



SIMI

2022 ISSUE 3

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



222 sales begin

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A FIRM FOCUS ON BUDGET 2023



While members are busy with the 222 plate which, despite the concerns over vehicle supply and weakening consumer confidence, will generate significant local economic activity, SIMI's focus is firmly on September's Budget. Global economic uncertainty has been the recurring theme for the past number of months, rising energy costs, production costs and inflation increasing at a substantial pace, all exacerbating the global supply chain problems. Ireland's economic picture is a mixed one, the general tone was one of significant economic buoyancy with a strong Exchequer surplus in the first half of the year, and a labour market approaching full employment somewhat counteracted by inflation, which hit 7% in April and is continuing to rise, and consumer sentiment being under pressure with an escalation in the cost of living, global developments, higher interest rates, housing prices, rental costs etc. Consumer confidence is very fragile. In terms of Irish economic growth, the momentum is still strong, despite the statistics, but Ireland can't remain immune from global developments for long.

With the Budget fast approaching, there is pressure for State action regarding the rising cost of living and also from various business sectors. The Government recently published its Summer Economic Statement, which sets out its medium-term budgetary strategy and outlines the fiscal parameters within which discussions will take place ahead of the Budget. Budget 2023, 'A cost of living Budget', will provide for an overall package of €6.7 billion; this has been calibrated to balance the need to provide further support with the need to avoid adding to inflationary pressures. In this overall economic and fiscal environment, SIMI has been actively engaging with Government since the start of this year, initially with our own Climate Action Plan (co-authored by Jim Power and ARUP), and more recently with the SIMI's Tax Strategy Group (TSG) Submission, where SIMI highlighted the key measures our sector needs in Budget 2023 and beyond.

With an underperforming new car market, an ageing national fleet, uncertainty around supply, increasing business costs and consumer confidence cautious, it is vital that Budget 2023 should see no increases to taxation, VRT on a new car or road tax, any such action would only dampen demand impacting the new and used car market negatively. These issues are not just for 2023. There are hugely challenging climate targets for the rest of the decade and the continuing policies of increasing VRT and reducing EV incentives is already proving a barrier to optimising emission reductions.

Ireland's national fleet is ageing each year, and with low levels of annual new car registrations, we are not fully benefitting from emission reductions from new vehicle technology or a renewed supply to the used car market. Government policies must look at the legacy fleet and how we encourage all motorists to a fair and just transition to zero emissions, by encouraging those who can change and protecting those who can't as the cost to change to a new EV from an older ICE car is unachievable for many.

Measures such as the retention of the current SEAI grants and supports for electric vehicles need to remain to incentivise motorists to change, with an extension of the current VRT relief and 0% Benefit In Kind for EVs out to 2025. This would provide certainty and confidence for consumers, encouraging sales. Any early removal or reduction in supports will only lead to less demand, increased cost to change, restrained consumer confidence, and will place Ireland further down the manufacturers' list in terms of EV supply availability.

(continued overleaf)



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(continued from page 3)

The Environmental Protection Agency (EPA) recently published their Greenhouse Gas emissions projections, highlighting the need for urgent implementation of climate plans and policies. Their projections based on two scenarios or levels of ambition, represent different possible trajectories for Ireland's GHG emissions. In terms of the uptake of electric vehicles, based on existing measures one scenario assumes approximately 556,000 electric vehicles on the road by 2030. This projection tallies with SIMI's view, based on the current underlying poor levels of new car sales. The EPA states that, with additional measures, they can see 944,600 electric vehicles on the road by 2030. This can only be achieved with a strong economy and a supportive taxation and incentive structure.

Since the start of the year we have had our sights firmly set on the budget, with the launch of our climate action plan. We are constantly carrying the Industry's message on how we reduce emissions from the light national fleet to meet Government targets, with the media, in meetings with Government departments, with politicians and other relevant stakeholders. As always, we will engage with members as to how they can assist the lobbying effort over the coming weeks.

Brian Cooke
Director General, SIMI

SIMI ELECTS ANTONIA HENDRON AS PRESIDENT

Antonia Hendron, Managing Director of M50 Truck & Van Centre, Dublin was elected President of SIMI at the organisation's AGM held in Killashee Hotel, Naas, Co. Kildare. Speaking at the event, Antonia Hendron commented that she was looking forward to her term as President and outlined a number of clear priorities. "Firstly, I want to help position the Motor Industry as a leader and enabler of the green transition. We are a dynamic and innovative Industry, and if policy makers and legislators are prepared to work with us, we will help them achieve Ireland's ambitious climate targets."

Ms Hendron continued: "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. It also must invest now in the public charging infrastructure."

With the green transition dominating the agenda for the foreseeable future, Ms Hendron remarked: "I am determined to ensure that the Industry continues to focus on delivering high standards and supporting the training and upskilling of our people. I also want to co-opt government support for apprenticeships and upskilling of our mechanics. The rapid rollout of electric cars means that our people have to be more highly trained than ever before. With the establishment of a full Cabinet position of Minister for Higher Education for the first time ever, it seems that the government is keen to invest in further training and especially in apprenticeships."

As the Managing Director of M50 Truck & Van Centre, Antonia Hendron is actively involved in the commercial vehicle sector, serving as both the Chairperson of the SIMI VTN Committee and as a member of the Society's Management Board. The Vehicle Testing Network (VTN) is currently in transition towards its new 10-year vehicle testing licenses and she will assist as much as possible to ensure that companies have a successful transition to the new licensing system.



Antonia Hendron, SIMI President and Managing Director of M50 Truck & Van Centre.

In conclusion, Ms Hendron thanked the members of the Society for allowing her the honour to serve as President and was delighted to continue to highlight increased female participation in the Motor Industry, including at the highest level.

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NEC IN-PERSON MEETING IN MAY

The summer NEC meeting was held in-person at the Killashee House Hotel, Naas, Co. Kildare ahead of this year's AGM. The agenda covered a number of key issues including global supply chain issues, the business outlook for the Motor Industry and the publication of the independent report on carbon emission reduction in the Irish car fleet, commissioned by the SIMI.



Jonathan Meade, Honorary Treasurer, SIMI and Ronan Flood, Managing Director, Kia Ireland.



Kevin Davidson, Managing Director, BMW Group Ireland; and Colin Sheridan, Managing Director, Citroën.



Bruce Archer, Chairperson, HGV Distributors Committee; and Eddie Kavanagh, Managing Director, Jaguar Land Rover Ireland.



Paddy Magee, Chairperson, Vehicle Importers/Distributors Committee; Gillian Fanning, Immediate Past President, SIMI; and Gabriel Keane, SIMI Past President.



Padraic Mooney, Director, Mooneys and Noel Doran, Chairperson, Independent Retailers (Service) Committee.

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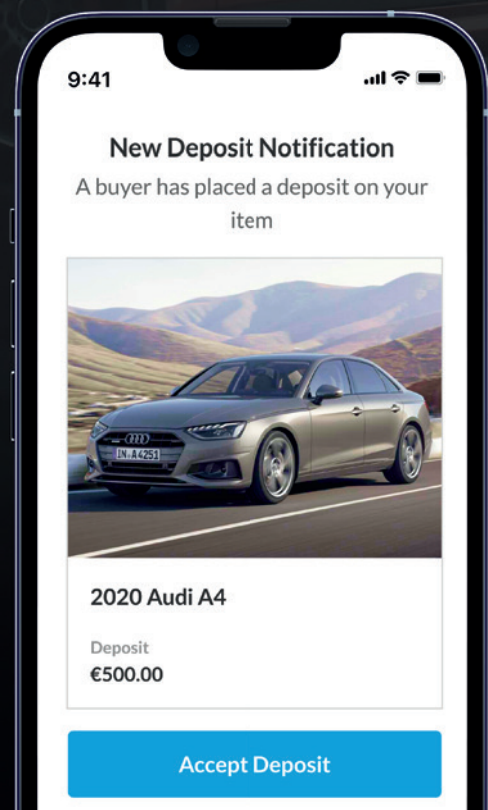
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POSITIVE EXPECTATIONS FOR 222 SALES

New car registrations for June were down 22% (2,154) when compared to June 2021 (2,762). Registrations for year to the end of June (65,176), are up 2.1% on the same period last year (63,853) and are 19.3% behind that of pre-COVID levels (80,758).

Light commercial vehicles (LCVs) are down 36.0% at 632 compared to 988 in June last year and year to date are down 23.3% (13,062). Heavy goods vehicle (HGV) registrations are up 8.82% (to 111) in comparison to June 2021 (102). Year-to-date HGVs are down 11.0% (1,359).

Used car imports for June (4,346) have seen a decrease of 22.8% on June 2021 (5,629). Year to date imports (24,112) are down 32.6% on 2021 (35,753).

For the month of June, 187 new electric vehicles were registered compared to 390 in June 2021. So far this year, 8,444 new electric cars have been registered in comparison to 4,330 in the same period 2021.

Sales of electric vehicles, plug-in hybrids and hybrids continue to grow, with a combined market share now of 42.49%. Petrol continues to remain dominant with 28.22%, diesel accounts for 26.87%, hybrid 22.50%, electric 12.96% and plug-in electric hybrid 7.03%.

Commenting on the new vehicle registrations Brian Cooke,

Director General SIMI said: "New car registrations for the first half of the year are marginally ahead (2.1%) of last year but remain 19.3% behind that of 2019 (pre-COVID levels). The continuing surge in electric vehicle sales, up 97% for the first half of the year, continues to be the one positive aspect of the new car market. While overall new car registrations for June are down 22% on the same month last year, the Industry is as ever optimistic that the new 222 registration period, which begins today, will help boost sales and attract vital trade-ins for the used car market. Feedback from retailers indicates a busy July, and consumers are advised to shop around for the best deals on new and used cars. "Despite pent-up demand following two years of interrupted business, new car sales continue to drag due to supply constraints. While the supply issues will start to unwind in the short term, we now have the spectre of inflation and global political uncertainty. These have the potential to dampen new car demand at this critical juncture in reducing transport emissions. In this environment it is vital that Government continues to incentivise electric vehicles by extending current supports, and also refrain from any further taxation increases which will only suppress demand hampering our ability to decarbonise the national fleet."

DIVANE'S KERRY INVEST IN PV PANELS



Divane's Volkswagen Kerry has made a significant investment in solar photovoltaic panels.

Divane's Volkswagen Kerry, a Volkswagen dealership since 1954, has made a massive investment in solar photovoltaic panels transforming its dealership electricity requirements to 100% renewable.

This 100% renewable system will power the electricity requirements of the car showroom, the workshop building and Divane's ever-growing fleet of BEV and PHEV vehicles. John Vahey, Brand Manager at Divane's Volkswagen, said: "We are delighted to be the first Volkswagen retailer to complete a project of this scope."

ICHIBAN FOR COGAN'S CORK

'Ichiban' (which means 'Number One') is the name of the prestigious award that Toyota Motor Europe (TME) gives to each of those Toyota retailers that it deems has delivered the highest level of customer experience. This year saw Irish Toyota dealership Cogan's, Carrigaline, Co. Cork, recognised among 47 other retailers from 32 European countries who have also secured this coveted award.



Pictured (l-r): Charlotte Cogan; Rob Cogan receiving the Ichiban award from Matt Harrison President and CEO, Toyota Motor Europe; Lars-Erik Aaroy, Commercial Director, Toyota Ireland, and Brenda Aaroy.

NEW APPOINTMENT

Congratulations to Teresa O'Neill, on her recent appointment as SIMI Training Manager. Teresa has extensive Industry experience having worked on the delivery of the Apprenticeship Training Programme, along with previous experience in Customer Service, Statistics and Human Resources.



ELVES SURPASSES REUSE AND RECYCLING TARGETS

The Environmental Protection Agency (EPA) has recently published the results of end-of-life vehicle (ELV) processing and treatment in Ireland in 2020. For the third year in a row, ELV Environmental Services (ELVES) has met targets of over 85% reuse and recycling, and 95% when including recovery. "This is a significant achievement," said Fiacra Quinn, CEO of ELVES. "In a year which saw a full lockdown of the economy and society, ELVES' Network of ATFs and metal re-processors continued to operate a necessary service, safely and efficiently." He continued: "Funding of post shredder technology, a means of extracting even more recycled materials than previously possible, brought the target achievement over the line for Ireland. Not even a pandemic nor Brexit could knock ELVES off track during 2020."

Additionally, ELVES has just published its own Annual Report for 2021. Notable achievements include full membership in the new car sector, taking responsibility for batteries from electric vehicles, and providing training to ATFs in the de-pollution of air-con systems.

Red C Research, undertaken in 2021, demonstrated the impact of ELVES education and awareness efforts since they received approval in 2017. According to Mr Quinn: "The continued messaging of the importance of using a permitted ATF in the



ELVES network, as well as getting a Certificate of Destruction to end a car or small van owner's responsibility for their vehicle, is being heard by the majority of people in Ireland."

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Gary Finlay, Dealer Principal at Finlay Motor Group and Michael Norton, Pinergy SolarElectric, with the PV installation on the dealership roof.

ENERGY FIRST FOR FINLAY GROUP

Finlay Motor Group, the Ford Dealership in Naas, Co. Kildare, has become one of the country's first commercial sites to be granted an energy export connection to the grid through the newly established ESB Networks mini generation process. Pinergy SolarElectric, a leading solar PV business, has installed 60 kWp of solar photovoltaic (PV) on the roof of the Finlay Group Dealership.

Gary Finlay, Dealer Principal at Finlay Motor Group commented: "This investment will allow us to benefit from lower energy costs and security of energy supply, and to eventually earn an income from our excess energy."

CONGRATULATIONS MARGARET O'SHEA ON YOUR RETIREMENT

Congratulations to our friend and colleague Margaret O'Shea on her retirement from SIMI.

Since 1980, Margaret tirelessly served members through the highs and lows of four decades. Her achievements are numerous, and her people skills are second to none. Margaret has worked in customer

complaints, HR, careers and training, to name but a few. She ran the Society's customer mediation service for many years, making it one of the most respected in the country. Margaret established the Society's Training Service, which over the last 20 years became an essential offering to members. In that time, Margaret secured close to €3 million to help subsidise Industry training. Margaret has also always been available to support, advise and pass on her knowledge to her colleagues.

We would like to thank Margaret, for her support and hard work throughout the years and we wish her a long, happy retirement.

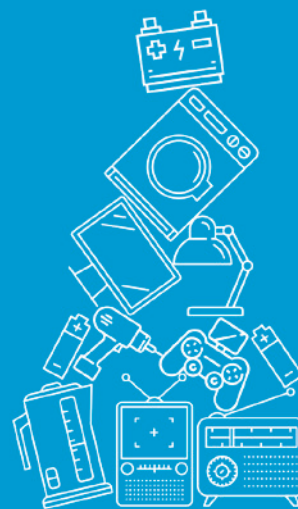


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Cork can lead electric vehicle charge

The SIMI held a climate action briefing recently, hosted by Johnson & Perrott Motor Group in their Jaguar Land Rover Showrooms in Bishopstown, Cork. The focus of the event was a panel discussion, which addressed the findings outlined in a report recently released by the Society, “Reducing light fleet emissions to achieve the Governments targets”.

There are currently 59,458 electric vehicles (combined BEV and plug-in hybrid electric vehicles) on the road, accounting for 2.7% of the national fleet. Cork is slightly behind the national average with 2.3% (6,448 EVs - BEVs & PHEVs) of cars registered in Cork being electric vehicles (EVs). In all, 11% of EVs nationally are registered to Cork, which has the second highest percentage of EVs in the country. Sales for fully electric vehicles in Cork have grown by over 95% so far this year (from 423 BEV units in 2021 to 823 in 2022).

Government support is essential

According to Jim Power, Economist and co-author of the report: “For Ireland to achieve close to the Government’s 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.”

Tom Cullen, Deputy Director General, SIMI, suggested that the Motor Industry in Cork has an opportunity to show leadership in relation to carbon emission reduction: “Cork City is a leader in committing to fleet change and there is no reason why Cork cannot lead the way with its charging infrastructure.”

Antonia Hendron, SIMI President and Managing Director of M50 Truck & Van Centre noted: “The cost of carrying heavy loads on EVs is astronomical and even though emission reduction is a priority it would come at an uneconomic cost to hauliers. The journey to zero emissions for trucks will take longer than for cars, but in the interim we can still tackle emission reduction with newer, lower-emitting vehicles.”



Annette Browne, Newmarket Motors and Mark Daly of Eninserv Ltd, an energy and innovation consultancy.



Cllr. Damien Boylan; Cllr. Deirdre Forde; David Stanton, TD; and Cllr. Shane O'Callaghan.



Peter Russell, Dealer Principal, Johnson & Perrott, Bishopstown; Michael Ring, Munster Technological University; and Dan O'Neill, Johnson & Perrott.



The climate action briefing panel: Paula Cogan, Past President of the Cork Chamber of Commerce and CEO of Cognate Health, who hosted the panel; Tom Cullen, Deputy Director General, SIMI; Antonia Hendron, SIMI President and Managing Director, M50 Truck & Van Centre; Terry Lee-Williams, Global Transport Expert, ARUP Consultants; and Economist Jim Power.

New vehicles

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



NISSAN ARIYA

100% electric crossover is the most technically advanced Nissan, according to the carmaker

Batteries: 63kWh and 87kWh options

Pricing: from €48,995



RANGE ROVER SPORT

The third generation luxury SUV aims to redefine sporting luxury

Engines/batteries: six-cylinder extended range electric hybrids, a new V8 and mild hybrid six-cylinder petrol and diesel Ingenium

Pricing: starting from €114,150



BMW X1

Bigger than its predecessor, the X1 offers a choice of five models

Engines/batteries: options include 48V mild hybrid technology (comprising a 19hp electric motor) linked to either a four-cylinder petrol or diesel engine

Pricing: from €48,200



OPEL MOVANO

Opel says it can handle payloads up to 1,790kg

Engines/batteries: 2.2 turbo diesel with an all-electric version due later this year

Pricing: from €30,995 plus delivery for chassis cab



KIA NIRO

New PHEV in showrooms this month

Engines/batteries: PHEV pairs 62kW e-motor and 1.6L GDI petrol engine

Pricing: from €38,500

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Welcome return of Women@SIMI

– 71% of women recommend career in Motor Industry



WOMEN @ 

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Pictured (l-r): Sharon Keegan, founder of Peachy Lean; Lucy Gaffney, Director, Digicel Group; Derek McDermott, Managing Director with event sponsor, Bank of Ireland Finance; Gillian Fanning, Immediate Past President, SIMI; and Anne Cassin, Master of Ceremonies.

A recent survey of women in the Motor Industry has found that 71% of respondents would recommend a career in the sector. As part of SIMI's ongoing drive to encourage more women to join what has been viewed as a male-dominated Industry, the survey coincided with the Seventh Annual Women@SIMI event, sponsored by Bank of Ireland.

Held at the Gibson Hotel, Dublin, in May, this was the first Women@SIMI event since 2019 and featured an impressive panel of speakers: Anne Cassin, Master of Ceremonies, Lucy Gaffney, Director of Digicel Group and Sharon Keegan, founder of female-led athleisure wear company Peachy Lean.

Coinciding with the event, the survey of 140 women from across the Industry found that 67% of respondents believe that women have become more visible in the Industry in recent years, while the same percentage also said that their companies had increased the number of female employees recruited over the last three years.

However, significant scope for improvements was identified, with over half of survey respondents indicating that women are under-represented in their organisations, while 40% said that women did not have the same opportunities for advancement as men in their companies. Just 26% of survey respondents identified themselves as being at Director/board level in their organisations. This is lower than the national average of 30%.

Women leaders

When asked about what factors could help progress women in leadership roles, a change in cultural perception of the automotive industry overall came out on top, followed by a more flexible working environment, greater management support, and leadership skills/training along with mentorship.

Welcoming attendees to the event, which is open to all genders working in the Industry, Gillian Fanning, Immediate Past President of SIMI and the first female President in the Society's 100-year history, said: "Research has shown that female employees contribute significantly to the long-term success of any company, yet the Motor Industry is lagging behind many other sectors in terms of gender diversity. Under-representation of women across

the board, and particularly at senior levels, is clearly evident.

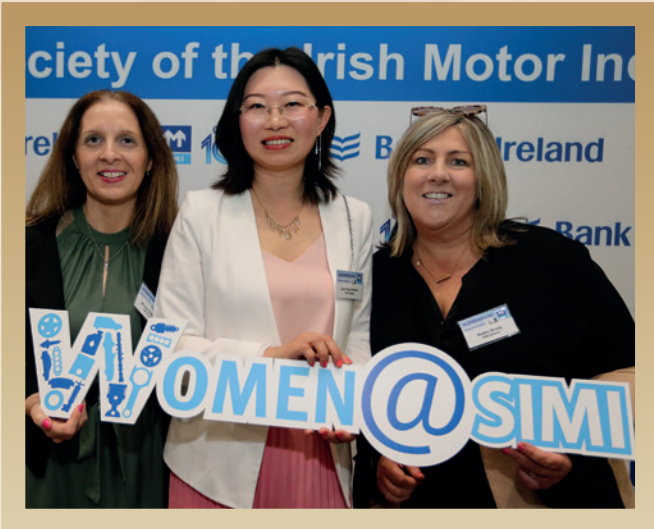
"However, what's encouraging is the fact that almost 86% of respondents feel supported by their male colleagues and this support is critical to the success of gender diversity initiatives. While there's no doubt that progress has taken place over recent years, we still have a long way to go in terms of addressing the inherent gender imbalance. We need to plan for the future – a future that will hopefully mean a greater number of women joining us and more women taking on senior roles and making strategic decisions for their companies."

Each other's tribe

Guest Speaker Lucy Gaffney told attendees at the event: "We are each other's tribe, we are each other's support system and what I would say to you is nurture that, because only women truly understand what women go through. You are not an imposter; be vulnerable and uncomfortable; don't be afraid of failure and embrace resilience. At the end of the day, you are good enough. And always be a feminist!"

Guest Speaker Sharon Keegan said: "Bringing women together in a community like this is important to help them believe in themselves, support each other, and to push each other to dream, believe and achieve. Time on this planet is gifted to us and it's a real pleasure to have this time and to do with this time exactly what you want to do in this world."

Derek McDermott, Managing Director of Bank of Ireland Finance commented: "In both the banking industry and Motor Industry, we have a way to go in the whole area of gender diversity. We need to ensure that there are meaningful careers for women across our organisations and while we have made good progress, there is so much more to do."



Pictured at the Women@SIMI event: Michelle Downey, Xiao Ting Virmaud and Natalie Strong, Kia Ireland.



Michelle Van Der Heever, Jessica Kelly, Alex Horhoegea and Katie Doran, Windsor Motor Group.



Marice Kavanagh, Tadh Riordan Motors Ltd; Natalie McConnell and Martina Clinton, Toyota Waterford.



Aoibhin Williamson, Derek Kavanagh and Karen Kennedy, Bank of Ireland.



Emma McCarney and Ailis Gavin, Sweep Autos.



Elaine Doyle, Done Deal; Caitriona Coyne, Alison Brady, Ali Reed and Elaine Watters, Brady's Dublin.



Eunice Mohan, Violeta Slyziene, Megan Dynan, Linda Robinson and Paula Macari, Nissan Ireland.



Leanore Maleady, Toyota Ireland; Karen Burke, Macroom Motors; and Yvonne McMahon, Kelliher's Garage.



Lisa Hanbury, Willis Ireland; Niamh Delaney, Frank Keane BMW; and Lindsey Dunne, Ssangyong Motors.



Charlotte Corcoran, Amy Brazil, Catherine McCarron, Noreen Kelly and Jillian Clarkin, Bank of Ireland.



Dearbhla Havelin, Caroline Whelan, Roisin Welsh, Sandra O'Reilly and Bernie Clare, Mooney's.



On the road to expansion—Kearys advances on all fronts



In the wake of two years of unprecedented challenges for the country and the Motor Industry encompassing COVID, increased demand for EVs and hybrids, a supply chain shortage and the consequences of Brexit, Kearys Motor Group, winner of the SIMI Irish Motor Industry Award for Franchised Sales Operation of the Year, has not just navigated these challenges, it has expanded its business.

The Motor Industry has undergone transformative change since the first Kearys branch opened in the 1980s, but the franchise has survived and thrived through it all and this past year in particular it has performed strongly thanks to online offerings, an agile work culture and an eye for detail, according to Brendan Keary, CEO, Kearys Motor Group. Kearys Motor Group was founded by Bill Keary over 40 years ago with its first Dealership being a Toyota franchise in Mallow Co. Cork. The group now has 12 Dealerships between Cork, Dublin and Limerick.

One of Cork's largest family businesses, with over 400 employees in Cork and Dublin, the group represents BMW, Mini, Motorrad, Hyundai, Renault and Nissan brands in Cork, Mallow and Middleton as well as its own brand, Kearys Carstore, in Cork and Dublin, as well as its latest venture, webuycars.ie.

One way that Kearys maintains its competitive edge is investing in its staff. "We have over 50 Sales Executives in our Cork Dealerships," says Brendan. "We have worked very

hard on training our sales team over the last few years to hone their skills. We are big believers in constantly seeking even marginal gains and are always looking to see how we can improve on our systems and processes."

A happy, well-trained workforce is important to Kearys, especially in this era of high employment. "We are currently hiring in all areas of the business," says Brendan, "and it is definitely more of a challenge to find the right candidates in recent months. As an Industry, we have to make working conditions more attractive for technicians in particular and the shortage is a major problem that needs to be looked at." Another challenge in the industry is the supply chain shortage which, in turn, is affecting the secondhand market. Kearys' latest venture, webuycars.ie, is a reaction to consumer demand.

"We recognised a lot of customers were looking for a hassle-free way to sell their used cars and wanted to give them that option. With global supply chain issues, sourcing good quality used cars for our Dealerships has never been more



Foreground: Brendan Keary Senior, Chief Operating Officer, Kearys Carstore and We buy Cars; Bill Keary, Chairman, Kearys Motor Group. Background: Paul O'Halloran, Chief Operating Officer, Kearys Motor Group; Brendan Keary, CEO, Kearys Motor Group; and, Kevin Smith, CFO, Kearys Motor Group.

important so our website, WeBuyCars, has been a huge success in its first year and we look forward to growing it further."

Meanwhile, Kearys' used car business continues to expand.

"Kearys Carstore is our used car supermarket brand," he says. "We wanted to give franchise Dealer-levels of customer service and quality but at independent Dealer prices. We have just opened our third Carstore branch in Limerick with our fourth branch to open later this year. Carstore is on track to sell over 4,000 retail used cars this year."

Like many companies, Kearys adapted to change brought about by COVID-19. And indeed, they managed to achieve brisk business even when

customers couldn't visit showrooms to take a car for test drives. "Technology has played a huge part in Carstore's growth," says Brendan, "with over 40% of customers buying without visiting our stores and getting the cars delivered to them."

There are also more traditional ways to generate used car stock, and Kearys is in a good position to use this method too: "We are very lucky that, in selling the number of new cars that we do, we also generate a large number of used cars. Apart from this, WeBuyCars makes sure that we maintain our stock levels with over 1,800

used cars currently available in our Dealerships."

While Kearys is in a good position when it comes to secondhand cars, a separate problem looms for the new car market: inflation. Brendan acknowledges that inflation poses a challenge, but says that so far, business for new cars is strong. "There is a lot of negative news in the press at the moment unfortunately," he admits. "So, we need to keep a

close eye on the situation.

But at the moment demand is very strong. We went into the 222 registration change in July with a record number of pre-orders, which is obviously very positive."

Another string in Kearys' bow is its relationship with a diverse range of car brands.

"We are incredibly lucky to work with great brands that fit all the needs of our

customer base. All of our brands can see that the change to electric vehicles is an unstoppable force and have plenty of amazing product coming to help us grow our sales levels."

For Kearys, this cautious optimism extends to the rest of the year: "These are very exciting times in Kearys. We have just opened Kearys Renault Belgard in South Dublin, with Carstore Limerick also opening recently. I see a strong July and August for new sales, with cars arriving that have been ordered earlier in the year. Hopefully, new car supply issues will ease for January 2023 and we can attack pre-orders aggressively."

"We have just opened Kearys Renault Belgard in South Dublin, with Carstore Limerick also opening recently"

Cash management tips for dealerships

The cash flow cycle of a dealership is unique compared to most other businesses.



As costs rise, it's important to focus on prudent cash management, writes Michael Neary, corporate finance partner with Grant Thornton.

According to the CSO's recent consumer price index report up to April 2022, the price of motor cars rose by 12.7% in the past year, with an overall increase of consumer prices across all sectors of 8.2%. There are a number of factors driving this price increase, discussed below.

Firstly, due to the pandemic, national average household savings are up. In 2020, Ireland recorded the highest gross saving rate among the EU member states (25.2% ratio of gross household saving to gross disposable income vs. an EU average of 18.3%). This build-up of cash, accompanied by the reduced wear and tear of vehicles because of national lockdowns and travel restrictions, triggered a release of pent-up demand for vehicles in recent months. However, this demand is heavily favouring electric vehicles (EVs), and is occurring at a time of global shortage for a key vehicle production component, semi-conductors.

New cars, and specifically EVs, are heavily dependent on semi-conductors. While demand for EVs has grown considerably in the past couple of years (8,009 electric vehicles registered to the end of April this year, compared to 9,886 for all of 2021), electric cars typically require more than double the amount of semi-conductors than non-electric vehicles. This increase in selling price, due to higher production costs, is resulting in consumers holding off on vehicle purchases until the issue is resolved. Several factors, including concerns on the future availability and costs of fuels due to the ongoing crisis in Ukraine, are increasing the demand for EVs in the short term, as more consumers opt to swap out of the use of petrol and diesel.

Given the factors above, as well as market volatility and economic forecasts of another economic downturn, it comes

as no surprise that Q1 car sales figures are still approximately 22% behind that of pre-COVID-19 levels (49,888 car registrations in Q1 2022 vs. 64,126 car registrations in Q1 2019). Therefore, it is important that motorcar dealerships manage cash effectively in both the short term and long term.

Cash management is paramount for motorcar dealerships. Cash flows occur in three areas of the business, namely operations, investment, and financing, and in two directions: inflows and outflows. Understanding your cash flow and current cash status can help you identify and avoid risks, find opportunities to support and improve your cash flow, and make well-informed financial choices.

A healthy cash flow ensures that your dealership can cover the day-to-day running costs and overheads, while still expanding your business. I recommend acting on the tips below in order to effectively manage your cash.

Cash inflows from operating activities

Cash flows from operating activities arise from the business' main activities that drive operating profit generation.

The cash flow cycle of a dealership is unique compared to most other businesses, typically receiving cash for vehicles within the week after a completed sale. This works in the dealership's favour, as it can reduce the burden of collecting accounts receivable from customers, but can often lull dealerships into a false sense of security due to the relative certainty of the cash flow cycle. As a result, dealerships often fail to take simple steps that could improve their cash flows and operations. This can be most common in the accessory departments of the business, for instance, in

parts replacement and servicing. Naturally, this side of the dealership does not operate on the same cash flow cycle as vehicle sales. Therefore, parts and service managers should follow cash flow management practices similar to those of any business that generates accounts receivable. These practices include:

- issuing of invoices in a timely manner;
- producing ageing schedules to determine which customers are late in making payments;
- applying credit policies; and,
- pursuing collection of past-due payments.

Dealerships should also aim to accelerate collection of accounts receivable where possible. This could be achieved by passing on incentives offered by car manufacturers to customers and communicating specific details of capital inflows. At the same time, collate receivables and determine their collectability according to amounts and collection periods, and co-ordinate with the relevant business departments to communicate collection requirements.

Cash outflows from operating activities

In an attempt to reduce cash outflows from operating activities, it is important for the dealership to be proactive in its approach to cutting or extending payment terms. By maintaining a relationship and communicating with accounts payable, you can negotiate and manage payables to suppliers according to their amounts and payment terms, particularly large, long-term outgoings; and work closely with individual suppliers to extend payment periods, or to reduce or exempt payments.

Proper inventory management is also a key component in reducing your expenses. Maintaining enough of the right vehicles at your dealership to meet customer demand without overstocking is a balancing act. The use of data analytics in this scenario can help your dealership make informed decisions, such as: selecting stock based on profitability and demand, smoothing out supply chain disruptions, and forecasting seasonality.

Cash flows from investment/divestment activity

Investment activity refers to capital expenditure of the business. This may include investments in long-term fixed assets such as showroom improvements, office equipment, and company vehicles. While continued investment in fixed assets is required to maintain and increase the level of cash generated in the long-term, the source of funding for these projects can be re-evaluated, with an external facility, such as leasing or a term loan, being preferable rather than financing from cash reserves.

Undertake a periodic review of the non-core assets of the dealership, to assess what your cash-generating assets are. If you can identify obsolete or non-performing assets, consider if the business can realise more value from disposing of the asset rather than holding on to it, and, accordingly, free up some cash.

Cash flows from financing activity

Financing activity refers to the funds raised (or repaid) including loan drawdowns, equity issuance, or shareholders'

loans. While in the past two years dealerships have had access to a wide range of government supports as a result of the COVID-19 pandemic, you should focus on building on relationships with traditional financiers — banking and leasing partners — to take advantage of opportunities to positively impact cash flow, such as:

- seeking repayment moratoriums and/or interest-only periods;
- requesting increased facility limits;
- exploring sale and leaseback options; and,
- leveraging unencumbered assets to raise new facilities.

Cash management and monthly reconciliations

Cash management and monthly reconciliation are also key elements to managing the day-to-day running of your dealership. Being cognisant of your current cash position, via monthly reconciliations, can help you identify errors and inefficiencies, and improve internal control procedures. Reconciliation should be completed by reconciling your general ledger activity with your business' bank account. Monthly reconciliations can highlight errors of transposition, where sales figures are mis-posted during entry, or small theft occurs internally within the business. Over time, these inconsistencies in recording can add up and present an illusion of a healthier cash position than is truly available to the business.

Common issues that can hamper the effectiveness of reconciliations include:

- employees not adequately trained to recognise errors and inconsistencies;
- employees not having suitable tools and technology to reconcile errors, particularly in a timely fashion;
- owners and managers de-prioritising reconciliations as the business is performing strongly and other tasks require attention.

To solve these issues, emphasise the importance of reconciliations to employees, ensure segregation of duties to increase the likelihood of identifying mistakes and involve senior management in the process to ensure procedural compliance. The benefits of regular reconciliation will allow you to identify internal and external errors, prevent fraudulent behaviour, and account for cash more accurately. It is vital that dealerships also assess cash flow requirements before they arise, and plan to meet these in the most cost-effective manner possible. Consider the following to help in your cash planning:

- implement monthly cash flow reports;
- maintain a short-term cash flow forecast, e.g., a rolling 13-week forecast; and,
- set up a longer-term cash flow projections model to assess seasonal impacts and likely cash shortfalls.

While financial success is often gauged by profitability, over-emphasis on profits over cash flow can result in the proverbial cart being put before the horse. Dealerships without adequate cash to cover operations and overheads can run into financial trouble. It is, therefore, imperative for dealerships to be pro-active when it comes to managing cash flow.

The new programme includes: classroom-based modules, online interactive group sessions, one-to-one online coaching sessions and an onsite visit by the trainer to the trainees' place of employment.



SIMI Skillnet Automotive Retail Management Programme

SIMI Skillnet is delighted to announce a new Management Development training programme that has been specifically designed for Motor Industry managers who may not have specific managerial qualifications. This course is aimed at enhancing managers' existing skills and competencies to meet the challenges of an increasingly competitive market.

Recently, SIMI Skillnet was successful in its application to Skillnet Ireland for additional funding to develop this new programme for the Motor Industry. Building on our previously successful programme, we are taking the opportunity to extend even further the scope of the course content. The new programme will include the following features: classroom-based modules, online interactive group sessions and a number of one-to-one online coaching sessions. In addition, there will be an onsite visit by the trainer to the trainees' place of employment to engage directly with the trainee and the trainee's employer/senior management to provide further mentoring and review measures being implemented by the trainee in the business.

Bespoke Course

Antonia Hendron, SIMI President stated: "I am delighted to see the return of the Automotive Retail Management Programme for 2022/2023. This bespoke course is supported by SIMI Skillnet and is tailored specifically for senior management to meet our Industry's training needs. The development of employees is crucial, as we are undergoing a period of significant change, both in the technology we sell and the way in which we conduct business. It is vital that employees are afforded the opportunity to reach their full potential, by building on their skillset and developing further, while also achieving a recognised qualification. As an employer, I would highly recommend this course having experienced first-hand its benefits, through the participation of my General Managers. This programme will encourage and enable management to be better equipped to keep pace with and meet the challenges ahead."

Programme Overview

The Programme will be run over two phases: Phase 1 – Core Management Skills delivered by Optimum Ltd. starting in September; Phase 2 – Motor Industry Specific Management Skills will be delivered by Navigate Solutions Ireland Ltd. in early 2023.

Phase 1 Modules:

- Time Management, Delegation and Leadership;
- Managing Performance, Coaching, Performance Improvement;
- Legislation, Regulation and Policies;
- Building High Performing Teams;
- Assertive Communication;
- Financial Management; and,
- Strategic Management.

Successful completion of Phase 1 of the programme will lead to a Level 6 QQI Award in Managing People.

Phase 2 Modules:

- Defining and Implementing a Best Practice Sales Process;
- Steering Sales Performance;
- Managing the Sales Department;
- Aftersales Strategy;
- Steering Aftersales Performance;
- Retailer Management – Developing your Brand;
- Developing a Business Strategy for Growth.

The cost to SIMI members is €2,850 plus VAT, and to non-SIMI members is €3,350 plus VAT.

This comprehensive and innovative programme is designed to increase the business skills and personal effectiveness of senior managers and future leaders by providing them with the opportunity to consider the importance of core management skills, while also taking an in-depth overview of the essential industry-specific competencies.

Meet the Training Providers

of the SIMI Skillnet Automotive Retail Management Programme

Optimum Ltd.

Optimum Ltd. was created in 1990 to provide training and business services and support to companies and individuals to achieve their ultimate success in business. Their training programmes are designed to increase proficiency and competency whether it be personal development or business development skills. Their core goal is to provide participants with the essential tools required to achieve their personal and business potential in a unique, stimulating and enjoyable environment. This, in turn, results in a visible improvement in key business indicators such as productivity, motivation, loyalty, employee retention and ultimately profit.

Mary Harrison, CEO of Optimum Ltd explained: "Optimum Limited is delighted to partner with SIMI Skillnet in the design and delivery of a high impact management development programme tailored for those working in the Motor Industry. The programme will provide relevant best practice learning and development and a QQI (Quality and Qualification Ireland) Level 6 Award in Managing People on successful completion of Phase 1. Phase 1 of the Automotive Retail Management Programme will be a structured, action-oriented, approach that sets out to challenge you to take a fresh look at your working environment. It will greatly enhance your ability to make a positive impact when dealing with people and provide you with an opportunity to reflect on your own management style. You will be supported to manage with confidence and authenticity, bringing new dimensions to a high performance culture. Each topic will be vibrant and challenging and you will be provided with best practice tools, methods and ideas that will enhance your capacity to assess, evaluate, manage and solve issues professionally and competently."



Mary Harrison, CEO, Optimum Ltd.

Navigate Solutions Ireland Ltd.

Navigate Solutions Ireland Ltd. was established by Michael Nugent and Paul Sharpe, Independent Specialists with local market knowledge, to coach and support national sales companies and retail Dealers to maximise their aftersales and sales potential, along with optimising customer retention. They can call upon over 50 years' senior management experience in the Motor Industry, covering all facets of the business.

Michael Nugent, Director of Navigate Solutions Ireland Ltd commented: "We are delighted to be working with SIMI Skillnet on several training programmes which have been attended by over 430 participants from franchise and independent businesses. It has given us a great insight into the challenges across the retail Motor Industry. We will bring this experience to hosting the Automotive Retail Management Programme. Participants will be well-versed in best practice across all facets of the business and have the knowledge and techniques to implement it across their business. The course is interactive in nature, enabling the participants to learn from each other's experience as well as build networks which will prosper after the conclusion of the programme."



Michael Nugent and Paul Sharpe, Directors, Navigate Solutions Ireland Ltd.

Register your Interest

To register your interest in the programme, please contact **Teresa O'Neill**, SIMI Skillnet Network Manager, toneill@simi.ie.





SIMI Skillnet 2022 Training Courses

Details of SIMI Skillnet subsidised courses and other SIMI training courses planned for late summer and early autumn are listed below. Further information on all courses is available on www.simi.ie

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

Monday, August 8; Tuesday, August 9; and Wednesday, August 10



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)

Practical Hands-on Technical Upskilling Electric Systems Fault Diagnosis

Thursday, August 11 and Friday, August 12

This SIMI Skillnet subsidised course is for technicians, employed in the Motor Industry, who carry out electrical testing or diagnosis on modern vehicle systems. Focus will be on providing trainees with a working knowledge of the test procedures that allow correct diagnosis of system and circuit faults.

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Two days

COST: €320 for SIMI members; €370 for non-members

Practical Hands-on Technical Upskilling Advanced Driver Assistance Systems (ADAS) Calibration Accreditation

Thursday, August 18 and Friday, August 19

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

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Two days

COST: €320 for SIMI members; €370 for non-members

Introduction to Vehicle Sales (Online)

Tuesday, August 23 and Wednesday, August 24

This training course aims to provide trainees with the skills and competencies to work professionally and competently as a Sales Executive within the Sales Department in the Motor Industry

TRAINER: Lawrence Good, ASE Global Ltd

LOCATION: Online

DAY SCHEDULE: 9.30am-12.30pm

DURATION: Two half-days

COST: €153.75 incl. VAT

Introduction to Vehicle Sales (Classroom)

Tuesday, August 25

This training course aims to provide trainees with the skills and competencies to work professionally and competently as Sales Executives in the Motor Industry. The course is intended for Individuals who are working in, or who have recently joined, a sales department in the Irish retail Motor Industry.

TRAINER: ASE Global Ltd

LOCATION: Killashee House Hotel, Naas, Co. Kildare

DAY SCHEDULE: 10am-5pm

DURATION: One day

COST: €227.55 incl. VAT



FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
or call + 353 1 6761690

Customer Retention

Tuesday, August 30

This course highlights the value of using effective customer retention strategies to improve dealer profitability while building and protecting the customer database. It will focus on the elements required for a robust programme, how to measure performance and how to successfully manage and supervise customer retention

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

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

Monday, September 5; Tuesday, September 6; and Wednesday, September 7

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)

Aftersales Profitability Workshop

Tuesday, September 6

Businesses can be resilient during periods of economic uncertainty or other industry challenges, such as production delays. This course examines how to manage the aftersales business proactively to make the most of the opportunities and to develop the business commercially. The course will be delivered via Zoom in two 120-minute sessions with a 10-minute break.

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

Adapting Vehicle Sales to the Online Environment

Wednesday, September 7

The main objective of this 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, which is increasingly becoming the norm. This course is intended for franchise and independent businesses - Dealer Principals, Owner Managers, Sales and Marketing Managers. The course will be delivered via Zoom in two 90-minute sessions with a 10-minute break.

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

Understanding VAT & VRT

Thursday, September 8



This previously classroom-based course has been transformed into an online learning event which will be presented via Zoom. Suitable for accounts and sales staff in retail garages.

TRAINER: Jimmy Rynhart, RCR Business Services

LOCATION: Online

DAY SCHEDULE: 10.00am to 12.30pm approximately

DURATION: Half day

COST: €196.80 incl. VAT

Digital Marketing in a Post-Pandemic World

Monday, September 12 and Wednesday, September 14

Designed for anyone who has taken on a marketing role and needs a working understanding of digital marketing, this course is ideal for Small Business Owners, Sales and Marketing Managers, and new-entrant marketing staff in the Motor Industry. It is delivered in two three-hour online sessions and will offer proven techniques to help you create a digital marketing strategy for your business.

TRAINER: Jill Lush, Lush Marketing

LOCATION: Online

DAY SCHEDULE: 9.30am-12.30pm each day

DURATION: Two half-days

COST: €123 incl. VAT

FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie or call + 353 1 6761690



Service Advisor/Receptionist Training

Tuesday, September 13; Wednesday, September 14; and Thursday, September 15



Aims 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

LOCATION: Online

DAY SCHEDULE: 10am-12.30pm each day

DURATION: Three half-days

COST: €246 incl. VAT

Parts Management Workshop

Monday, September 19; Tuesday, September 20; and Thursday, September 22

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: Darrell Grimshaw, ASE Global Ltd

LOCATION: Online

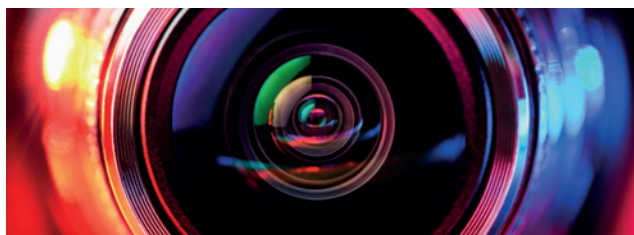
DAY SCHEDULE: 9.30am-12.30pm each day

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

COST: €246 incl. VAT

Making a Marketing/Sales Video for your Business

Tuesday, September 27; Thursday, September 29; and Tuesday, October 4.



This course is for small business owners and their staff who want to produce affordable, professional looking videos for their businesses on their phones or laptops with ease. Module 1 focuses on creating a video profits blueprint; Module 2 addresses specific video-making skills; and Module 3 looks at marketing your video.

TRAINER: Cynthia Baloula, CB Media

LOCATION: Online

DAY SCHEDULE: 10am-1pm each day

DURATION: Three half-days

COST: €246 incl. VAT (total cost for all three modules)

Effective Used Vehicle Sales Management

Tuesday, October 11

This course is intended for Dealer Principals, Owner Managers, Financial Controllers, Aftersales, Sales and Marketing Managers and is suitable for both Franchise and Independent businesses. Its objective is to identify and review key processes to ensure effective used vehicle management while avoiding common pitfalls

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

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 Breisoidéachais agus Ardoideachais, Taighde, Nuálaíochta agus Eolaíochta
Department of Further and Higher Education, Research, Innovation and Science



FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie or call + 353 1 6761690

Equipco helps boost wheel alignment profits

Last year Equipco launched the Techno Vector TV8 Smartlight, touchless wheel alignment system. With several very successful installations since, Equipco says it has proven to be a very profitable piece of equipment for workshops.

The primary advantage of the Smartlight system is time-saving, an Equipco spokesperson explains: "No clamps need to be applied to the wheels, so there is no danger of damaging expensive alloy wheels and no rolling compensation is required. Simply get the car on the lift and you have your diagnosis report; raise the lift and adjust – it's as simple as that. This quick diagnosis means you can test every car that arrives in the workshop in seconds and rapidly increase your wheel alignment revenue, as well as tyre and suspension-related sales. "This year, number plate recognition and tablet control have been introduced to further speed up the process. The technician can control the main screen from the tablet while



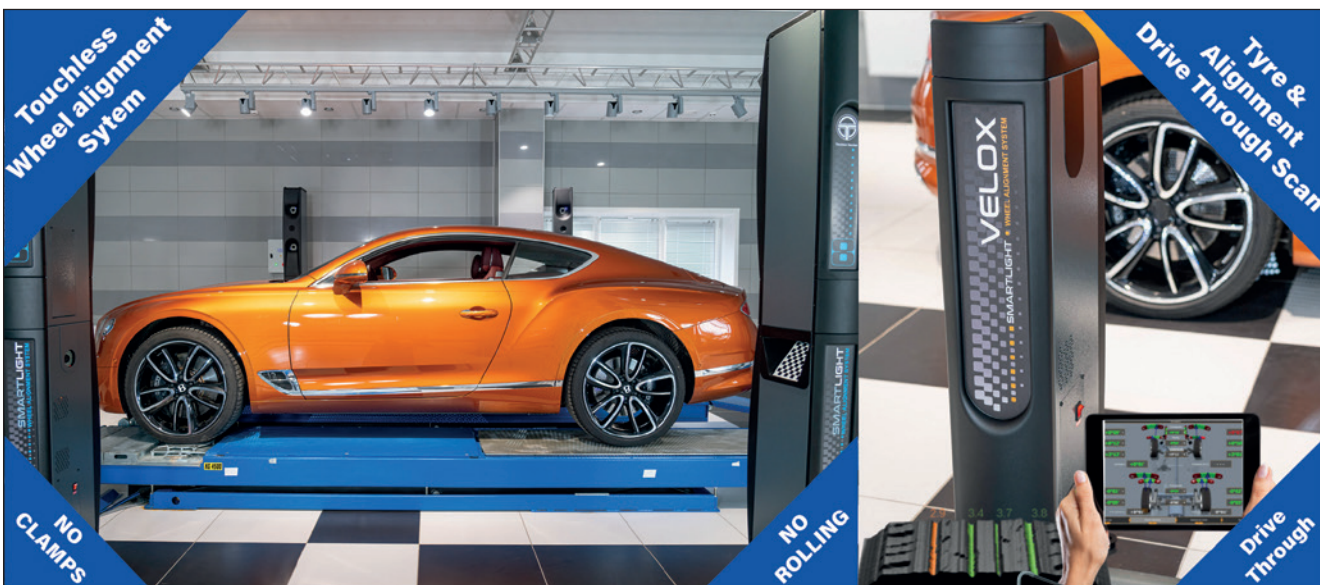
A drive-over tyre tread scanner.

adjusting, and can reference the animated guide on where to adjust and how to adjust." All four columns are anchored to the ground: "The front columns are in a stationary position and the rear columns automatically rotate depending on the length of the vehicle, giving coverage for vehicles ranging from small cars to long wheelbase vans."

Fast wheel alignment diagnosis

For customers who have recently invested in a 3D system but want the benefits of a quick drive-through wheel alignment diagnosis, Equipco has launched the Techno Vector Velox 8. Using the same technology as the Smartlight, the Velox 8 is a compact drive-through system that will immediately give you front and rear toe and camber parameter diagnosis. There is an integrated camera to capture the number plate as you drive through.

To complete the drive-through modular system, Equipco can integrate a drive-over tyre tread scanner and bodywork and under body scanners, which use AI to automatically identify bodywork damage, scrapes, scratches and leaks from underneath the vehicle.



Ravaglioli

EQUIPCO
IRELAND LTD.
AUTOMOTIVE EQUIPMENT SPECIALISTS
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EV

TOP 10 SELLING CARS 2022



Hyundai Tucson **4,623** 7.1%



Toyota Corolla **3,232** 5.0%



Toyota C-HR **2,170** 3.3%



Toyota RAV **2,083** 3.2%



Toyota Yaris **2,041** 3.1%



Kia Sportage **1,988** 3.1%



Toyota Yaris Cross **1,480** 2.3%



Hyundai Kona **1,460** 2.2%



Škoda Kodiaq **1,406** 2.2%



Ford Puma **1,262** 1.9%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/06 - 30/06	01/01 - 30/06	Market share 2022 %
Alfa Romeo	0	9	0.01
Audi	55	2615	4.01
BMW	22	2665	4.09
Citroën	20	810	1.24
Cupra	2	348	0.53
Dacia	159	1679	2.58
Ds	3	52	0.08
Fiat	6	202	0.31
Ford	95	3503	5.37
Honda	6	242	0.37
Hyundai	591	9175	14.08
Jaguar	2	102	0.16
Jeep	0	13	0.02
Kia	45	4951	7.60
Land Rover	11	269	0.41
Lexus	1	302	0.46
Mazda	6	675	1.04
Mercedes-Benz	67	2311	3.55
MG	27	243	0.37
Mini	10	343	0.53
Nissan	41	2796	4.29
Opel	28	1565	2.40
Peugeot	51	3085	4.73
Polestar	12	12	0.02
Porsche	4	175	0.27
Renault	260	2330	3.57
Seat	13	1020	1.56
Skoda	154	4619	7.09
Ssangyong	2	24	0.04
Subaru	0	1	0.00
Suzuki	23	694	1.06
Tesla	4	679	1.04
Toyota	229	11266	17.29
Volkswagen	179	5370	8.24
Volvo	23	982	1.51
Private Import	3	49	0.08
Total June 2022	2,154	65,176	
Total June 2021	2,762	63,853	
2022 Change 2021	-608	1,323	
% Change 2022 - 2021	-22.01	2.07	

TOP SELLING CARS JUNE 2022

Position	Model	Units sold	Market share %
1	Hyundai Tucson	544	25.3
2	Renault Arkana	126	5.9
3	Renault Jogger	93	4.3
4	Renault Kadjar	75	3.5
5	Toyota Corolla	68	3.2

Position	Model	Units sold	Market share %
6	Toyota Yaris	58	2.7
7	Renault Clio	53	2.5
8	Škoda Superb	48	2.2
9	Dacia Sandero	47	2.2
10	Toyota C-HR	44	2.0

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/06 - 30/06	01/01 - 30/06	% Share
Audi	2	4	0.03
Citroën	25	984	7.53
Dacia	0	20	0.15
Fiat	8	86	0.66
Ford	207	3605	27.60
Fuso	0	17	0.13
Great Wall	0	0	0.00
Hyundai	4	101	0.77
Isuzu	10	103	0.79
Iveco	2	75	0.57
Kia	2	166	1.27
Land Rover	2	190	1.45
LDV	31	356	2.73
MAN	6	60	0.46
Mercedes-Benz	45	536	4.10
Mitsubishi	0	39	0.30
Nissan	14	312	2.39
Opel	44	1328	10.17
Peugeot	27	1040	7.96
Renault	120	636	4.87
Ssangyong	1	35	0.27
Subaru	0	0	0.00
Toyota	46	1488	11.39
Volkswagen	26	1791	13.71
Private Import	3	33	0.25
Other	7	57	0.44
Total June 2022	632	13062	
Total June 2021	988	17023	
2022 Change 2021	-356	-3961	
% Change 2022 - 2021	-36.03	-23.27	

BUSES/COACHES REGISTRATIONS

Marque	01/06 - 30/06	01/01 - 30/06	% Share
DAF	0	0	0.00
Higer	0	12	5.94
Isuzu	0	12	5.94
Iveco	2	27	13.37
MAN	0	2	0.99
Mercedes-Benz	1	20	9.90
Scania	0	21	10.40
Sunsundegui	0	0	0.00
VDL DAF	0	2	0.99
Volvo	2	13	6.44
Wrightbus	0	0	0.00
Yutong	0	1	0.50
Private Import	4	92	45.54
Total June 2022	9	202	
Total June 2021	16	218	
2022 Change 2021	-7	-16	
% Change 2022 - 2021	-43.75	-7.34	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/06 - 30/06	01/01 - 30/06	% Share
DAF	10	172	14.87%
Dennis Eagle	2	7	0.61%
Fuso	3	17	1.47%
Hino	0	0	0.00%
Isuzu	22	57	4.93%
Iveco	10	52	4.49%
MAN	6	57	4.93%
Mercedes-Benz	6	94	8.12%
Renault	13	130	11.24%
Scania	13	276	23.85%
Volvo	14	258	22.30%
Private Import	3	37	3.20%
Total June 2022	102	1157	
Total June 2021	86	1309	
2022 Change 2021	16	-152	
% Change 2022 - 2021	18.60	-11.61	

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

The return of IMCTGA events

The Irish Motor & Cycle Trades Golfing Association has held two golf outings this year.

K CLUB

The Irish Motor & Cycle Trades Golfing Association outings returned after an absence of two years with a very successful event in the K Club, Straffan, Co. Kildare in April. Generously sponsored by DS Automobiles, represented by Des Cannon, MD, Gowan Distributors and outgoing IMCTGA President, this was the first IMCTGA golf outing since December 2019. Des said he was delighted the Association was back golfing, with so many members participating. He then invited Paddy Magee, Renault Ireland to take up his role as President for the coming year. Paddy said he would endeavour to continue the good work carried out by Des and his predecessors.



The sponsors DS Automobiles were represented by: Des Cannon, Glin Donnelly, Alan Kilroy and Mark Kavanagh.



Paddy Magee, Dessie Dolan, Ciaran O'Brien and Brendan Keary at the first tee box.



Paddy Magee, the newly-elected IMCTGA President, presented the Jacob Cup to Joe Galligan, Overall Competition winner on the day.

HERMITAGE GOLF CLUB

In June, Hermitage Golf Club, Lucan, Co. Dublin, hosted a competitive day's golf for nearly 90 IMCTGA members and visitors. Members participated in the Dunlop Cup, the Percy Cup, the Louis Lemass Trophy and the Matt Fagan Memorial Cup. The event was sponsored and supported by Aviva and Willis Towers Watson. Goodyear Dunlop, who have been associated with the Dunlop Cup for many years, continued their sponsorship. IMCTGA President Paddy Magee said he looked forward to seeing another full turnout at the next outing in Moyvalley on Thursday, September 1.



Representing sponsors AVIVA and Willis Towers Watson were: Mark Doyle, Peter Hayden and Daniel Parker.



Paddy Magee, IMCTGA President presented the Dunlop Cup to the overall winner, Terry Lilly.



John Sheerin accepted the Matt Fagan Memorial Cup on behalf of his son Daniel from Paddy Magee.



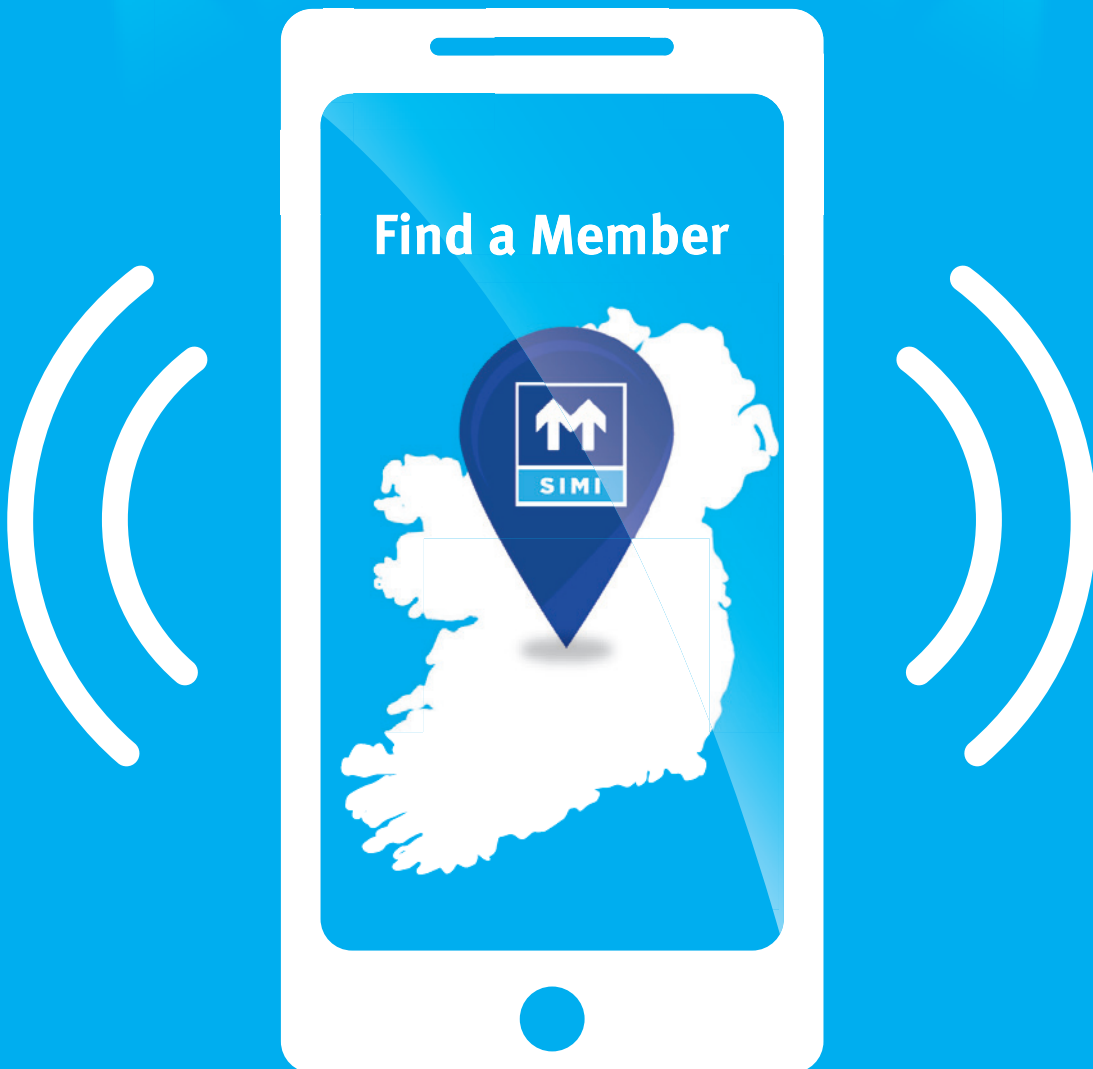
Con Dalton, IMCTGA Secretary, welcomed members back to Hermitage Golf Club and acknowledged generous sponsorship from AVIVA and Willis Towers Watson.

New members are welcome provided they are recognised with a GUI Handicap and are working in, or are affiliated to, the Motor Industry. For more information, email: condalton@gmail.com or cdalton@simi.ie

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- 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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