supply continues to be a major issue, with any potential recovery unlikely to happen until the second half of 2022 at the earliest. Despite this challenge, the number of new electric cars continues to grow with registrations doubling for the month of February when compared with the same month last year.

"There are now over 50,000 electric vehicles (combined EV and PHEV) on Irish roads, and there is increasing consumer interest for these vehicles. As highlighted in the recently issued report on reducing light fleet carbon emissions, commissioned by SIMI, it is essential that our charging infrastructure keeps pace with this acceleration in the electrification of the Irish car fleet. In this context, ongoing support from Government in the charging network is vital if we are to convince more consumers that an electric vehicle is a viable choice of car for their driving needs."

HYBRID EVS ACCOUNT FOR 1 IN 5 NEW CARS SALES IN EU IN 2021

Overall in 2021, hybrid electric vehicles accounted for 19.6% of all new passenger cars registered across the EU, compared to 11.9% in 2020, according to the European Automobile Manufacturers' Association (ACEA). Electrically-chargeable vehicles also saw a strong increase in sales, making up 18.0% of total car registrations, up from a 10.5% share in 2020.

At the same time, the overall contraction of the EU car market affected both diesel- and petrol-powered vehicles negatively. Nevertheless, conventional fuel types still dominated EU car sales in terms of market share in 2021, accounting for 59.6% of all new registrations.

From October to December 2021, registrations of both petrol and diesel cars posted double-digit drops in the European Union. Sales of petrol fell by 33.5% to 778,450 units, with



nearly all EU markets recording declines, except for Bulgaria, Ireland and Slovenia. However, overall in 2021, petrol still remained the fuel type with by far the largest market share (40.0%).

Diesel saw an even stronger drop (-50.9%) going from 729,446 units in 2020 to 358,083 units in the last quarter of 2021, as nearly all member states recorded significant decreases, except for Bulgaria.

KEARYS GROUP ANNOUNCES SENIOR APPOINTMENTS

Kearys Motor Group is one of Cork's largest family businesses, with over 400 employees in Cork and Dublin. Keary's represents BMW, Mini, Motorrad, Hyundai, Renault and Nissan brands in Cork, Mallow and Midleton as well as its own brand, Kearys Carstore, in Cork & Dublin and latest venture webuycars.ie.

The company has just announced the following senior appointments:

- Bill Keary – Chairman, Kearys Motor Group;
- Brendan Keary – Chief Executive Officer, Kearys Motor Group;
- Paul O'Halloran – Chief Operations Officer, Kearys Franchise Dealerships;
- Brendan Keary Snr – Chief Operations Officer, Kearys Carstore and We Buy Cars; and,
- Kevin Smith – Chief Financial Officer, Kearys Motor Group.

"I wish to congratulate the Senior Management Team on their appointments and wish them all the best in their new roles," said Bill Keary, Chairman. "As Kearys Motor Group expands, we will continue to both promote from within and recruit the best talent in the industry."

"We are very excited for the future of Kearys Motor Group, working with our brilliant staff, manufacturers and trading partners. We believe we are in great position to exploit any future opportunities that arise from movement towards electric vehicles and the digitisation of our industry," added



Brendan Keary (Snr), Chief Operations Officer, Kearys Carstore and We Buy Cars; Bill Keary, Chairman, Kearys Motor Group; Paul O'Halloran, Chief Operations Officer, Kearys Franchise Dealerships; Brendan Keary, Chief Executive Officer, Kearys Motor Group; and Kevin Smith, Chief Financial Officer, Kearys Motor Group.

Brendan Keary, CEO, Kearys Motor Group. Like many companies, Kearys Motor Group has adapted to change with over 40% of cars now sold online. Kearys is continually recruiting with a wide variety of career opportunities and is engaged with numerous sponsorships, local charities and business in the community initiatives.

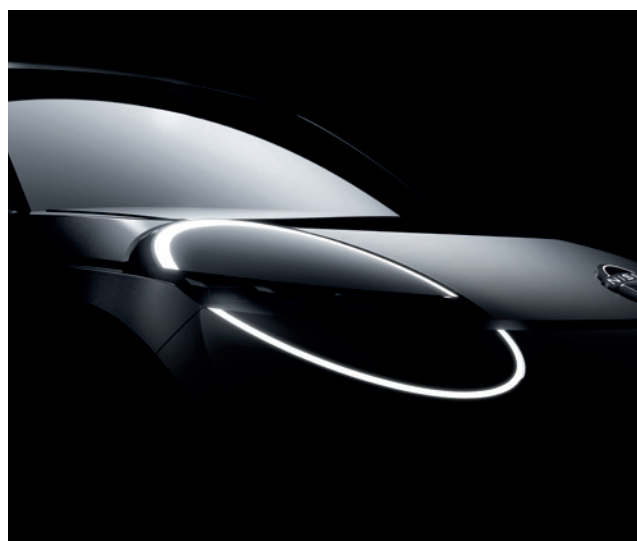
NISSAN INTRODUCES ALL-NEW ELECTRIC COMPACT CAR

Nissan recently announced an all-new compact electric vehicle coming to European markets. Planned to be manufactured in the Renault ElectriCity centre in France, the new car will succeed the iconic Nissan Micra as the entry-level vehicle in the Nissan line-up.

The Europe region is already playing a key role in driving electrification under Nissan's Ambition 2030 vision, with new vehicles and technologies arriving soon including the new Nissan Ariya, a new EV crossover and Nissan's unique e-POWER technology arriving in Europe in the new Qashqai and X-Trail.

The future compact EV was announced as part of Alliance 2030, a common roadmap announced by Renault, Nissan and Mitsubishi Motors that focuses on EVs and connected mobility activities. It is designed by Nissan and engineered and manufactured by Renault on the Alliance CMF B-EV platform. This platform enables the companies to maintain unique styling for their respective products, as demonstrated by the design preview of the new vehicle.

"This all-new model will be designed by Nissan and engineered and manufactured by Renault using our new common platform, maximizing the use of our Alliance assets while maintaining its Nissan-ness," said Nissan Chief Operating Officer Ashwani Gupta. "This is a great example of the Alliance's 'smart differentiation' approach. Succeeding



Nissan's all-new electric compact car.

our iconic Micra, I am sure this new model will provide further excitement to our customers in Europe." The EV adds to the portfolio of Nissan vehicles manufactured by Renault in France, which includes Nissan's portfolio of LCVs, notably the new Nissan Townstar, which is succeeding the e-NV200 as Nissan's small electric van.

BRIDGESTONE LAUNCHES NEW WET HANDLING TRACK



Bridgestone, a global leader in tyres and rubber providing solutions for safe and sustainable mobility, has launched a new Wet Handling Track at its European Proving Ground (EUPG) based near Rome, Italy, investing approximately €3m in the project. The new track provides the ability to test premium tyres in varied weather conditions to ensure optimal wet performance.

The surface of the track was designed in association with Pisa University, incorporating carefully selected aggregates that are more resilient to wear.

The track's cutting-edge layout results in a number of benefits, including:

- Dynamic transient conditions with combined inputs and more on/off throttle operation
- The possibility to perform slalom tests using the fast chicane and the ability to drive in either direction
- More combined accelerations than the original layout
- More evident longitudinal accelerations than the original layout (acceleration & braking)

Emilio Tiberio, COO & CTO of Bridgestone EMIA, commented: "By providing our customers and partners with different testing environments, including new road surfaces and conditions, we're able to better address the seasonal effects on tyre grip level, which ultimately improves safety for drivers. And while safety is of the utmost importance to us as a business, sustainability is too – that's why we are continually evolving our processes to reduce resource consumption to have a more positive effect on people and planet."

FIRST NCAP SAFETY RATINGS OF 2022 ANNOUNCED

Euro NCAP recently published its first results of 2022. Thanks to the addition of new centre airbags and more capable crash avoidance systems, the face-lifted Volkswagen Polo cleared the hurdle for a 2022 five-star rating. Volkswagen's crossover Taigo also earned five stars.

The Megane E-Tech, the first Renault model based on the brand's new dedicated electric vehicle platform, also achieved the top safety rating, as did the new Lexus NX. Euro NCAP also published ratings for the Volkswagen ID.5, sharing the 2021 five-star rating awarded to the nearly identical ID.4, and the Ford Tourneo Connect, which also received a five-star result. The BMW 2 Series Coupé was awarded four stars.

IN MEMORIAM



On December 30, 2021, it was with deep sadness and shock that we at First Citizen Finance learned of the untimely passing of our colleague and very good friend, Gerry O'Donnell.

Gerry was a husband, father, son, friend, colleague and above all a true gentleman. He was born and raised in Co. Cavan and following a short spell in the Civil Service, he joined Bowmaker Bank in 1985. The exceptional results he yielded reflected his exceptional ability and quiet, consistent work ethic. Gerry transferred to the new branch in Letterkenny for his next chapter with the bank. Donegal quickly became his adopted home where he built long-lasting friendships, integrated with ease into the Dealer network, and played rugby, surfed and cycled. It was where he met his wife, Fiona.

Gerry made an immeasurable contribution to the success of our operations in the North West through hard work and the tremendous support of the large customer network he serviced. To Fiona, their daughter Niamh, and his extended family – he has left us far too early and will be sorely missed. Gerry was one of a kind and will be remembered and missed by all his colleagues at First Citizen Finance.

May he Rest In Peace.

NEW SUZUKI DEALER IN COUNTY KERRY

Suzuki Cars Ireland is delighted to announce Dineen O'Donoghue as its latest dealer, offering a full new and used vehicle range along with aftersales service. Suzuki Ireland now has 24 dealers with the brand and is very pleased to have representation in County Kerry.

Situated on Cork Road, Killarney, Padraig Dineen and Michael O'Donoghue first opened their business in 1998, initially as a SEAT franchise followed by Mitsubishi, and it is now a solely Suzuki Dealership. The Japanese carmaker says that the opening of the new dealership provides Suzuki with good presence in the area to introduce new and local customers to the brand with other dealers located a significant distance away.

The new dealership has a five-car showroom which is 120 sq. meters in size along with a sales office, service reception and customer waiting area. Full aftersales support is available on-site too with a 140 sq. meter four-bay workshop facility, 90 sq. metre parts area and full valeting facility.

Padraig Dineen has responsibility for sales and Michael O'Donoghue looks after the aftersales section of the business. Commenting on their new venture, Padraig said: "Suzuki is a perfect fit for our company, we are very proud of the new facility dedicated to the brand and are already welcoming new customers to the Suzuki family. We are pleased to be associated with the distinctive Japanese brand which is established over 100 years and is renowned for quality, affordability and a very high level of customer service."

Michael Mc Barron, National Sales Manager, Suzuki



Padraig Dinneen of Dineen O'Donoghue and Declan Maguire, Suzuki Cars Ireland.

commented: "Suzuki is delighted to now be represented in Kerry. We have found a long-established business partner who is aligned to Suzuki's further growth strategy in Ireland. Suzuki guarantees affordability, a full hybrid range and 0% finance across the range. It's an exciting time to be with Suzuki and we wish Padraig, Michael and the team every success with us. "

AXALTA LAUNCHES ONLINE PAINT DEFECTS VIDEO SERIES



Axalta, a leading global supplier of automotive paints and coatings, has launched an ongoing series of refinish training videos designed to help automotive repair bodyshops deal

with troublesome, but common, paint defects.

The first six videos are available now to view free of charge. The videos cover a range of issues refinishers

deal with regularly, including poor paint adhesion on plastic parts, solvent popping, peroxide bleeding, water spotting, poor opacity and correct sanding.

Each tutorial video is no longer than four minutes and explains the nature of each defect, how it is caused, and offers solutions for fixing the problem, and, crucially, advice on how to prevent suboptimal results occurring in the first place.

Tony Mitchell, International Training Leader for Axalta's Refinish business in Europe, Middle East and Africa, says: "This series of videos supports refinishers not only to excel at the paint repair process, but also to add value for their customers every single time. We are pleased to offer our wealth of coatings experience to everyone, Axalta customer or not." The Tech Tips Global Paint Defects video series is available on the Axalta Refinish EMEA YouTube channel.

IRISH SAILING TEAM OPTS FOR MERCEDES-BENZ

The Irish Sailing Team has boosted its fleet of commercial vehicles with the recent purchase of a new Mercedes-Benz Vito van.

The new Vito will be used by the Irish Sailing Performance Team to transport their boats and equipment to international events throughout the forthcoming season.

Bedecked with fixtures and fittings from CAFCO Vehicle Solutions, the Vito 114L mid-sized van comes festooned with comfort and safety features that include Crosswind Assist, multi-function steering wheel, twin passenger seats and electric windows.

Over the years, Mercedes-Benz has given its support to a number of water sport activities, most notably in its sponsorship of Ireland's Olympic medal winning sailor, Annalise Murphy in her preparations for the Rio and Tokyo Olympic Games.



Mercedes-Benz Commercial Vehicles Sales Manager, Fergus Conheady is pictured at the handover of a new Vito van to Rachel Fallon-Langdon, Executive Director of the Irish Sailing Foundation and Ewan McMahon, Laser Sailor on the Irish Olympic Squad.

AUDI LAUNCHES DRIVING PROGRESS PODCAST

Author, academic, and broadcaster Emma Dabiri hosts the Audi podcast, *Driving Progress*.



Audi Ireland recently launched a limited-edition podcast series, *Driving Progress*. Presented by author, academic, and broadcaster Emma Dabiri, this four-part series is full of inspiring conversations of creativity, ambition and self-awareness, with some of Ireland's best known stars as you have never heard them before.

Sonya Lennon, Paul Galvin, Rachael Blackmore and Garry Ringrose take the hot seat to discuss progression in their careers, their lives and how taking leaps of faith and trusting their instinct got them to where they are today.

These stars already embody Audi's mantra 'Living Progress' in both their professional and personal lives and it's not just what they do on the pitch or in the studio that defines them. It's also how they don't rest on their achievements, are always looking to the next stage and how their passion fuels them to succeed in the future.

The first 20-minute episode kicking off the series, features fashion stylist, broadcaster and author, Sonya Lennon, discussing growing up with a career-driven mother, how she grew her passion for fashion and how age isn't going to stop her achieving her goals.

Driving Progress is available across podcast streaming platforms including: Apple Music, Spotify and Amazon Music.

RENAULT HANDS-FREE KEY CARD: 20 YEARS OF INNOVATION

First designed by Renault 20 years ago, the hands-free key card has become a hit with consumers all around the world. This small object – barely larger than a credit card – is one of Renault's leading innovations, which the carmaker believes will leave its mark on the history of automotive vehicles. On the latest generation of hands-free cards, the car is unlocked when the badge is approached and locked automatically when it is moved away.

While smartphones appear to be on the verge of replacing cards, Renault has chosen to harness their new capabilities without letting the hands-free card fall to the wayside. In 2021, Renault says its vehicle equipment orders prove that customers are very fond of the card accessory. They were included on nearly two in every three Renault vehicles sold. On some models, such as Zoe and Espace, that rate rose to 100 per cent. On others like Scenic, Captur, Kadjar, Talisman, Koleos, and Arkana, it exceeded 90 per cent.



Renault's hands-free card.

NINE SERIOUS INJURIES FOR EVERY FATALITY ON IRISH ROADS



Research by the Road Safety Authority (RSA) has revealed that between 2017 and 2020, for every one road death recorded there were nine serious injuries on Irish roads. Velma Burns, Research Manager at the RSA said: "In the four years during 2017 - 2020, RSA figures show that 5,037 people were seriously injured on Irish roads in road traffic collisions. In 2021, there were 1,091 serious injuries reported because of a road traffic collision. The research also shows that vulnerable road users - pedestrians, motorcyclists, and cyclists accounted for over half of all serious injuries (54%). While there is an average of six drivers seriously injured for every one driver death, there are 25 cyclists seriously injured for every cyclist fatality."

Minister of State at the Department of Transport Hildegard

Naughton TD added: "Last month, I launched the new Government Road Safety Strategy, which will run from 2021 to 2030. This Strategy sets an ambitious target of reducing road deaths and serious injuries by half over this period. To acknowledge the importance of preventing and treating serious injuries from road traffic collisions, the Strategy includes a dedicated priority intervention area for post-crash response."

The Government Road Safety Strategy outlines 50 high-impact actions setting Ireland on course to meet these ambitious targets. These include reducing speed in urban and rural areas, provision of segregated infrastructure, promotion of lifesaving vehicle technologies, enhancing Ireland's post-crash response, as well as actions around enforcement.

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KIA EV6 TAKES CONTINENTAL IRISH CAR OF THE YEAR TITLE



Anthony Conlon and Cathal Doyle, Joint Chairmen, Irish Car of the Year Committee; Ronan Flood, Managing Director, Kia Ireland; and Tom Dennigan, Continental Tyres Ireland.

The Kia EV6 was named as the Continental Tyres Irish Car of the Year for 2022 at an awards ceremony in the Aviva Stadium in Dublin. Motoring journalists from print, online and broadcasting hosted the Covid-19 guideline-compliant event, which was attended by Ireland's leading car brands, importers and distributors.

Kia took the top award with its latest EV6 model which also won the Continental Tyres Irish Large Car of the Year category award at the ceremony. It is the second time that an electric vehicle has taken the award as Kia also won the 2020 Irish Car of the Year title with the all-electric Kia e-Soul. Joint-Chairman of the Irish Car of the Year Committee, Anthony Conlon said: "The Kia EV6 is a great car and as the second electric vehicle to win the title it is proof, if any proof was needed, that the era of electric motoring is already well

and truly here in Ireland."

Joint-Chairman of the Irish Car of the Year Committee, Cathal Doyle said: "Congratulations to the Kia team on a very worthy win and what an achievement to score back-to-back titles with two great electric vehicles. The Kia EV6 came out as the clear winner and was hugely popular with my motoring journalist colleagues."

Tom Dennigan from awards sponsor, Continental Tyres said: "After missing out on a 2021 Irish Car of the Year awards programme, we are delighted to be back with these awards for 2022 as the whole programme provides a great guide to Irish motorists on the best of the latest cars available on the Irish market. I am sure that the Kia EV6 will benefit hugely from winning this much coveted award."

The category winners are:

1	Continental Tyres Irish Compact Car of the Year: Dacia Sandero
2	Continental Tyres Irish Medium Car of the Year: Citroen C4
3	Continental Tyres Irish Small Crossover / SUV of the Year: Opel Mokka
4	Continental Tyres Irish Medium Crossover / SUV of the Year: Renault Arkana
5	Continental Tyres Irish Large Car of the Year: Kia EV6
6	Continental Tyres Irish Luxury Car of the Year: Mercedes-Benz S-Class
7	Continental Tyres Irish Performance Car of the Year: BMW M3/M4

The Continental Tyres Irish Van of the Year title for 2022 was awarded to the joint entry: Citroen e-Dispatch/Opel Vivaro-e /Peugeot e-Expert.

NEW REPORT REVEALS MOBILITY TRENDS ACROSS EUROPE

FREE NOW, Europe's Mobility App, has launched a new report revealing emerging transport trends across Europe and changing consumer preferences in Ireland for 2022. The data drew on passenger trips and insights among its 54 million user base spanning 16 countries including Ireland and the UK.

The data shows a 483% year-on-year increase in eScooter, eBike and eMoped trips and a 931% rise in car sharing bookings on the FREE NOW app across Europe in 2021 compared to the previous year.

While interest in new transport options is rising across Europe, consumer demand for taxis as a key public transport option also remains strong: FREE NOW data shows a 45% increase in taxi trips across Ireland last year compared to 2020.

Interest is growing in micro-mobility options like eScooters – in line with the introduction of eScooters to Irish roads later this year, 40% of FREE NOW passengers intend to use eScooters for everyday transport use in 2022.

FREE NOW plans to launch micro-mobility options for passengers in Ireland in 2022 and partnerships have been confirmed with mobility providers including TIER mobility, Dott and Zipp Mobility to facilitate aims of eScooter integrations on the FREE NOW app. This forms part of FREE NOW Ireland's aim to build a single, multi-mobility app like other European markets. To this effect, FREE NOW Ireland also launched a public transport trip planner on the app last year integrating google maps, with the goal of providing passengers with a range of transport options to choose from when planning trips – including public bus, LUAS, train and FREE NOW taxis.

Irish Car of the Year 2022.

The fully electric Kia EV6.



And European Car of the Year 2022



Movement that inspires



No fuss, no confetti. This is a celebration for our fully electric Kia EV6. We had hardly finished celebrating Irish Car of the Year when the European COTY Jury also voted EV6 as their Car of the Year. And here we are, making some noise about something extremely silent.

SCRAPPING CAR LEGALLY - A PRIORITY FOR MAJORITY



A recent Red C poll conducted for ELVES, the compliance scheme for End-of-Life Vehicles in Ireland (www.elves.ie) has revealed that 56% of motorists would choose to end their responsibility for their car or small van over taking the highest price offered when scrapping a vehicle.

30% of people (polled) have scrapped a car, 19% within the last 10 years. 56% of these were male and 44% were female. Taking the scrap price offered rather than ending responsibility for their vehicle correctly is disappointingly still a motivator for a significant minority of people at 32%. Taking the price offered can be tempting as many people do not realise that correctly ending responsibility for their car or small van is a legal requirement.

According to Elena Wrelton, Environmental Compliance Manager at ELVES, "That more than half of people now recognise the importance of ending their responsibility properly when scrapping their vehicle is a huge step forward. This is a key message for us, as getting a Certificate of Destruction also means that the car has been deposited at an Authorised Treatment Facility for recycling: the only place that can issue CoDs. Ensuring products are reused or properly recycled at the end of their lives underpins our transition to a circular economy and supports action on climate change. As recycling facilities have improved, reusing and recycling has become more accessible for people and the public has become more willing to adopt 'waste not, want not' attitude for the environment and the planet."

Log onto www.elves.ie/how-to-recycle to find and contact a local recycler in your area. This survey was carried out by Red C Research on behalf of ELVES in 2021.

FORD RANGER RAPTOR REWRITES THE RULEBOOK



The next-generation and next-level Ford Ranger Raptor has arrived. According to Ford, the next-gen Ranger Raptor is the ultimate performance derivative of the all-new Ford Ranger. "We've really focused on delivering a genuine performance truck with the next-gen Ranger Raptor," said Dave Burn, Ford Performance Chief Programme Engineer for Ranger Raptor. "It's significantly faster, looks incredible, and is packed with new features. It's the toughest Ranger we've ever made." With smarter technology controlling tougher, next-generation hardware, Ranger Raptor is intended to blend raw power with mechanical and technical precision to create the most advanced Ranger ever.

Ford says that European Ranger enthusiasts have special reason to celebrate as the all-new Ranger Raptor is the first model from the next-gen Ranger line-up to be launched in Europe, with customer deliveries starting in the final quarter of 2022.

AYGO X MAKES APRIL DEBUT IN IRELAND

The all-new Toyota Aygo X ('Cross'), a crossover in the A-Segment that is designed and produced in Europe, will be available at Toyota dealerships nationwide from mid-April 2022, with prices starting at €18,035.

According to a Toyota spokesperson: "The new Aygo X delivers flair, distinctiveness and most importantly, the chance to make a personal statement. The Aygo X not only showcases style but also integrates some of the best performance advances in a compact package.

"With the introduction of Toyota Safety Sense in an A-segment model, the Aygo X features additional safety features, such as structural reinforcements for impact absorption to ensure all-round protection. In addition to new and improved safety measures, the Aygo X also boasts a selection of the latest technology capabilities such as Toyota Smart Connect which offers a smooth wireless connection from device to system, as well as Apple Car Play and Android Auto capabilities."



The Society of the Irish Motor Industry (SIMI) commissioned Arup and Jim Power Economics Limited to review global best practice, existing Irish practice, and potential future options to accelerate the achievement of emissions reduction targets and increase the uptake of zero emissions vehicles in line with the ambitions of the Irish Government.

A key environmental policy to have almost a million electric vehicles (EVs) on the road by 2030 will be a huge challenge unless the Government incentivises and supports dealing with the oldest polluting cars, while exponentially increasing the charging infrastructure nationwide, according to a new report by Arup and economist Jim Power on reducing light fleet carbon emissions to achieve Government targets.

The independent report, which was commissioned for the SIMI, stated that in order to deal with this older legacy fleet, help will be required for those with the least economic capacity to make the biggest change. This requires more investment, not just at the top end of the market, to remain fair and equitable if Ireland is to provide all commuters with viable transport options.

Older polluting vehicles

According to the report, there is an urgent need to create a second-hand electric vehicle fleet. The age profile of the national fleet has led to the continued use of older polluting vehicles with 31.1% of vehicles being Euro 4 (pre-2011) or older (700,429 cars). Analysis within the report shows that the removal of all these cars and replacement of them with EVs would reduce carbon emissions by 875,000 tonnes, which is the equivalent of planting over 1.1 billion trees (enough to cover almost the entirety of Co Clare).

Whilst the Government is leading the way by currently requiring all their fleets to be replaced with electric vehicles, this could be expedited by requiring a turn over every two or three years. Ireland, which is a right-hand drive market, has a slower and smaller supply chain than most other European markets, with around 120,000 new car sales per annum (pre-Covid-19) and an average car fleet age of nine years (2021). With the majority of motorists being used vehicle buyers, there are currently three times as many used vehicles being sold as new vehicles, with an insignificant second-hand electric vehicle market. The creation of this secondary market can only happen via a vibrant overall new car market.

The Government's objective

Adoption of 945,000 electric vehicles in Ireland by 2030, and ceasing sale of new fossil-powered cars.

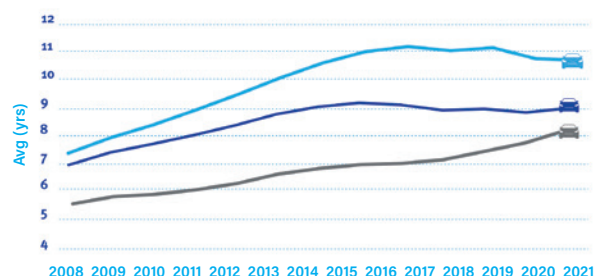
The EV target comprises:

- 845,000 electric passenger cars, with a focus on EVs;
- 95,000 electric vans;
- 3,500 low emission HGVs; and,
- 1,500 electric buses.

Urgent need to act

As of October 2021, the average age for all vehicles was nine years; the average age of petrol cars was 10.82 years; and the average age of diesel cars was 8.3 years. Ireland's transport emissions are CO₂eq. per person of 2.5t (2018) compared to the EU average of 1.9t (2018), underlining the urgent need for action.

Figure 1: Average Age National Fleet 2008-2021



Source: Jim Power Economics

All Petrol Diesel



Pictured (l-r): Terry Lee-Williams, ARUP; Brian Cooke, Director General SIMI; Gillian Fanning, SIMI President; and Jim Power, Economist.

The ambition to sell nearly a million electric vehicles by 2030 is extremely challenging. Supply disruptions wrought by Covid-19, Brexit and the global chip supply shortage, combined with potential rare mineral shortages keeping battery prices high, has further delayed the availability of electric vehicles.

Charger deficit

The report also highlights that the European Commission aims to have 30 million EVs on the road by 2030 and estimates that three million public chargers will be needed to support them – by the same measure, Ireland would need 100,000 public chargers, with all being fast chargers to serve the proposed one million EVs here by the same

date. Currently, there are 1,900 chargers installed at 800 sites across the island of Ireland and with the current number of 47,000 EVs on Irish roads the number of charging points falls far short of the 4,700 realistically needed to serve these.

To achieve this investment in public charging infrastructure, a broader approach is required that will include policies on charging at home, as well as on diversifying the distribution of fast charge points across the country to ensure charging installations support a complete and robust network across the country. There is scope to integrate private market investment into charging infrastructure to speed up the roll-out process and to offset the capital intensity required to build a wide spread charger network.

Gillian Fanning, SIMI President, said: “The Irish Motor Industry is a key partner of the Irish Government in seeking to reduce carbon emissions from motor vehicles. All stakeholders as outlined in this report have a responsibility to collaborate in delivering charging infrastructure, incentives and education so that consumers who are at the heart of this plan and critical to its success have the confidence to make the change to zero emission vehicles in greater numbers.”

Addressing legacy fleet

Brian Cooke, Director General, SIMI said: “With over 2.2 million cars in the national fleet, the journey towards decarbonisation includes all vehicle owners. The Government

Four-point plan of action

The report makes recommendations on four categories of actions that outline where the motor industry can actively participate, where it needs Government and other sectoral support to succeed, and where it is an observer. This combination of planning across multiple Government and private players will help accelerate the rate of decarbonisation, the report states.

1. Rapidly reduce national fleet emissions

Incentivise the phase-out of the “worst polluters” in the Light Vehicle Fleet (LVF) and expedite sales of zero and low emissions vehicles (ZLEVs); incentivise scrappage, increase incentives for fleet changes, provide options to trade up, across or out of higher polluting internal combustion engine (ICE) vehicles.

2. Building consumer confidence

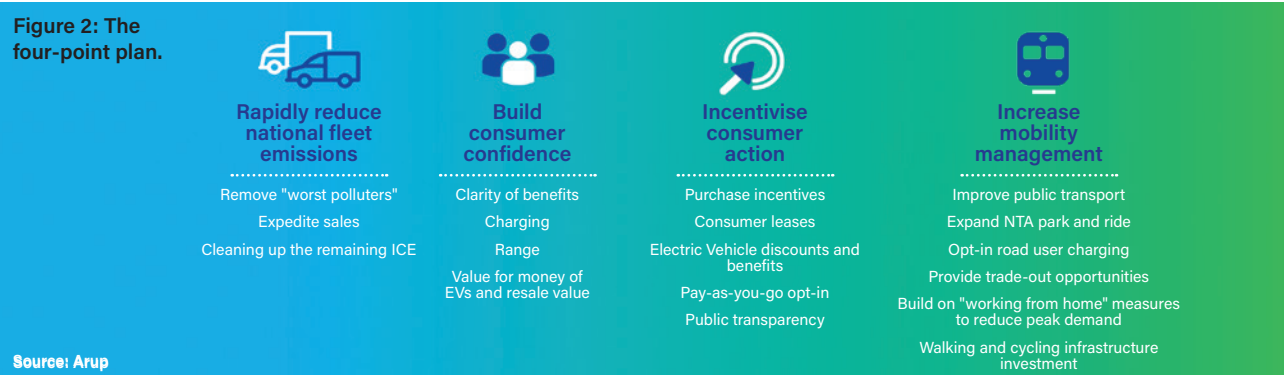
Empower consumers with knowledge and confidence in different technologies, ensure enabling services are available and support retained value.

3. Incentivising consumer actions

Reduce barriers to consumer adoption of electric vehicles, simplify and expand financial options and subsidies, and rapidly create secondary markets to facilitate consumer choice.

4. Increasing mobility management

Increase feasible and viable alternatives to car use cognisant of regional differences and invest to avoid growth in vehicles per 1,000 population as economy rebounds in the years ahead.



cannot rely on new electric vehicles alone to achieve emission targets. While the new car market will deliver large numbers of electric vehicles over the next decade, we must remember that the majority of motorists buy a used car, and for them, particularly those in older cars, their EV journey will be longer.

"As outlined in the Government's own plan, we need to deal with the legacy fleet, a fleet that continues to age due to the low levels of new car sales. We need to support all motorists to trade up to newer, less polluting cars. This has two clear benefits; it can deliver an immediate reduction in overall emissions and it can shorten the journey time for all owners into an electric vehicle. In this context, electrifying specific fleet sectors can help in the creation of an affordable strong used EV market, removing the barriers to entry for many, and accelerating the electrification of the Irish car market."

Terry Lee-Williams, ARUP, co-author of the independent report for SIMI said: "Confidence of buyers that they can charge their car when they want to will largely determine the speed of consumer adoption, so government must stimulate charger availability ahead of people buying vehicles, until the market matures."

Economist Jim Power who co-authored the report said: "To sell 945,000 electric and low emitting vehicles by 2030, in line with Government policy is an extremely ambitious target. Ireland is a relatively small right-hand-drive economy and has a slower and smaller supply chain with

Getting the point?



Ireland currently has 1,900 charge points: 100,000 fast charging points are needed in the next eight years.

around 120,000 new car sales per annum (pre-Covid-19) and an average car fleet age of nine years (2021). The Industry faces numerous challenges: global supply chain issues, used car supply scarcity, Brexit disruptions and rising motoring costs. For Ireland to achieve close to the 2030 target both economic and financial fundamentals need to be present. Government support is essential in creating this business environment, through EV grant subsidies, incentives and supporting infrastructure investment which will encourage consumers to take action and expedite sales."

ALL NEW
RENAULT ARKANA
E-TECH HYBRID
hybrid by nature





from
€259 / month on the road

model shown is an arkana r.s line toe140 edc mild hybrid, rrp €35,140. finance example arkana iconic toe140 edc. otr €31,090 includes delivery, deposit €10,809, term 36 monthly payments of €259, apr 4.90%, total cost of credit €2,467, inc fee of €75, optional final payment €13,350. offer is made under a hire purchase 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 roi banque branch ireland and is authorised and regulated by the french banking authority and supervised by the central bank for conduct of business purposes.

renault.ie



SIMI Skillnet 2022 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

Customer Service & Complaint Handling Thursday, April 7



Workshop to help staff develop a greater understanding of communicating effectively with customers both on the telephone and face-to-face.

TRAINER: Karen Sommerville, Call Focus

LOCATION: Online

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

DURATION: One day

COST: €86.10 incl. VAT

Aftersales Workshop Tuesday, April 12 or Tuesday, June 14

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

LOCATION: Online

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

Session 2: 3.45pm-5.45pm

DURATION: Half Day

COST: €123 incl. VAT

Practical Hands-on Technical Upskilling Diagnosis of Universal Components (VSG18) Wednesday, April 13 and Thursday, April 14



Provides technicians with the skills and knowledge to test and diagnose engine management systems with confidence. Delegates should be competent in the use of a digital multimeter and an oscilloscope prior to attendance.

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell, Dublin 22

DAY SCHEDULE: 9am-5pm each day

DURATION: Two days

COST: Members, €320 (VAT not applicable) Non-members, €370

Customer Retention Thursday, April 14 or Wednesday, June 15

Using effective customer retention strategies to improve Dealer profitability while building and protecting the customer database.

TRAINER: Navigate Solutions Ireland Ltd

LOCATION: Online

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

Session 2: 3.45pm-5.15pm

DURATION: Half Day

COST: €86.10 incl. VAT



FOR MORE INFORMATION:

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

Practical Hands-on Technical Upskilling Hybrid & Electric Vehicle Systems (VSH267)

Monday, April 25; Tuesday, April 26; and Wednesday, April 27



This qualification is the complete IMI Level 3 Award in Electric & Hybrid Vehicle Repair and Replacement (Ref: 603/1468/0). On completion of this qualification, technicians will have gained knowledge and skills of high voltage component replacement. Successful candidates completing the IMI online test of VSH 267 will be certificated by IMI Ltd.

TRAINER: MKW Motors and Training
LOCATION: MKW Motors, Baldonnell, Dublin 22
DAY SCHEDULE: 9am-5.30pm each day
DURATION: Three days
COST: €560 (VAT not applicable)

Effective Time Management

Tuesday, April 26

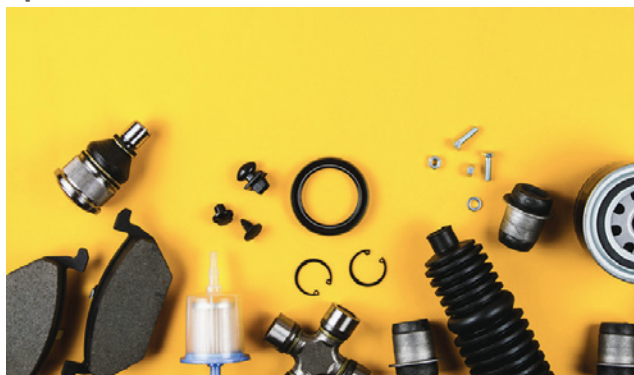


This workshop helps staff achieve a greater appreciation of the importance of taking greater control of their working day whether at work or working remotely. Participants will learn to manage their time more effectively, increase productivity and, thereby, reach their objectives and gain a greater work-life balance.

TRAINER: Karen Sommerville, Call Focus
LOCATION: Online
DAY SCHEDULE: Session 1: 10am-1pm; Session 2: 2pm-5pm
DURATION: One day
COST: €86.10 incl. VAT

Parts Management Workshop

Tuesday, April 26; Wednesday, April 27; and Friday, April 29



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
LOCATION: Online
DAY SCHEDULE: 9.30am-12.30pm; each day
DURATION: Three half-days (three virtual sessions of three hour blocks)
COST: €246 incl. VAT

VAT & VRT

Thursday, April 28

Suitable for accounts and sales staff in retail garages.

TRAINER: Jimmy Rynhart
LOCATION: Online
DAY SCHEDULE: 10.00am to 12.30am approximately
DURATION: Half Day
COST: €196.80 incl. VAT

Adapting Sales Strategy in a Challenging Market (formerly Selling in a Digital Environment)

Tuesday, May 10

Focusing on how to 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.

TRAINER: Navigate Solutions Ireland Ltd
LOCATION: Online
DAY SCHEDULE: Session 1: 2pm-3.30pm; Session 2: 3.45pm-5.15pm
DURATION: 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



Practical Hands-on Technical Upskilling IMI Level 2 Award in ADAS Calibration Accreditation (VSB41)

Thursday, May 12 and Friday, May 13 or

Thursday, June 9 and Friday, June 10

For vehicle technicians and body repair workshops working on ADAS equipped vehicles. Trainees will have the opportunity to carry out the calibration of different ADAS sensors, using the Bosch DAS 3000.

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Two days

COST: Members, €320 (VAT not applicable). Non-members, €370

SIMI CPD Module 1

Tuesday, May 18 and/or Tuesday, May 25



SIMI CPD Training is delivered via Zoom. All modules will be accredited by the Institute of Bankers as formal CPD hours.

TRAINER: Keith Browne

LOCATION: Online

DAY SCHEDULE: 10am-12 noon

DURATION: Two hours

COST: €86.10 incl. VAT (total cost for Modules 1 and 2)

Practical Hands-on Technical Upskilling ADAS Diagnosis (VSB40)

Wednesday, June 8



For vehicle technicians and body repair workshops working on ADAS equipped vehicles. The course will contain information on requirements for autonomous driving. ADAS sensors including RADAR, LiDAR, cameras and ultrasonic will be covered.

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell, Dublin 22

DAY SCHEDULE: 9am-5.30pm

DURATION: One day

COST: €140 (VAT not applicable)

SIMI CPD Module 2

Wednesday, June 15 and/or Wednesday, June 22



SIMI CPD Training is delivered via Zoom. All modules will be accredited by the Institute of Bankers as formal CPD hours.

TRAINER: Keith Browne

LOCATION: Online

DAY SCHEDULE: 10am-12 noon

DURATION: Two hours

COST: €86.10 incl. VAT (total cost for Modules 1 and 2)

SIMI Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.



An Roinn Treiseoidischaís agus Ardoidischaís,
Taighde, Nuálaíochta agus Eolaíochta
Department of Further and Higher Education,
Research, Innovation and Science



FOR MORE INFORMATION:

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



MOTOR INDUSTRY AWARDS 2022

IN PARTNERSHIP WITH  **Bank of Ireland**

**The Irish Motor Industry Awards return on
April 7 at the Clayton Hotel-Burlington Road, Dublin**

We are pleased to announce the return of the most highly-anticipated Awards for the Irish Automotive Industry.

The 2022 SIMI Irish Motor Industry Awards, in association with Bank of Ireland, is our way of recognising and celebrating the amazing successes achieved by these businesses over the last 12 months.

The Awards will take place in the Clayton Hotel-Burlington Road, Dublin 4 at 7pm in conjunction with the SIMI Annual Dinner on Thursday, April 7, 2022.

The Master of Ceremonies for the evening will be Oliver Callan, one of Ireland's most sought after comedians and voice-over artists.

Ticket application

Ticket Cost: €155 each (€126.02 + VAT @ 23%) Dress Formal (Black Tie)

Ticket application by email please, to: josullivan@simi.ie no later than Tuesday, April 5.

In order to assist with the allocation of tables, please indicate how many tickets you will require, along with the names of those attending.

Accommodation

Those wishing to avail of this facility should make their booking immediately and direct with reservations at the Clayton Hotel T: 01 618 5600 or email:

reservations.burlingtonroad@claytonhotels.com Ref- SIMI Annual Dinner.

Special Rates: €149 single B/B or €159 Double/Twin B/B.

Previous winners 2020



Franchised Sales
Operation of the
Year



Hutton and Meade, Dublin 15

Derek McDermott, Managing Director, Bank of Ireland Finance; Jonathan Meade, Joe Hutton and Nigel Brennan of Hutton and Meade Ltd; Gabriel Keane, SIMI President; and Brian Cooke, SIMI Director General.



Franchised Aftersales
Operation of the Year



Colm Quinn BMW Galway, Galway

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Brian Scanlan, Colm Quinn (Director), John Reilly, and Vincent Murphy of Colm Quinn BMW; and Brian Cooke, SIMI Director General.



Commercial
Vehicle Operation
of the Year



Rathcoole Commercials VTC Ltd, Co. Dublin

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Paul Cooke, Director, Rathcoole Commercials VTC Ltd; and Brian Cooke, SIMI Director General.



Independent Sales
Operation of the
Year



Green Auto Service, Dublin 18

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Gregg Moore, Daniel Davies and Marek Sterdas, Green Auto Service; and Brian Cooke, SIMI Director General.

Previous winners 2020



Independent Aftersales Operation of the Year



Donnellan Auto Services, Co. Galway

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Jude Donnellan and John Donnellan, Donnellan Auto Services; and Brian Cooke, SIMI Director General.



Bodyshop of the Year



Accident Repair Centre (ARC), Dublin 24

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Owen Cullen, Proprietor, ARC; and Brian Cooke, SIMI Director General.



Vehicle Recovery Operator of the Year



Hamill's Rentals Ltd, Co. Westmeath

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Peter Hamill and Brian Hamill, Hamill's Rentals Ltd; and Brian Cooke, SIMI Director General.



Motor Factor of the Year



Parts for Cars, Dublin 6

Derek McDermott, Managing Director, Bank of Ireland Finance; Gabriel Keane, SIMI President; Gary Murphy, George Tohill and Jack Bramowski, Parts for Cars; and Brian Cooke, SIMI Director General.

Ireland's used car market has seen unprecedented increases in sales prices.

Maximising second-hand sales to benefit the dealership

Following a period of rising car prices, the new car supply issues bring challenges to the industry. Michael Neary, corporate finance partner with Grant Thornton, discusses factors influencing the second-hand market and advises that it is vital for Dealers to have good inventory management and accurate pricing, with the prevailing market and economic trends in mind.



Market commentators are pointing to a 'perfect storm' of supply shortages and a lack of crucial parts combined with Brexit, COVID-19 and taxes resulting in a double-digits recovery from the pandemic crash of 2020. Due to the pandemic sales fell in 2020 with only 88,324 units sold, a decline of 24.6% compared to 2019. This continued into 2021 with Q1 sales being low, however in Q2 sales increased quickly and kept growing relative to the previous year, albeit 2020 provided a particularly low base. Ireland's used car market, where historically depreciation was a given, has recently seen unprecedented increases in sales prices. The rise in values is due to a combination of factors, mainly COVID-19, Brexit and a global chip shortage. While Ireland is not the only country to see used car prices increase, the price rises here are outstripping growth in both the UK and US used car sectors, according to the DoneDeal index. Moreover, DoneDeal's report for Q3 revealed that, in just the three months from June 2021, used car prices increased by 10.6 per cent, the largest quarterly price inflation seen in used car prices in Ireland since the start of its data in 2011. This resulted in the gap between used and new cars tightening.

Lowest production in nearly 30 years

In the UK, national automotive output fell 29% in 2021 compared with 2020, reaching the lowest level since 1984. New figures from the Society of Motor Manufacturers and Traders (SMMT) also show that the UK is producing less than one million cars for the first time since 2009. The UK is not alone. Germany and Italy saw the 2021 production of new cars fall 35% and 25% respectively.

COVID-19

With restrictions lifted, the pandemic continues to dominate the economic landscape. Production chains around the world remain susceptible to significant disruptions, including mismatched international re-emergences from lockdowns and confusing cross-border restrictions. This has been exacerbated by the lack of supply coming from the rental car sector, which has effectively been on its knees since COVID-19 shut down international travel and tourism.

Supply issues are also being driven by upstream exposures (including persistent semiconductor shortages, the so-called 'chip shortage') and considerable labour



With the unpredictability of the second-hand market, Dealers must pay particular attention to inventory management policies.

shortages, particularly of HGV drivers and factory workers. The current global shortage of semiconductor chips, which is causing chaos in the world's car industry right now is directly affecting new cars but is also having further effects on used cars. There are lengthy delays or cancellations for new cars and, in turn, less trade-in volume being resold in the used car market, which is another important supply line.

The gap in production means people are having to put off buying a new car while, at the same time, retaining the car they would then trade in, so that is 'filtering down' into the second-hand car market.

Brexit

Brexit may be old news now but it is not an insignificant factor when it comes to the price of used cars in Ireland as importing cars from Britain has now become a lot more expensive. VAT and customs duty have significantly increased the cost of importing used cars from the UK. Ireland isn't alone in being affected by this, but the UK is Ireland's biggest trading partner and we had a large reliance on Britain for second-hand car stock for several years, ironically due to the depreciation of sterling as a result of the Brexit vote to leave.

Trends, advice and headwinds in 2022

Some key questions arise. When will supply chain issues ease? How will cuts to spending power affect the recovery?

2022 should see supply chain disruptions begin to ease. Semiconductor producers continue to receive significant investment, and many firms are diversifying to reduce dependence on individual countries (particularly China) for automotive components. This should create the potential conditions for a supply-side recovery this year,

although second-hand prices are expected to remain high. Notwithstanding, macroeconomic conditions are key to the extent to which any such recovery is actually achieved. 2022 is likely to be characterised by rising and high inflation levels, higher energy bills and increased insurance costs; taken together, these factors are likely to reduce consumer affordability in the coming months. As such, the pace of any immediate lift in sales for the sector seems likely to form part of a staged recovery and may be significantly affected by the financial prospects of consumers.

The impact of all these factors means lower-stocked forecourts, fewer options available in auctions and fewer new vehicles coming on to the market which will result in consumers continuing to turn to the second-hand market. These were the factors that saw used car prices rise significantly in 2021.

For the consumer, this means higher trade-in values but also higher replacement costs. For dealers, this means managing inventory and getting the pricing right should be the priority. Dealers should consider whether discounts that might have previously been negotiated are appropriate in the current climate.

With the second-hand market more unpredictable than in previous years, Dealers should also be careful not to over-pay when buying second-hand cars and should not take price appreciation for granted.

We recommend that dealers pay particular attention to inventory management policies. How quickly is the business turning over inventory? Is there slow-moving inventory? Dealers should plan ahead, ensuring sufficient stock levels and consider their marketing strategy and, especially, what promotional activity, if any, to engage in to maximise their sales and sales price. Working capital should remain a key priority for dealers.

TOP 10 SELLING CARS 2022



Hyundai Tucson **2,636** 7.1%



Toyota Corolla **2,016** 5.4%



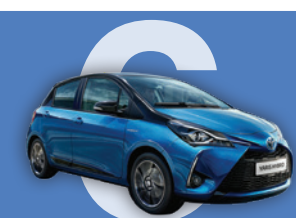
Toyota RAV **1,473** 4.0%



Toyota C-HR **1,218** 3.3%



Kia Sportage **1,083** 2.9%



Toyota Yaris **1,046** 2.8%



Škoda Octavia **950** 2.6%



Hyundai Kona **937** 2.5%



Toyota Yaris Cross **837** 2.3%



Hyundai Qashqai **825** 2.2%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	Market share 2022 %
Alfa Romeo	3	5	0.01
Audi	650	1381	3.73
BMW	438	1321	3.56
Citroën	126	506	1.37
Cupra	33	125	0.34
Dacia	174	1003	2.71
DS	12	32	0.09
Fiat	54	75	0.20
Ford	613	1957	5.28
Honda	56	150	0.40
Hyundai	1729	5346	14.43
Jaguar	3	28	0.08
Jeep	1	1	0.00
Kia	1252	2767	7.47
Land Rover	41	161	0.43
Lexus	69	218	0.59
Mazda	191	492	1.33
Mercedes-Benz	449	1087	2.93
MG	31	126	0.34
Mini	64	195	0.53
Mitsubishi	0	0	0.00
Nissan	454	1919	5.18
Opel	150	832	2.25
Peugeot	672	1691	4.56
Porsche	23	136	0.37
Renault	357	1579	4.26
Seat	225	598	1.61
Škoda	1111	2824	7.62
Ssangyong	3	6	0.02
Subaru	0	0	0.00
Suzuki	144	313	0.84
Tesla	203	225	0.61
Toyota	1670	6707	18.10
Volkswagen	825	2553	6.89
Volvo	200	683	1.84
Private Import	5	16	0.04
Total February 2022	12,031	37,058	
Total February 2021	13,698	38,838	
2022 Change 2021	-1,667	-1,780	
% Change 2022 - 2021	-12.17%	-4.58%	

TOP SELLING CARS FEBRUARY 2022

Position	Model	Units sold	Market share %
1	Hyundai Tucson	826	6.9
2	Kia Sportage	680	5.7
3	Toyota Corolla	497	4.1
4	Škoda Octavia	381	3.2
5	Hyundai Ioniq 5	366	3.0

Position	Model	Units sold	Market share %
6	Škoda Kodiaq	363	3.0
7	Toyota Rav	330	2.7
8	Toyota C-HR	323	2.7
9	Toyota Yaris	304	2.5
10	Hyundai Kona	274	2.3

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
Audi	0	0	0.00
Citroën	176	660	8.99
Dacia	4	4	0.05
Fiat	9	19	0.26
Ford	616	1949	26.55
Fuso	3	14	0.19
Great Wall	0	0	0.00
Hyundai	13	35	0.48
Isuzu	18	48	0.65
Iveco	13	25	0.34
Kia	40	114	1.55
Land Rover	4	56	0.76
LDV	63	190	2.59
MAN	14	23	0.31
Mercedes-Benz	76	206	2.81
Mitsubishi	1	39	0.53
Nissan	71	147	2.00
Opel	126	822	11.20
Peugeot	118	559	7.61
Renault	190	366	4.99
Ssanyong	7	20	0.27
Subaru	0	0	0.00
Toyota	302	782	10.65
Volkswagen	409	1218	16.59
Private Import	6	15	0.20
Other	13	30	0.41
Total February 2022	2,292	7,341	
Total February 2021	5,022	5,022	
2022 Change 2021	-2,730	2,319	
% Change 2022 - 2021	-54.36%	46.18%	

BUSES/COACHES REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
DAF	0	0	0.00
Higer	1	2	1.79
Isuzu	4	8	7.14
Iveco	13	18	16.07
MAN	1	2	1.79
Mercedes-Benz	5	13	11.61
Scania	8	18	16.07
Sunsundegui	0	0	0.00
VDL DAF	1	2	1.79
Volvo	0	2	1.79
Wrightbus	0	0	0.00
Yutong	0	1	1.64
Private Import	25	46	90.20
Total February 2022	58	112	
Total February 2021	32	61	
2022 Change 2021	26	51	
% Change 2022 - 2021	81.25%	83.61%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/02 - 28/02	01/01 - 28/02	% Share
DAF	22	59	12.77
Dennis Eagle	0	2	0.43
Fuso	8	13	2.81
Hino	0	0	0.00
Isuzu	4	18	3.90
Iveco	10	16	3.46
MAN	8	25	5.41
Mercedes-Benz	17	40	8.66
Renault	18	49	10.61
Romaquip	0	0	0.00
Scania	56	131	28.35
Volvo	34	92	18.36
Private Import	7	17	-43.59
Total February 2022	184	462	
Total February 2021	193	501	
2022 Change 2021	-9	-39	
% Change 2022 - 2021	-4.66%	-7.78%	

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

New vehicles

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



DACIA JOGGER

Seven-seat family car aims for blend of practicality, space and style

Engine: new TCe 110 1L three-cylinder petrol (hybrid electric follows next year)

Pricing: from €23,290



KIA SPORTAGE

Kia promises enhanced SUV driving dynamics

Engines/batteries: 1.6L CRDI and T-GDi, with range of lithium-ion polymer batteries (45V, 270V, and 360V for mild, hybrid, and plug-in hybrid variants)

Pricing: from €34,300



MERCEDES-BENZ CLS

Latest version of coupé-like CLS has arrived

Engines/battery: petrol (CLS 450 4MATIC and CLS 53 4MATIC+), diesel (CLS 220d, CLS 300d 4MATIC, and CLS 400d 4MATIC), and a mild hybrid featuring 48V battery

Pricing: from €83,090 for CLS 220d AMG



FIAT 500

All-electric urban car in hatchback and cabrio styles

Batteries: 24KWh and 42KWh

Pricing: from €24,995



CITROËN C5 AIRCROSS

Face-lifted C5 on sale in Q2 for 222 registration period

Engine: petrol, diesel and plug-in hybrid versions

Pricing: to be announced

AFTERMARKET

- ▶ DEALER MANAGEMENT SYSTEMS
- ▶ TYRES

DMS market continues to grow

The dealer management system (DMS) market is expected to continue to grow steadily over the next four years.

The global automotive dealer management system market size was estimated at US\$2,917.46 million in 2020, is expected to reach US\$3,225.69 million in 2021, and is projected to grow at a CAGR of 10.9% to reach US\$5,428.51 million by 2026, according to a recent report on the sector from ResearchAndMarkets.com.

The DMS has become an indispensable tool in enabling Dealerships to manage their operations profitably and efficiently. It enables Dealers to offer fast, efficient and reliable services to customers.

Meeting customer requirements

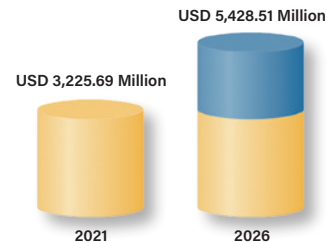
The systems help meet customer requirements by streamlining coordination between products and services, and ensuring Dealers are correctly stocked with the parts required for repairs; this helps to enhance maintenance and repair services and make the inventory management process more efficient. A DMS can facilitate payroll system efficiencies, financial reporting, and cash flow management. The systems integrate a range of critical technologies. These include inventory management, customer relationship management (CRM), and business intelligence and reporting. They can also be deployed effectively to improve customer engagement, increase customer conversions and improve customer retention rates. With the central role that data now plays in the business, a key benefit of a DMS is its capacity to generate data and present it in easy to understand formats. It can be particularly helpful in highlighting what's working/not working in terms of your social media and website marketing and communications strategies.

Drive growth

In a highly competitive automotive market everyday business tasks can become complex and diverse and you need to allocate your resources to maximise efficiency; time spent completing administrative and operational tasks could be better used identifying new opportunities for growth, according to Autopart. An Autopart spokesperson commented:

Global Automotive Dealer Management System Market

Market forecast to grow at a CAGR of 11.0%



Projected growth for global automotive DMS sector. Source: www.researchandmarkets.com.

"Your Business Management Software (BMS) is the vital backbone of your company. It should help your operations run smoothly, provide your staff with tools to improve their productivity, present up-to-the-minute information, and deliver excellent value for money. This is where innovative Business Management Software such as Autopart can help. "Autopart seamlessly integrates your sales, stock management, accounting and reporting processes in one easy-to-use package. Designed by specialists that understand how your business works – and how to optimise your processes – the advanced Windows-based software is infinitely adaptable." Autopart can be configured to suit individual business needs, and with a number of complementary modules, its capabilities can be extended to optimise deliveries, efficiently manage a warehouse and open up new B2B or B2C e-commerce revenue streams.

Autopart is available as both a traditional on-premises solution with servers located on site, or as a cloud solution with servers located in a data centre. On-premises deployment is ideal for businesses that require the flexibility and control of housing their own hardware, according to Autopart, while cloud deployment lowers upfront costs and eliminates the burden of updates and maintenance.

Business management software designed for the Automotive aftermarket

Integrate your sales, stock management, accounting and reporting processes in one easy-to-use package.

Used by
7/10
Motor
factors



For further information or to request a demo, please visit www.mamsoft.co.uk/autopart or call us on 01226 352901

Enhancing digital customer journey

In a survey automotive video services company CitNOW commissioned at the end of 2020, 87% of motor retailers said they believe it's more important than ever to invest in digital communications. CitNOW itself has seen exponential growth in the use of video with 12 million videos produced in 2021 alone.

Using personalised video allows sales teams to build direct relationships with prospective customers who are unable or unwilling to visit the dealership. CitNOW's recent research report, The Ultimate Digital Customer Journey, indicated that 84% of car buyers find video a valuable part of the customer buying experience. A personalised video response to an initial query can have a massive influence on the success of the transition from online to offline interaction.

The report, which examines how technology is redefining the retail experience, also reveals that almost nine out of 10 (87%) respondents prefer to start their car research journey online on a car manufacturer or retailer website.

In CitNOW's 2021 report, Accelerating the Digital Customer Experience, more than 55% of car buyers stated that they would be willing to travel further to a car dealership if they received a personalised video of the specific car they are interested in - up from just 15% three years earlier.

Consistent imagery

CitNOW spokesperson commented: "It's important that



High quality video imagery has an important role to play in effective online interaction with customers.

as consumers cast their net wider, all your new and used stock is listed online with high-quality imagery and video, right from the moment it goes on sale. To support this, CitNOW has been continually improving its Web app, to help you improve your vehicle listings with first-class, consistent imagery and background replacement, video clips and 360° views.

"In recent times, the importance of having complete flexibility to meet everyone's needs has become even more apparent. As customers increasingly return to the showroom, the CitNOW solutions are here to support retailers in developing a hybrid approach to communication. CitNOW helps customers start their purchase journey wherever and whenever they want, and builds trust and transparency that will ultimately improve the chances of a sale."

Personalised digital communication

Creating a better car buying and owning experience for customers.

Sales

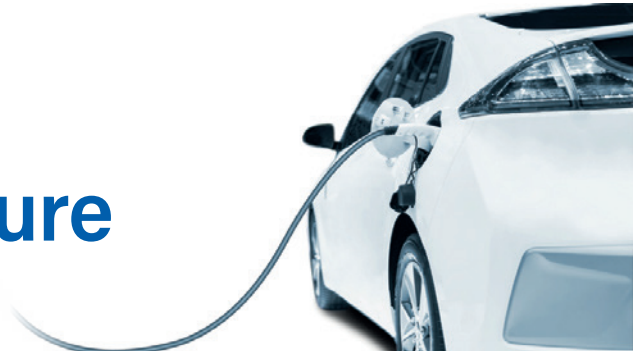
Workshop

Web

Bodyshop

tony@nextsolutions.ie | +353 (0)87 2631830 | citnow.com

Bridgestone's tyre portfolio for EV future



Tyre manufacturers and tyre technology companies have always aimed to respond quickly and effectively to the latest developments in the Motor Industry.

As part of its commitment to help shape a sustainable future of mobility, Bridgestone says it is transforming its business to support the adoption of electric vehicles (EVs) and make electric mobility more efficient and accessible. While Bridgestone's entire portfolio of replacement tyres for passenger cars, trucks and buses can also be fitted on hybrid and electric vehicles to support their overall performances, the company recently revealed how it is innovating in its portfolio of premium tyres and tyre technologies to address the electric future's greatest challenges and help make mobility more environmentally sustainable.

Recent Bridgestone research found that, of the European drivers who would not consider purchasing an EV, 50% cited range anxiety as a reason (based on internal Bridgestone research, carried out in 2021 with over 3,000 European consumers across France, Germany, Italy, Poland, Spain and the UK).

As part of a fully integrated approach, Bridgestone is investing in its tyre development to pioneer premium tyres and tyre technologies that will help EVs achieve optimal performance while addressing range anxiety concerns and a variety of other challenges.

Tyres that help save battery life

To help save battery life, Bridgestone EMIA has reduced rolling resistance in its replacement tyre portfolio for passenger cars by an average of 15% across four years, representing an increase in range of 8-10% for EVs (dependent on vehicle and driving style).

The increased weight and torque of EVs compared to combustion engine vehicles presents new safety considerations. Bridgestone state that its portfolio of premium EV tyres and tyre technologies are engineered to provide excellent handling and control, short braking distances and exceptional grip in all weather conditions. In fact, the latest generation of Bridgestone's replacement tyres in the touring and sport segments boast the highest wet grip label grade for optimal safety.

Wear is also a challenge for EV tyres, again due to the increased weight and high torque of EVs, which makes higher wear tolerance an important factor in the creation of EV tyres and tyre technologies. In reaction, over the past four years

the average wear mileage of Bridgestone's replacement tyre portfolio for passenger cars has increased by 15 per cent. Another new challenge presented by the growth of EVs is tyre noise: the near non-existence of noise pollution from EVs makes sound generated by the tyres much more apparent. Bridgestone is addressing this issue by creating tyres that minimise EV tyre noise for driver comfort.

Pioneering premium tyres for EVs

Bridgestone is developing premium tyres that meet specific EV requirements and help deliver optimal performance. According to Bridgestone, its EV tyres are engineered with optimised contact pressure distribution for increased wet performance and traction, and customised pattern design to ensure optimal wear performance.

Developed in partnership with the world's leading EV manufacturers, the tyres Bridgestone custom engineers for EVs are suitable, it says, for incorporating the company's industry-leading, sustainable tyre technologies that meet the challenges of electric mobility:

- Logic technology to enhance battery range;
- Techsyn for better wear efficiency and reduced rolling resistance while cutting raw material consumption in the long term;
- B-Silent to minimise tyre noise for driver comfort; and,
- the sustainable and lightweight Enliten technology – reducing tyre rolling resistance by up to 30% and weight by up to 20% to extend EV driving range and reduce environmental impact thanks to improved resource productivity (based on Bridgestone internal data comparing Bridgestone premium summer tyres with and without Enliten technology in the same tyre size (92Y 225/40R18 XL).

"Despite the rapid growth of electric mobility, some hurdles still must be overcome. Battery range, vehicle weight, noise – these are challenges that can be directly addressed by the way we approach our tyre development," said Emilio Tiberio, COO and CTO of Bridgestone EMIA. "As such, we're not only ensuring that our tyres are suitable for EVs but that they can also help to make EVs more efficient and accessible. To support the environmental benefits of EVs and reduce CO₂ emissions, we are committed to enhancing sustainability across our entire value chain." (continued on page 32)

BRIDGESTONE



WET GRIP

ADD POTENZA

DRY BRAKING

NEW



**POTENZA
SPORT**



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



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



**OUTSTANDING
WET PERFORMANCE⁴⁾**



- 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. I713190691-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 (8.54). 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.

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

BRIDGESTONE
Solutions for your journey

Tyre pressure monitoring

As BH Sens partner and distributor for the Irish market, Apaseal offers a wide range of tyre pressure monitoring systems (TPMS) products that include TPMS diagnostic tools, IntelliSens universal sensors with two types of valves that covers almost all vehicles, and service kits and replacement stems that reduce costs to the end user. BH Sens was established in 2019 as a joint venture of Baolong and Huf and is one of the leading TPMS manufacturers worldwide. Audi, BMW, Mercedes-Benz and Porsche have used BH Sens TPMS for more than 20 years. In addition to the development of original equipment TPMS sensors, BH Sens has specifically developed a universal sensor of equivalent quality for repair shops.


Cost-effectiveness


A large number of protocols are stored in a BH Sens IntelliSens Universal Sensor. This enables the replacement of sensors in vehicles fitted with TPMS to be replaced easily and cost effectively. By using a TPMS diagnostic tool, the universal sensors can be quickly programmed to match the protocols contained in the original sensor fitted. This reduces the need for repair shops to carry a wide range of TPMS Sensors and as a result, sensors can be replaced in the shortest time possible by carrying the two main types of universal sensors. Cars fitted with TPMS are either fitted with a clamp-In or a rubber snap-in type. IntelliSens is made in Germany, meets or exceeds OE



TPMS products are available from Apaseal, the distributor for BH Sens in Ireland.


quality and is simple and fast to programme and install, according to Apaseal. Apaseal Group has been providing original equipment to its customers in the Motor Industry since 1967. Apaseal Group is ready to guide its customers with their next purchase and help them decide which products are most suitable for their needs. (continued on page 34)






TPMS – IT'S IN OUR DNA


A joint venture driving the future




UVS4050



UVS4051




UVS4052



UVS4053

IntelliSens • Universal Sensors

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



Apaseal Group
 Email: info@apaseal.ie
 Phone: +353 42 933 5069
 Website: www.apaseal.ie

Tyre Importers and Retailers - How to comply with the Tyres Regulations

In Ireland, we are now using a Producer Responsibility Initiative (PRI) for the management of tyres and waste tyres. The PRI is designed to maximise the collection and recycling of waste tyres. It is underpinned by a set of regulations - the Waste Management (Tyres and Waste Tyres) Regulations 2017 (SI No. 400 of 2017).

In general, anyone who supplies tyres to the Irish market either by importation or distribution has legal obligations. The regulations use the terms 'producer' and 'retailer'. A 'producer' is essentially any person who places tyres on the market in Ireland on a professional basis for the first time (this includes online sales).

Overall, a producer is anyone who:

- Imports tyres (new or old).
- Imports cars with tyres (whether new or second hand).
- Manufactures tyres in the state.

The PRI is operated by a single compliance scheme – Repak-ELT. The Producer Register Limited (PRL) is acting as the national producer registration body.

If you are a tyre producer, then you must:

- Register with PRL. When you register with PRL you will be issued with a 'Producer Registration Number'. You will need to register for **each year** that you are placing tyres on the market.
- Report amounts and types of tyres that you place on the Irish Market using the secure Blackbox system (available at www.prlblackbox.ie).
- Join the compliance scheme (Repak-ELT). You can no longer self-comply.
- Display your 'Producer Registration Number' on all relevant sales documentation.
- *Not* place tyres on the market unless you are registered with PRL.

See www.producerregister.ie/ for more information.

The EPA has been assigned the responsibility for enforcing the above producer obligations. The EPA is checking compliance and is pursuing those who are not meeting their producer obligations. Enforcement notices are being issued to non-compliant producers. Inspections are also being carried out.

A 'retailer' of tyres is any person who sells or supplies tyres on a professional basis within the Irish market. These tyres may have been imported by someone else.

If you are a retailer, then you must:

- Only sell or distribute tyres that have been supplied by a fully registered producer. If you do not use a registered producer, then you will be regarded as the producer in that case and you will have to take on the producer obligations yourself.
- Join the compliance scheme (Repak-ELT) and display the certificate of membership at your premises.
- Display the statutory notice at your premises. This notice basically informs the public that you will take back waste tyres from customers and that the waste tyres will be managed safely.
- Ensure that your waste tyres are collected only by waste collectors that have been approved by the compliance scheme – Repak-ELT.

It should be noted that you can be a 'producer' *and* a 'retailer' depending on your business. Producers and retailers must apply the statutory Environmental Management Cost (EMC) to the cost of new tyres as they are sold to customers. The EMC covers the cost of environmentally safe management of the waste tyres and must be itemised on all sales documentation. The EMC is ultimately paid by the user of the new tyres.

The regulations also impose obligations on waste tyre collectors who must have a valid waste collection permit and must also be registered with the compliance scheme. Farmers also have obligations. They are limited in the number of waste tyres that they can store and use on their farms; they can only take tyres from an approved waste tyre collector and they must register with the compliance scheme.

This is only a brief description of the tyres PRI scheme. The full detail of the scheme and the full range of obligations are set out in the regulations, however there is a lot of useful information and guidance on the EPA website (www.epa.ie/our-services/compliance-enforcement/waste/tyres/) and on the Repak-ELT website (see <https://repakelt.ie/>).

Repak ELT's tyre scheme

The scheme completes Repak ELT members' legal compliance for the tyres they put onto the market through their business. Waste compliance, through scheme membership, ensures the environmental management of tyres reported to the scheme, when collected by authorised collectors. The scheme managed the recycling and recovery of over 3.8 million waste tyres, on behalf of its members, in 2021.

Speaking on the launch of their annual member survey, Bill Collins, CEO, said: "A core priority of our operation is to have open communication with our members, so we can provide the best service possible. We are always looking for ways to make membership simple and practical."

Completion of the online survey is simple and takes only five minutes. For each completed survey, a donation is made to charity.

Valuing member insights

Commenting on the survey, Collins went on to say: "Member feedback is important to us. We evaluate all responses and directly address any items that require action on our behalf. These insights from members help shape how the scheme operates, and how we deliver relevant and useful services and communication." Repak ELT currently has in excess of 2,650 members. All members undergo an audit, to ensure their compliance is



Repak's ELT tyre scheme managed the recycling and recovery of over 3.8 million waste tyres in 2021.

complete. The auditing process has resumed following the interruption caused by pandemic restrictions. Commenting on the resumption of auditing, Collins stated: "Members who have yet to be audited should expect to hear from an auditor in the coming weeks. The audit process is important as it confirms that the scheme is covering our members obligations for their waste."



In the last year, Repak ELT Members have helped recycle or recover over 3.4m tyres. We have also been able to significantly increase the percentage of tyres recycled on the island of Ireland. Play your part and join today! Call (01)4618600 or visit repakelt.ie and find out how you can benefit from being part of Ireland's Tyre Compliance Scheme.

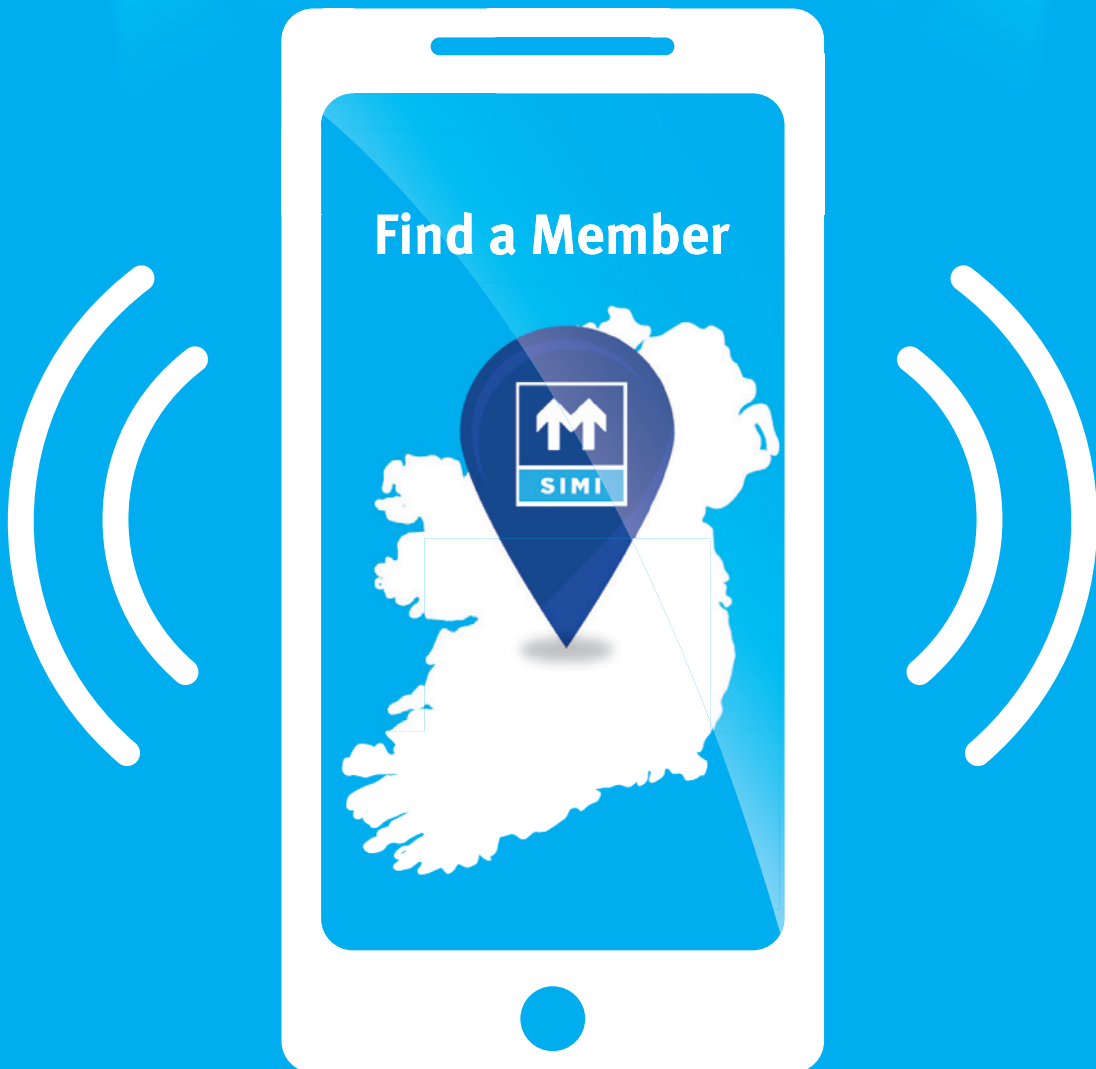
SUPPORTING RECYCLING AND RECOVERY OF WASTE TYRES
www.repakelt.ie | 01 4618 600 | info@repakelt.ie



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for your driving needs and requirements**



**Some decisions
are simple**



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DoneDeal

For all of Ireland's Trusted Car Dealerships

No.1

for leads vs.
all publishers

No.1

for return on
investment

No.1

brand for premium
car buyers (IPSOS)

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Respond to customer needs wherever your customer is with Dealer Deposits

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- Amazing for sales & easy peasy to manage

95% of deposits placed on cars
using this feature, **resulted in a sale**

How do I enable Dealer Deposits on my ads?

Log on to donedeal.ie/dealerhub and hit the Stripe button to begin receiving deposits or full payments, directly into your account.

Contact motorhelp@donedeal.ie or
Tel: **01 513 4122**

