



SIMI

2022 ISSUE 4

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



**Budget
2023 must
avoid
further car
taxation**

– SIMI President

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*Digitalisation: An unstoppable force in automotive retail (Keyloop/Frost & Sullivan 2021)

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BUDGET 2023: WHY WE NEED TO INVEST NOW FOR A CLEANER, GREENER FUTURE!



Budget 2023 is fast approaching, with climate change and the cost of living crisis very much the focus for Government in their decision-making process. The Government's Climate Action Plan has set an ambitious target of a 51% reduction in transport emissions and to have 845,000 passenger car EVs on the road by 2030. Changing the technology of the 2.23 million cars in our national fleet to zero and low emission transport in a short time frame, is hugely ambitious and there are significant challenges to overcome.

Over the past few years, our new car market has dramatically underperformed as a result of several factors, including the economy, Brexit and high vehicle taxation. Now we have supply issues due to Covid-19 and war impacting both new and used vehicle stock. Our national fleet is ageing, with an average car age of over nine years. Currently, one million cars fall into the category of significantly more polluting, with the cost to change for many motorists not feasible and trapping them in an older, less fuel-efficient car. If we want to optimise the reduction in vehicle emissions, we must support not just the increased electrification of the fleet, but we also must deal with the legacy of these one million older vehicles. This can only be done in an economic and taxation environment that supports motorists trading up to a newer, cleaner car. By doing this, we would not only help reduce emissions, but hard-pressed consumers would see a reduction in the fuel costs. The creation of a second-hand electric vehicle market is also vital, which can only be achieved through a strong new car market and the new car market needs to grow significantly over the next few years.

Our Industry is a key partner in seeking to reduce emissions from transport and we have submitted our Pre-Budget submission to Government outlining the key measures we are proposing for Budget 2023. While certain issues are outside of our control, the Government has control over taxation and incentives, and this is where policy can make a real difference. In this context, the current level of EV supports must continue for the next three years, in order to both maximise the EV stock availability for the Irish market and support the creation of a vibrant used EV market.

Quite simply, there needs to be an increase in the level of funding allocated to the EV transition project. New EVs are expensive to manufacture and, with increasing electricity and commodity prices, they will remain costly until the latter part of the decade. In this context, supports need to remain if we are to meet the ambitious Climate Action targets. We need a retention of the current level and thresholds for the SEAI purchase grant until the end of 2025 along with deferral of the proposed 0% Benefit-In-Kind tapering out to 2025. Budget 2023 should not see any VRT or Road Tax increases, this would only further increase the cost of new cars, dampening demand and reducing consumer confidence. Investment in the national charging infrastructure is also essential, it must be reliable and remain ahead of demand, to provide consumers with confidence in the EV project.

Government policies should encourage those who can, and protect those who can't, on the journey to zero emissions, as we must have a fair and just transition for all. The business sector should be incentivised, to an EV fleet, as

(continued overleaf)



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(continued from page 3)

this is a very efficient way to create a vibrant second-hand market quickly, while the purchase of light commercial vehicles should see no changes to the basis of LCV VRT.

Our media communications throughout the year have been consistent in carrying the message that Government must continue to incentivise electric vehicles by extending current supports, and refrain from any further taxation increases which will only suppress demand, hampering our ability to decarbonise the national fleet. As always the support of our members in our Budget lobby is vital, and we will continue our engagement with Government, the various departments and stakeholders, to advise

them of what the Industry needs to achieve this transition. Every citizen must be given a reasonable chance to improve their carbon footprint and is critical to our national success. Our members have some of the solutions. It's important that Government listens to what we are saying.

Now is the time to invest in the EV project for a cleaner, greener future.

Brian Cooke
Director General, SIMI

NEW CAR REGISTRATIONS DECLINE IN EUROPE

The decline of new car registrations in Europe accelerated, according to the most recently published figures, with volume falling from 1,268,508 units in June 2021 to 1,054,807 units for the same period this year. This marks the worst month for June since 1993, with a 17% decline.

Felipe Munoz, Global Analyst at JATO Dynamics, commented: "The operating environment is becoming increasingly difficult, and worryingly the few safe havens that previously existed across the industry are now starting to show signs of decline too."

SUVs and EVs, which had been drivers of growth over previous months, are posting declines. Registrations for SUVs fell by 7% when compared to June 2021, marking a year-to-date decline of 4%. However, they still posted a record market share of 49.5%.

The same can be said for electrified vehicles (EVs). A total of 215,000 units were registered in June 2022, down by 8% from the 233,000 units registered a year ago. This is the biggest fall on record for EVs since April 2020, when the worst of the pandemic hit the market.

The fall in EV demand impacted Tesla, Volkswagen, Renault, Audi, Skoda, and Ford the most. While Tesla was mainly affected by the halt of production at its plant in China, the brands from Volkswagen Group were forced to stop producing a number of electric and plug-in hybrid vehicles due to supply issues arising from the Russia-Ukraine conflict. In contrast, BMW, Mercedes, Peugeot, Kia, Fiat and Cupra recorded growth.

The external environment is not impacting all OEMs equally, Mr Munoz notes. For instance, in June, Volkswagen Group lost 26% in sales and three share points when compared to June 2021, while Renault (including Renault, Dacia, and Alpine) increased its market share from 10% in June 2021, to 12.1% last month. Renault's volume remained stable with 127,200 units – down by 16% but still the third largest behind the Volkswagen Group and Stellantis.

The Chinese brands, excluding Geely, posted a 93% increase during June – up to 13,800 vehicles – with MG cars accounting for over 75% of this volume. These Chinese brands outpaced Suzuki's, Mazda's, and Honda's registrations over the same period.

ISPS WELCOME EU DATA FRAMEWORK FOR AUTO INNOVATION

Independent service providers (ISPs), representing 4.5 million jobs in the automotive sector across Europe, have welcomed what they describe as a positive exchange with the European Commission on ensuring innovation in the automotive and mobility sector as European regulators prepare to establish the rules that will define the industry for at least a decade to come.

The ISPs have welcomed the positive enabling framework created by the Data Act. They also agreed with the Commissioner that there is a pressing need for the Data Act to be adopted as soon as possible by the European Parliament and Council and for the sector-specific

automotive regulation on access to in-vehicle data and resources to be adopted prior to the European elections in May 2024.



Bastian Mueller, Board Member of FIGIEFA and one of the participants, explained: "With unfettered and secure access to vehicle-generated data and resources, there is so much value the businesses we represent can create in the automotive and mobility ecosystem. The fact that the Commission has opted to make this the first area for sector-specific regulation under the Data Act reflects the pressing need to get the right legislation in place as rapidly as possible."

WORLD SKILLS IRELAND RETURNS THIS MONTH

SIMI will be the Automotive & Heavy Vehicle Category Sponsor at World Skills Ireland which takes place September 13-15 in the Simmonscourt Arena, RDS, Dublin. Worldskills promote skills careers as a first choice and are dedicated to encouraging young people to excel in skills and apprenticeships. Their vision is to raise the profile and recognition of skills careers and apprenticeships, while showing the importance of skills in achieving personal success and in delivering Ireland's economic growth. The last World Skills Ireland event took place in 2019, a hugely impressive and exciting event with over 20,000 people in attendance. The event provides a great opportunity to showcase apprenticeships to students, parents and guidance counsellors through the exhibition stands and live skills competition areas. SIMI, in conjunction with vehicle distributors and retailers, have created a motor village in the careers hall. The SIMI stand will promote careers in the Motor Industry and apprenticeships in general. More information about the event can be found at: www.worldskillsireland.ie



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SERFAC STOCKS RING EV CHARGING RANGE

Serfac Limited is now stocking a comprehensive range of EV charging cables from well-known aftermarket brand Ring Automotive.

Ring's range of EV cables covers all electric/hybrid vehicles and is durable and waterproof to deal with all types of weather and road conditions, according to Serfac. Using good quality charging cables has become more important as the cost of electricity increases. The range of Ring charging cables are all IP65 and IK10 certified, meaning they can be used in all weathers, and that they are protected from impacts such as being dropped or accidentally run over, with the cable charging end retaining its integrity, without splintering or cracking.

"Ring's charging cables are made from pure copper which maximises charging efficiency," said Gillian Fanning of Serfac. "It's important not to economise on your vehicle charging cable as premium quality cables ensure the most efficient transfer of power with no wastage. Additionally, range anxiety will be reduced where drivers know a full charge has been delivered.

Ring cables are tested to the highest standards and certified to CE and UKCA standards. Independently tested by TUV test house, Ring's cables can offer years of charging for EV motorists.

Ring has continued its product development for electric vehicles by launching a range of charging cable accessories



which includes storage bags, security devices, connector end and wall mounted holsters and hooks, providing cable storage and protection solutions to the ever-expanding electric vehicle charging cable product offering. Like its charging cable range, Ring's EV accessories are also IP65 rated, which provides full protection from dirt and moisture ingress, so users can utilise the products safe in the knowledge they are risk-free.

The extensive Ring product range available from Serfac also includes lighting, workshop lighting, vehicle and towing equipment and accessories, battery and tyre care, auto electronics and in-vehicle power management.



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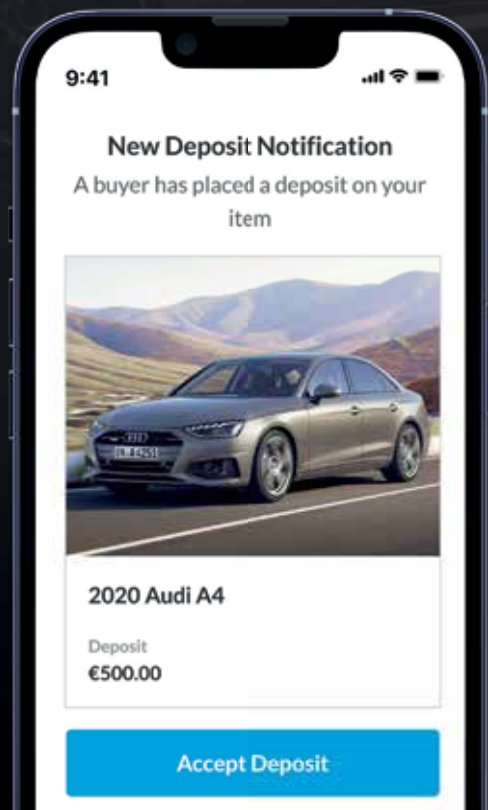
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The technology could provide the driver with information about changes in weather, such as snow falling, fog, slippery conditions, or an icy road ahead.

FORD HEADLIGHT TECH HELPS KEEP DRIVERS' EYES ON ROAD

Head-up displays have for some time enabled drivers to stay focused on the way ahead. But now Ford engineers are trialling new headlight technology that could help ensure those behind the wheel literally keep their eyes on the road.

The new technology can project directions, speed limits or weather information onto the road so the driver's gaze can remain fixed on the way ahead.

Projecting information onto the road using high-resolution headlights could benefit other road users. For example, a crosswalk could be projected onto the road, both for the view of the driver and the pedestrian, in situations where the existing road markings are faded or unclear. Other possibilities include showing a path for the driver to follow to ensure cyclists are passed at a safe distance.

The technology could provide the driver with information about changes in weather, such as snow falling, fog, slippery conditions, or an icy road ahead. Connecting the headlight to the navigation system could display upcoming

turns, while the width of the vehicle could be projected onto the road, helping the driver to judge whether the vehicle will fit through a gap or into a parking space.

Lars Junker, features and software, Advanced Driver Assistance Systems, Ford of Europe, commented: "What started as playing around with a projector light and a blank wall could take lighting technologies to a whole new level. There's the potential now to do so much more than simply illuminate the road ahead, to help reduce the stress involved in driving at night. The driver could get essential information without ever needing to take their eyes off the road." Projecting images onto the road may be subject to different legal regulations in different markets. This vehicle feature is being developed for trial purposes only and is being tested in controlled environments.

FIVE KEY QUESTIONS ABOUT BATTERIES

Francesc Sabaté, head of Test Center Energy, Seat's battery research lab in Martorell, Spain, recently answered five of the most frequently asked questions about batteries.

1. What are batteries made of?

"The technology we use in the Volkswagen Group is lithium-ion based, specifically with the chemical combination nickel, manganese and cobalt. These elements form cells, which are the minimum energy storage units that facilitate charging. The cells are grouped into modules and arranged in packs that, together with the control electronics, the cooling system, and the casings, create the complete battery that is ready to be assembled in the vehicle.

2. What's the difference between an electric and a hybrid battery?

"In an electric vehicle, since it doesn't have a combustion engine as in a hybrid, the battery needs to have more capacity to travel the same distance. This means that it needs more cells. The battery of a hybrid has around 100 cells, while that of an electric vehicle has around 300."

3. How long does it last?

"It depends on how people drive their car: the frequency of use, the temperatures it's exposed to and the number of charge cycles. In the case of our vehicles, we can ensure a

minimum of 160,000 kilometres or eight years of guaranteed service life thanks to the intensive tests we subject the batteries to. The testing includes extreme climatic conditions and modes of use that continuously push the batteries to their limits."

4. How can their life be extended?

"It's advisable to minimise the number of quick charges, because this prevents the battery temperature from rising too high. Keeping its charge level between 40% and 80% also helps extend the battery's life beyond the minimum warranty criteria."

5. Do they have a second life?

"Once electric vehicles have reached 160,000 km or after eight years, the battery still performs to around 80% of its capacity. This means that we may experience a shorter range in everyday use of the car and therefore, in the distance we can travel with it after a charge. But it doesn't mean that the battery is no longer useful, as this 80% capacity can be used in other applications that require less power, such as static energy storage. This new function ensures that a single battery can be reused to extend its life."

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REPAK ELT ADOPTS NEW BRAND IDENTITY

The organisation behind the end of life tyre scheme is set to enter a new phase and changes its brand identity in September. Having benefited from the support and expertise of Repak Ltd in establishing the scheme, the working agreement between both organisations has concluded as intended, necessitating a name change for the tyre scheme. CEO Bill Collins stated: "We would like to extend our thanks to Séamus Clancy and the team at Repak Ltd, who were instrumental in helping establish the scheme. It is now time to adopt our new identity as we continue to focus on finding sustainable outcomes for end of life tyres in Ireland."

Following extensive research which included member and stakeholder interviews, Circol ELT was chosen as the new identity for the scheme. Circol is intended to confirm the scheme's commitment to the circular economy and sustainability in the waste management sector.

The change to the new identity will be completed in September 2022. Member services will be unaffected throughout the transition, according to Circle ELT. Circol ELT are running a national radio campaign for two weeks in September. It introduces the new brand identity to members, stakeholders and the motoring public. This will be followed with a radio campaign in October where the public will be alerted to the benefits that proper tyre care brings in reducing fuel costs and increasing tyre performance. Motorists will also be encouraged to get their tyres checked at their local Circol ELT member outlet. Along with their new identity, the tyre scheme will also have a new address. Their new offices are at The Link Business Centre, G3 Calmount Park, Ballymount, D12 Y050.



A radio campaign from Circol ELT in October will alert the public to the benefits of proper tyre care.

DRIVERS URGED TO LOOK OUT FOR MOTORCYCLISTS

The Road Safety Authority (RSA) and the Irish Motorcycle Association (IMA) have appealed to drivers to be aware of, and to look out for, motorcyclists.

Michael Noonan, PRO, Irish Motorcycle Association said: "Drivers need to understand that motorcyclists have less protection in the event of a crash and so are many times more vulnerable. A factor in collisions involving a motorcyclist and a driver is when a car or van turns or drives through a junction or joins a main road from a minor road, fails to observe, and ends up colliding with the motorcyclist. Therefore, it is critical that drivers look out for motorcyclists especially, at junctions, at intersections, when turning onto a main road and when changing lanes."

Mr Stefan Auler, Regional Manager, Driver Testing, RSA said: "Visibility is often a factor in motorcycle crashes involving other vehicles. Because of its narrow profile, a

motorcycle can be easily hidden in a car's blind spots such as the door and roof pillars, or masked by objects or backgrounds outside a car like bushes, fences, and bridges. Drivers should always assume motorcyclists are closer than they appear.

Their speed and distance are difficult to judge, especially at intersections. Look twice before turning right or left, crossing junctions and when changing lanes."

Mr Auler added: "Motorcyclists should also ensure they are equipped with the correct PPE and ride with dipped headlights on, to increase visibility."



CIRCOL ELT

CIRCOL ELT the New Name for Repak ELT

Circol ELT work to support and advise members on all aspects of Ireland's Tyre Compliance Scheme. We ensure waste tyres are managed in an environmentally sound manner whilst encouraging motorists to support members.

Embracing the principles of the circular economy is central to our mission and so we are changing our name to Circol ELT. This represents our commitment to developing sustainable outcomes for End of Life Tyres in Ireland. We are dedicated to researching and developing innovative solutions to grow the opportunities to use recycled material from waste tyres in products for industry, leisure, and the public sector.

DRIVING A SUSTAINABLE TOMORROW



**Our new address is
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KEYLOOP/ MTU BURSARY AWARD WINNER

The global automotive technology provider, Keyloop, has awarded its bursary of €3,000 to a student at Munster Technological University (MTU) for the second year, demonstrating the strength of the ongoing partnership between MTU and Keyloop.

The winner this year was Saoirse Power (aged 20), who studies Automotive Business Management and Technology at the university and was awarded the bursary through an online ceremony. A total of seven students applied for the bursary, with Saoirse being selected due to her outstanding level of professionalism and enthusiasm for the automotive industry. Speaking on being awarded the bursary, Saoirse Power said: "The bursary will help me to focus on my studies and it will grow my passion for automotive management and technology. I'd love to work in the service team as an advisor or on warranties. I hope to spend a day each week working in the industry, and I can't wait to get back after the summer and onto the next year of the course."

MTU launched its BSc (Hons) in Automotive Business Management & Technology in 2018, with the support of Keyloop, aiming to give students deeper exposure to automotive technology and management. Keyloop then launched its bursary the following year to support students and nurture future talent in the industry.

Since launching the partnership, Keyloop and MTU have created 20 simulated automotive retail outlet centres using the Keyloop Drive Dealer Management System. The centres emulate the departments found in any modern automotive retail outlet including vehicle sales, customer service, marketing, parts and workshop.

Michelle Wells, Brand Strategy and Corporate Communications Director at Keyloop commented: "We are always aiming to collaborate with universities as we endeavour to educate and inspire young people to forge a career in the automotive industry."



Saoirse Power, winner of the second Keyloop/MTU bursary award.



BMW STAYS "ON COURSE" IN DIFFICULT ENVIRONMENT

In a highly volatile environment, BMW reports that it earned a Group EBT margin of 24.5% (Q2 2022: 11.3%) in the first half year of 2022. The revaluation of the previously held shares in the Chinese joint venture BMW Brilliance Automotive Ltd. (BBA) contributed to the high return, BMW states. This revaluation due to full consolidation on February 11 increased the financial result by €7.7 billion. The Automotive EBIT margin in Q2 was 8.2%, and for half-year (HY) 1 2022 was 8.5%. In the first two quarters of the year, the full consolidation of BBA dampened Automotive Segment earnings. Excluding the effects from its full consolidation, the BMW Group posted an EBIT margin in the automotive segment of 12% in Q2 (HY1 2022: 12.6%) – well above its long-term strategic corridor of eight to 10%. In the first half of 2022, the BMW Group was able to more than double its sales of pure electric vehicles to 75,890 units up 110.3% from 2021's 36,087 vehicles. During the same period, sales of electrified vehicles increased significantly, climbing 20.4% to 184,468 units (2021: 153,243 vehicles). Electrified vehicles' share of total deliveries rose to 15.9% compared to 11.4% in HY1 2021.

FIAT CEO/STELLANTIS CMO JOINS FORBES CMO HALL OF FAME

Olivier Francois, FIAT CEO and Stellantis Global Chief Marketing Officer (CMO), was recently inducted into the Forbes CMO Hall of Fame, which celebrates chief marketers who have been recognised on the Forbes World's Most Influential CMOs list, five times or more.

Mr Francois commented: "Consumers love products that help them be and do better, and ones they're proud to own. Because pride is the currency of success in the modern-day word-of-mouth known as 'social media', at Stellantis, with 14 brands on four continents, we use the most cutting-edge tactics and formulas to secure the new deliverables that we call impressions. However, he notes that one lasting impression counts more than a billion transient ones: "Let's find the most meaningful impression, the most relatable, the one that may spark an emotion, a vocation or ignite a movement." He added: "I'm deeply honoured to receive this nomination, which I want to share with my team wherever they are in the world, across all the brands they represent."



FIAT CEO and Stellantis Global CMO, Olivier Francois.



ELVES BECOMES CARBON NEUTRAL

ELVES, Ireland's end-of-life vehicle compliance scheme, has recently achieved the internationally recognised Carbon Footprint Standard – Carbon Neutral Plus for the period 2019-2021. The carbon neutral certification was attained through Carbon Footprint Ltd and represents the achievement of a goal set by the ELV compliance scheme in 2021.

Lee-Jane Eastwood, Compliance Executive at ELVES said: "Equipped with these sustainability credentials, ELVES is committed to remaining carbon neutral, not only by contributing to offsetting projects but by working to minimise emissions wherever we can in line with our goal of increasing the sustainability and circularity of our operations." ELVES worked with Carbon Footprint Ltd to become carbon assessed through a review of the company's activities and energy use. Carbon Neutral certification was achieved through contributions made to QAS (Quality Assurance Scheme)-approved global offsetting projects equivalent to ELVES' carbon footprint plus an additional 25%. Recognising the importance of contributing to climate efforts

locally as well as globally, ELVES is also supporting a native tree planting social enterprise here in Ireland, for an amount equivalent to its annual carbon footprint.

Ms Eastwood explained: "While offsetting is vital, ELVES has also been proactive in making changes to reduce our organisational footprint. These changes have included an upgrade of office lighting to LED and 50% of our company vehicles are now fully electric. This year we will also benefit from the recent modernising of the office heating system." She continued: "This important step towards organisational sustainability comes on the back of the announcement that Ireland met and surpassed the ELV (end-of-life vehicles) targets for reuse, recycling and recovery in 2020, contributing to lowering the vehicle sector's carbon emissions. "ELVES is already a national leader in supporting the recycling of the vehicles of the future. The Electric ELVES programme has collected over 160 electric and hybrid vehicle batteries and modules for recycling since 2018 and has trained over 165 ATF staff in the safe handling of electric vehicles when they reach End-of-Life."

LATEST eVITO GETS 70% BATTERY BOOST

With the fitting of a new, longer-range battery, owners of the latest Mercedes-Benz all-electric eVito panel van can now facilitate journeys twice as long without the need to stop-and-charge.

Intended as a boon to courier companies, urban distributors and those servicing customers within city and outer suburban environments, this ability to travel a longer distance is made possible by a 70% higher battery capacity compared to the previous variant. In operational terms, owners can now match sustainability with greater productivity to an extent that was not possible previously. Commenting, Fergus Conheady, sales manager in Ireland for Mercedes-Benz commercial vehicles said: "with its higher-capacity 60 kWh battery, and its significantly longer, one-charge operational range of 242-314km (WLTP), the latest eVito will appeal to an even wider range of users." Under its front end is an electric powertrain that drives the front wheels with a peak power of 85kW. A water-cooled AC on-board charger with a maximum charging capacity of 11kW means it is prepared for AC charging. A CCS charging socket in the front left bumper also makes fast charging by means of direct current possible.



Thanks to a standard charging power of a maximum of 50kW – or optionally to a maximum 80kW – the eVito can be charged from 10% to 80% in about 50 or 35 minutes, depending on model, according to Mercedes-Benz. With the battery located underfloor, the eVito offers up to 6.6 cubic metres of loading space. It can be ordered in two different lengths: one with a length of 5,140mm and an extra-long version of 5,370mm.



The Opel Vivaro-e, Irish Van of the Year 2022, has delivered strong sales so far this year.

STRONG 222 FOR OPEL SALES

An historic light commercial vehicle market share high of 10.7%, combined with new Dealer appointments and a renewed sales momentum behind Opel passenger cars, thanks to the recent launch of the new Grandland and the arrival of the latest Opel Astra, has lifted the Opel brand in the sales charts.

Opel reached eighth position overall in the sales charts in the year to the end of July 2022. It achieved a combined passenger car and light commercial vehicle national market share of 3.9%, (up by 6.65%) in a difficult market which has contracted by 7%.

James Brooks, Opel Ireland's Managing Director, said: "Opel's robust performance in the all-important month of July was extremely pleasing. Our new Opel Astra and Grandland have been launched to tremendous reviews and together with the Corsa, Crossland and Opel Mokka, Continental Irish Small SUV of the Year 2022, have significantly raised our profile in terms of our passenger car portfolio. The strategic appointment of new Dealers – Cummins Motor Group in County Laois and Rochford Motors in Ballyhaunis, County Mayo – has further strengthened our network performance."

Opel also increased sales of its light commercial vehicles in Ireland in the first seven months of 2022. For the year up to the end of July, sales grew by 21% to 1,837 units in a declining market (-21.4%), pushing Opel's national van market share up from 6.9% to 10.7%, to place fourth on the van sales podium. The all-electric Vivaro-e is Ireland's best-selling electric van, Opel reports, commanding 39.6% of the emerging EV market.

BLACKWATER MOTORS VW SPONSORS CORK SPORTSABILITY DAY 2022

Blackwater Motors Volkswagen have announced that they will be the main sponsors of Cork SportsAbility Day, 2022 on Saturday, September 17, at the Mardyke Arena, UCC, from 11am to 2pm. Having been supporters and sponsors of the event since 2016, when it first launched, Blackwater Motors Volkswagen are delighted to see the event back after its cancellation for the past two years as a result of Covid-19.

Speaking about the event, David Quinlan, Sales Manager, Blackwater Motors, Forge Hill, said: "We are very proud sponsors of Cork Sportsability Day, it's such a positive event promoting sport for all, with the event aimed at increasing awareness of sport and physical activity opportunities for people with disability. It's great to see the event growing, with 15 different 'come-and-try' sessions taking place on the day."

On the day of the event, Blackwater Motors will have Volkswagen models on display and will have a stand with team members in the main hall to give information on the new and used Volkswagen range available at the Cork, Fermoy and Skibbereen branches. They will also be running a raffle for Mahon Point Shopping Centre vouchers.

For more on Cork SportsAbility Day 2022, you can visit: <https://www.corksports.ie/cork-sportsability-month/>



Pictured at the announcement of the sponsorship were (l-r): David Quinlan, Sales Manager, Blackwater Motors, Forge Hill; Cliona Horan, Cork Sports Partnership; and Jean Murphy, Group Marketing Manager, Blackwater Motors.



WAVIN INTRODUCES HANDS-FREE DRIVING POLICY FOR STAFF

Wavin Ireland has introduced a new safe driving policy for its staff which includes prohibiting the use of hands-free technology while driving. Michael O'Donohoe, Wavin National Director for Ireland, said: "While the use of a hands-free phone while driving is not illegal in Ireland, it is best practice to avoid doing so in terms of safe driving. We have adopted the Distracted Driving Policy introduced throughout the Wavin Group and its parent company Orbia. We believe that while using hands-free technology is beneficial and productive for our sales and technical staff who travel regularly in the service of our customers, it can only be used safely when a person has stopped driving."

The 'ground rules' of the Wavin Distracted Driving Policy to avoid using hands-free when driving include:

- recording a voicemail greeting that tells callers that the person may be driving and cannot take their call;
- planning journeys that include rest stops to check messages and return calls; and,
- pulling over and parking a vehicle in a safe location, if a call must be made or received.

FINAL TESTS FOR KIA EV9

Kia has revealed details of the final intensive testing programme undertaken by the Kia EV9 ahead of its world debut in 2023. The all-electric EV9 is intended to become the brand's flagship model and will, Kia believes, revolutionise the large electric SUV segment.

Developed over a period of 44 months with the aim of setting new standards in design, performance, range, driving dynamics, technology and comfort, the Korean carmaker says that every facet of the EV9 is currently being pushed to the limits of durability at its global Namyang R&D centre in Korea.

During this final testing phase, Kia reports, the EV9 is subjected to a gruelling verification programme on a 4WD climbing hill and a rough terrain track, as well as a deep-water wading test, to ensure maximum reliability. Kia's high-speed, handling, and low-friction tracks place every element of the EV9's performance and roadholding under strict scrutiny. In addition to the test programme at Namyang R&D centre, the EV9 has also been subjected to a punishing testing regimen in locations all over the globe.

The Kia EV9, has been developed on the company's advanced electric global modular platform. Taking a bow in the first quarter of 2023, the Kia EV9 follows on the launch of the brand's all-electric EV6, which has garnered critical accolades, including the European Car of the Year 2022 title.



The EV9 is being subjected to a gruelling verification programme at Kia's Korean R&D centre.



Pablo Di Si, who has been appointed President and CEO of Volkswagen Group of America; and Scott Keogh, President and CEO of newly established company, Scout.

VW ADVANCES US GROWTH STRATEGY

Volkswagen Group is strengthening its US leadership team to accelerate its ambitious growth strategy in North America. As part of its New Auto strategy, the Group aims to leverage the transformation to electric vehicles (EVs) in the region with a broad product portfolio and the setting up of a new company to enter the all-electric pickup space.

Scott Keogh, President and CEO of Volkswagen Group of America, has been appointed President and CEO of Scout, an independent company that is being established to launch all-electric pickups and rugged SUVs in the US market.

Pablo Di Si, Executive Chairman of Volkswagen South American Region, will assume leadership of Volkswagen Group of America, and become CEO of Volkswagen North American Region. The leadership changes took effect from September 1.

RENAULT BANK BECOMES MOBILIZE FINANCIAL SERVICES



Renault Bank has rebranded to Mobilize Financial Services in line with the Renault Group strategy to develop and deploy new and innovative solutions to meet the car-related mobility needs of customers' new lifestyles. According to Renault, this rebrand aims to provide financial solutions that will cater for all mobility needs, including the arrival of more electric and connected vehicles. Mobilize Financial Services will finance more vehicles over longer periods, while creating more value to meet the needs of customers' evolving lifestyles. Renault Bank has been operating in Ireland for over 10 years and in that time has lent over €1.7 billion to Irish customers. Renault reports that the Bank has financed over 100,000 vehicles for both Renault and Dacia individual and commercial customers since 2012.

The finance arm of Renault in Ireland has seen significant growth over the 10 years including the launch of several new finance products and services such as Personal Contract Plans (PCP), car servicing plans and leasing products. Currently, the Irish branch employs 35 local employees and is based in Baldonnell in Co. Dublin. Paddy Magee, Country Operations Director, Renault Group Ireland commented: "This is an exciting time for the automotive industry as there are many innovative products arriving in the coming weeks and months. The transition to electric is already here, but we will also see a transition in the coming years to new payment methods and a shift to more 'pay per usage' models. Mobilize Financial Services is investing heavily in this and will help deliver the overall group strategy in the coming years which will focus on providing more digital journeys to customers and transitioning from selling cars to selling kilometres."



Opportunities and Challenges for the Industry

Recently appointed SIMI President Antonia Hendron spoke to *Irish Motor Management* about the current challenges facing the Motor Industry and how the Government, the Industry and consumers can work together for a green future.

The green transition

Consumer and media interest in electric vehicles (EVs) is reaching levels that we haven't seen before. But Antonia believes that government help is needed if we are to see consumers actually move to cleaner vehicles in the numbers needed to meet the Government's targets.

"I want to help position the Motor Industry as a leader and enabler of the green transition," says Antonia. "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. 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

removing the oldest, polluting vehicles. No one should be left behind or punished because financially they cannot make the change. New measures which encourage corporate fleet sales should be introduced, which will help to establish a vibrant second-hand EV market." Additionally, supply chain challenges haven't gone away. Globally, supply chains have become very uncertain, Antonia acknowledges. "COVID-19 restrictions interrupted manufacture with a shortage of semi-conductor chips, while a war in Ukraine has impacted on raw materials. Inflation and energy cost increases are another factor affecting supply. We would expect to see supply issues starting to unwind in the short term, but at a global level it is difficult to say at present."

"I want to help position the Motor Industry as a leader and enabler of the green transition"

second-hand electric vehicle fleet which can only happen via a vibrant overall new car market.

"So, 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, and invest now in the public charging infrastructure. 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 roll-out of electric cars means that our people have to be more highly trained than ever before. With 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."

Behavioural change and zero emission ambitions

The move to zero emissions is a goal across several sectors, including the Motor Industry. For such seismic changes, a key element will be everyday consumer habits and behaviour.

"The transition to zero emission transport requires a societal behavioural change and the speed of adoption will be determined by consumers," says Antonia. "Government policies must contain the right measures to support and encourage this change. Incentivisation is key: We need to encourage the purchase of new Electric Vehicles, a technology which is currently very expensive. Government must continue to support the investment in the charging infrastructure, so that it stays ahead of demand and consumers have confidence in the network."

Another issue is the cost of moving to EV, an issue which Antonia believes should not be ignored: "We have an ageing national fleet, with an average [car] age of over nine years old. And we have over 2.2 million vehicles in the national fleet, we need to move motorists up into young cars, more environmentally-friendly vehicles,

Working together

As with all major projects, collaboration is key. And the Motor Industry, consumers and the Government all want the same thing, lower emissions.

"As outlined in our independent report 'Reducing light fleet carbon emissions to achieve Government targets' we suggest numerous actions that Government, the Industry and other stakeholders can collaborate on, such as incentives, charging infrastructure, education etc, to achieve change," says Antonia. "The Industry has invested billions in developing this new technology and the current vehicles are the cleanest on our roads. New vehicles we retail today produce far less emissions than those a decade ago." Antonia acknowledges that times are tight for many drivers: "Consumers have a lot to deal with in terms of the cost of living, rising inflation, rents, interest, and fuel costs. All these factors are impacting on confidence, making consumers more cautious, especially as a car purchase is a big-ticket expense. In terms of new car registrations, the marketplace remains 17.6% behind that of pre-COVID levels. While demand is there, COVID and war have impacted on supply for both new and used vehicles. On a positive note, new electric cars have grown their market share, with retailers reporting strong interest from customers who are now considering the possibility of buying electric."

The second-hand market

Unsurprisingly, many of the issues outlined above have had an impact on the second-hand market. And, for now, there is a shortage of second-hand vehicles.

"A functioning new car market should be in excess of 150,000 new cars per annum," Antonia says, "whereas the current underlying annual market in Ireland is closer to 120,000. The continuing underperformance of the new car market impacts trade-ins, which in turn supply the used car market, and has led to a shortfall in used cars. While this deficit had been plugged by UK imports from 2016

onwards, the final hard-deal Brexit has resulted in increased costs of importing and this combined with the shortage of used cars in the UK has seen a massive reduction in used imports. With a shortage in stock levels for both new and used vehicles, the dynamics of the used car market mean that in the medium term, used car supply will not meet demand, and this will underpin strong used car values for the time being.”

What the Government can do

The annual budget is an opportunity for the Government to show the depth of their commitment both to the environment and to the Motor Industry’s efforts to help deliver a greener, cleaner national fleet. Antonia identifies what she sees as the most effective measures that can be implemented to deliver on that commitment: “Budget 2023 should not see further increases to the taxation of a new car,” she says. “Over the past two budgets we have seen increases, with the average VAT and VRT currently collected on a car now at €11,756. Any increase would further dampen demand at a time when the Industry is already behind pre-COVID registrations levels. Consumers and the Industry need certainty; when pre-ordering vehicles, consumers need to know the price and Industry needs to be able to determine demand and supply months in advance of the Budget announcement, particularly as Ireland is the only

like mechanics, vehicle testers, and vehicle body repairers. Motor Industry Apprenticeship numbers have waned over the years and with the huge changes that are taking place within the Automotive Industry – such as electric vehicles, autonomous driving, and enhanced connectivity – there is a great need for qualified technicians.

“SIMI has run several apprenticeship campaigns throughout the year and is actively engaging with career guidance teachers and secondary schools to promote apprenticeships. SIMI is a main category sponsor for World Skills Ireland 2022 which will be held in September in Dublin. The event attracts thousands of students, parents and teachers from all over the country to learn about apprenticeships and we aim to have a motor village to increase the Industry presence.”

100 years of SIMI

This year marks the 100th anniversary of SIMI, “a remarkable achievement for the Society,” according to Antonia.

“The Society is all about our members and without their continued support, professionalism and commitment to the Industry, SIMI would not exist today. The Society is a strong voice for the Industry and will continue to be so at a national and European level. Since the pandemic, the emergence of new communications tools, such as online

“The best way to increase exchequer funds is to sell more new vehicles, which will help protect jobs and help the environment”

right-hand drive region in the European market. Government policy also needs to retain and extend the current incentives for electric vehicles so that consumers are encouraged to make the change and the Industry has a timeline for pre-orders. The best way to increase exchequer funds is to sell more new vehicles, which will help protect jobs and help the environment as these vehicles will have the cleanest technology available, and help to renew the national fleet. We also need to generate a second-hand EV market, so possible measures to help businesses move more to EVs should be re-examined such as re-instating the EV grant for companies, full or partial VAT reclaim on purchase or lease of an EV, and extension of the 0% Benefit-In-Kind for EVs out to 2025.”

Labour challenges

The Irish Motor Industry has not been immune to another recent challenge: a thriving labour market where demand for staff exceeds availability.

“Ireland’s labour market is strong,” says Antonia, “with total employment at new record levels of 2,554,600 (CSO Quarter 2 2022 Labour Force Survey) and a low unemployment rate of 3.9%. The economy has seen strong momentum in job creation. The Motor Industry has a wealth of new career opportunities available.

“The move to an online presence during the pandemic resulted in many businesses investing in their digital and marketing platforms, leading to further job creation. Recruitment is challenging at present for technical positions

meetings, videos and podcasts now enable the Society to reach out and interact with a greater number of members. SIMI has embraced this technology, and, over the next number of years, I would see the Society build on the way in which we communicate with members, consumers and Government to take full advantage of this opportunity.”

Antonia continues: “I feel very strongly that members need to get more involved within their own sector. The power we have as a collective voice and the future of your Industry is reliant on us coming together. Members need to engage, voice constructively what they want and understand what work is being done. I have seen first-hand from committee to board level the progress that has been achieved. While some projects/goals may seem simple looking in, it takes dedication and time to get them over the line. When members are actively involved, they have a greater understanding and appreciation of the workings of the Society.

“In addition to policy matters, I want to encourage greater member involvement in SIMI. This would benefit not only SIMI, but the members themselves. We see this in my own sector, with both a very strong VTN Committee representing the nearly 150 tester members, and active two-way interaction between the SIMI and the individual members. This is also evident during our budget campaigns, when members support the Society locally with their politicians and local media. We really need to see more of this involvement into the future.”



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

SIMI CPD Modules 3 and 4 (Ethics)

Monday, September 19

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: 9am-12 noon

DURATION: Module 3, two hours; and Module 4, one hour

COST: €86.10 incl. VAT (total cost for Modules 3 and 4)

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

Customer Retention

Wednesday, September 21

This course aims to highlight the value of using effective customer retention strategies to improve dealer profitability along with building and protecting the customer database. We will highlight the elements required for a robust programme, how to measure performance and the successful management and supervision of 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

Making a Marketing/Sales video for your Business

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



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)

Hybrid and Electric Vehicle Systems Level 4 Award

Wednesday, October 5; Thursday, October 6; and Friday, October 7

Presented by SIMI Skillnet, this course is designed for motor vehicle professionals who maintain and repair hybrid electric vehicle (HEV) technologies, including HEV drive and batteries.

TRAINER: MKW Motors and Training

LOCATION: MKW Motors, Baldonnell Rd., Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Three days

COST: €560 per person (VAT not applicable)



FOR MORE INFORMATION:

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

Customer Service and Complaint Handling

Thursday, October 6



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

TRAINER: Call Focus
LOCATION: Online
DAY SCHEDULE: 9am-1pm
DURATION: Half-day
COST: €86.10 incl. VAT

Hybrid and Electric Vehicle Awareness Seminar

Monday, October 10

For employees in roles that place them in and around vehicles that have high voltage electricity-based drive systems. It is for delegates operating in a non-technical role, who need to gain the knowledge to work safely within the automotive retail Industry as the adoption of electric/hybrid vehicles increases rapidly.

TRAINER: MKW Motors and Training
LOCATION: MKW Motors, Baldonnell Rd., Dublin 22
DAY SCHEDULE: Session 1: 9am-1pm
DURATION: Half-day
COST: €50 per person (VAT not applicable)

Used Vehicle Sales Management

Tuesday, October 11

The objective of this course is to identify and review the key processes to ensure effective used vehicle management while avoiding common pitfalls which can lead to financial pressure on a business.

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

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

Wednesday, October 12; Thursday, October 13; and Friday, October 14

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 Advanced Driver Assistance Systems (ADAS) Calibration Accreditation

Monday, October 24 and Tuesday, October 25



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

TRAINER: MKW Motors and Training
LOCATION: MKW Motors, Baldonnell, Dublin 22
DAY SCHEDULE: 9am-5.30pm each day
DURATION: Two days
COST: €320 for SIMI member; €370 for non-members (VAT not applicable)

Adapting Vehicle Sales to the Online Environment

Wednesday, November 2



The main objective 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

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

Monday, November 7; Tuesday, November 8; and Wednesday, November 9



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)

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 Breisoidreachais 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

Winning is a habit for Auto Assure



Auto Assure, based in Dundalk, was acknowledged as the Independent Sales Operation of the Year at the SIMI Irish Motor Industry awards this year. They are no strangers to the awards, with a win in 2019, and two other awards in previous years. We talked to Eoin McGuinness, Director of Auto Assure, about supply issues, new challenges and the Auto Assure team's pride in being an independent business.

Eoin McGuinness, Director of Auto Assure, bought out his partner during the past year, underlining his commitment to the business and his belief in the value of the independent operator in the Motor Industry. The decision was a strong statement of intent at a time of exceptional volatility: Brexit, supply chain issues, international conflict, a pandemic, and inflation are all having an effect on the Motor Industry, especially the second-hand market and independent dealers.

Supply Chain Challenges

Brexit has impacted the availability of imports and there has been a tightening up of the availability of used cars in general in the last couple of years. There was also the issue of additional administration – as many businesses have seen goods held up at ports due to paperwork issues. "It's been quite challenging in terms of the pool of cars we'd pull from the UK and Ireland," admits Eoin, "supply has drastically decreased. We still have to go to the UK, but not as much as we'd normally do. We have had to put procedures in place to operate post-Brexit

and we had to develop a deeper understanding of the complexities of customs clearance. I actually completed a course on the subject. The bottom line is that Brexit has made the process of taking cars from the UK a lot more admin heavy, and a lot more expensive, due to the customs tariffs now in place."

On the stock side, Auto Assure had to re-examine how to keep the dealership supplied. "We had to change our methods for getting stock in Ireland," says Eoin. "Dealers we'd purchased from previously didn't want to sell as much as they did before; they were holding onto stock because they were finding it hard to get their own supply of vehicles to sell." "We are making really attractive offers for used vehicles here in Ireland. That said, we are also still relying to an extent on the UK as well."

COVID knock-on effect

COVID also led to bounces and dips in car sales and supply. Remote working has had a significant effect on car ownership in Eoin's view. "There has been a trend

whereby people have been more likely to be looking to sell rather than to buy. They might be working from home, or the cost of running a car is becoming too much for them. They're looking at overheads, seeing their car in the driveway out their window while they're working from home."

"We've seen shifts in sales, which we predicted last year," explains Eoin. "In the aftermath of COVID, when there was lockdown and no holidays, there was a build-up of cash and an upswing in sales. That slowed this year, partly due to inflation, partly due to other factors. You just have to ride it out. It'll pick up eventually. The prices are at peak in second-hand cars. People are waiting to replace their cars, putting it off."

Benefits of independence

Eoin has talked to this magazine previously about the benefits of being independent. He has autonomy when making decisions, there's no pressure to stock unusual or niche vehicles, and he can have a hands-on approach to sales.

"The beauty of Auto Assure is that it's small and close-knit," he maintains. "The sales team is me and my sister – I bought out my business partner in 2020. We're well-known, established 12 years now. A lot of business is local and repeat business, someone who knows you or knows of you, or they're a returning customer. So, the trust is already there." The "one-stop shop" aspect also helps, Eoin believes.

"We believe in Auto Assure Ltd being a 'one stop shop'. The customers' first encounter would be our website or app. They would then call in to view the car, and it's up to us to make sure the car 'in person' replicates everything we described online. From there, we then offer in-house



Assure team (l-r): Joe McMahon, Head Mechanic/Technician; Sarah McGuinness, Sales; Eoin McGuinness, Director; and Shane Todd, Service Advisor.

finance at competitive rates, quick decisions on the applications and an excellent aftersales service. If the customer is impressed enough to make a purchase, you have no reason not to keep that customer for life. "If they have a problem after the sale, we need to rectify it immediately, with as little inconvenience to the customer as possible. After

their warranty, we need to offer an efficient service centre. This will be an annual encounter with the customer until the time that they might decide to change again. And then the cycle continues..."

The challenge of being an independent dealer is the lack of support. Business owners like Eoin manage without the marketing might or resources of a chain. "You have to make sure the money you spend is working," he says.

It is particularly satisfying when a marketing initiative is successful, such as when an online campaign gains momentum: "You get instant feedback when you hit the right market with the right message – knowing that your social media is getting traction."

Another thrill is when a new customer appreciates the aesthetic of the Auto Assure showroom. "When customers compliment your premises, you get an element of satisfaction from that, as the layout, design and look of the premises was your decision. There was no corporate or franchise influence, it's your brand and colours.

"Dealing with customers personally is more informal and more rewarding when you're independent. It's a one-to one connection from the start – they come back for services and when they're thinking of changing or upgrading vehicles. That means that you know they had a positive experience, which means you're doing something right as a team."



The Auto Assure showroom.

Motor retailers and tax: what you need to know

Kim Doyle of Grant Thornton outlines the primary tax considerations for motor retailers.



Corporation tax

September is a hectic corporation tax compliance period when companies with a 31 December accounting year end are busily preparing to file their corporation tax returns with Revenue and make any associated tax payments.

Table 1 sets out some of the essential tax filings and deadline dates that companies with an accounting year ended 31 December 2021 ("2021") and accounting year ending 31 December 2022 ("2022") should be aware of.

Table 1. Essential tax deadlines.

Filing	Deadline Date (where filed on Revenue Online Service)
2021 corporation tax return	23 September 2022
2021 balancing corporation tax payment (if applicable)	23 September 2022
2021 Form 46G return	30 September 2022
2021 iXBRL tagged financial statements (if applicable)	23 December 2022
2022 preliminary corporation tax payment	23 November 2022

Other points of interest

- Preliminary tax:** Motor retail companies who have experienced increased profits in 2021 compared to previous years, may find that their "status" for corporation tax purposes has changed where they have a corporation tax liability in excess of €200,000 for a given accounting period. These companies are treated as a 'large company' for preliminary corporation tax purposes for the next accounting period. Essentially this "status" means two preliminary tax payments are required rather than one. The estimation of the preliminary tax obligations for large companies can be quite difficult and generally we recommend that companies engage with their tax advisors early to identify their obligations and avoid potential interest on the late payment of tax.
- Capital expenditure:** There may be scope to claim capital allowances on any qualifying capital expenditure incurred which may be available to reduce the taxable profits of the company.
- Debt warehousing:** Period 2 of the debt warehousing regime, which is the interest free period, will end on 31 December 2022 or 30 April 2023 (in certain cases). Period 3 will commence on 1 January 2023 or 1 May 2023 (in certain cases), and from then interest at a rate of 3% will apply to any warehoused debt. While this may be seen as a cheaper form of working capital financing, it is important

to note that the interest arising would not be tax deductible for corporation tax purposes.

- Pension planning:** Pension planning has become a topical issue in recent years even more so following the Pension Commission's report noting that the current State pension is not sustainable in its current form. Owner-managers employed in a company may use excess cash over working capital needs to fund their pension through the company. These pension contributions are advantageous in that the thresholds placed on personal contributions for tax purposes are not imposed on a company. Also the contribution made by the company is generally not seen as remuneration or a benefit in kind ("BIK") for the employee and the company is entitled to a corporation tax deduction for the contribution on a paid basis. There are slightly different rules where a special pension contribution is made by the company which effectively spreads the corporation tax deduction over a number of years.

Employment taxes

Motor retailers with one or more employees must operate the Irish 'Pay As You Earn' system, more commonly known as "PAYE". Sanctions apply where PAYE is not correctly operated. Of particular note are the upcoming changes to the benefit-in-kind (BIK) rules for company vehicles which will impact the way the BIK charge is calculated. New BIK charging provisions will take effect from January 2023. These changes will apply to all cars (including electric vehicles), whether the car is acquired in 2023 or was made available to employees in earlier years of assessment. From 2023 onwards, BIK is calculated as a percentage of the original market value of the vehicle multiplied by a certain percentage; the percentage is based on annual business mileage undertaken and the vehicle's CO₂ emissions.

Electric vehicles

The 0% BIK rate on electric vehicles will be abolished on a tapering basis over a four-year period from 2023. For an electric vehicle made available for an employee's private use during the years 2023 – 2025, the cash equivalent will be calculated based on the actual original market value of the vehicle reduced by:

- €35,000 in respect of vehicles made available in the 2023 year of assessment;
- €20,000 in respect of vehicles made available in the 2024 year of assessment; and
- €10,000 in respect of vehicles made available in the 2025 year of assessment.

Certain rules apply to deal with cases where the reduction reduces the original market value to nil and where a portion of original market value remains.

Any expense incurred by an employer in the provision of electric vehicle charging facilities for employees and directors on the employer’s business premises, once all employees and directors can avail of the facility, are exempt from the charge to BIK.

It should also be noted that the rate of BIK for vans will increase from 5% to 8% of the original market value with effect from January 2023.

BIK

Employees in the Motor Industry often have the use of multiple vehicles, both new and old, during the course of a tax year. Revenue permit an alternative arrangement for the calculation of BIK due to the ‘frequent changes’ (being changes within periods of less than 1 month) of employer provided vehicles within the Motor Industry. Revenue permit BIK to be calculated based on an agreed average original market value of the vehicles. Revenue guidance specifies eight different original market value bands from below €30,000 to above €60,000 for the purpose of these calculations.

Impact of Brexit

Following the withdrawal of the UK from the European Union, an acquisition of a vehicle (including second-hand cars) from Great Britain is considered an import from a third country. If a car is imported directly from Great Britain into Ireland, the importer is required to complete customs declarations prior to import and pay customs duty, if applicable, and VAT at the standard rate applies. It is not possible to register a vehicle in Ireland if an import declaration has not been filed. In January 2021, the UK extended the UK VAT margin scheme to second-hand cars moved from Great Britain into Northern Ireland. These changes are not in compliance with provisions of EU law on VAT that apply in Northern Ireland under the provisions of the Protocol. Accordingly, second-hand cars that move to Northern Ireland from Great Britain after 31 December 2020, are not single market goods. Therefore, when they are

subsequently brought into Ireland, they are liable for Irish import VAT and duty on the same basis as second-hand cars imported into Ireland directly from Great Britain. The VAT treatment of the importation of the used cars into Ireland and their subsequent sale here does not take account of the UK VAT inherent in the residual value of the car. This is a real cost when selling such cars as Irish VAT arises on the sale price to the purchaser without any credit for the residual UK VAT. The UK proposed the introduction of a Second Hand Motor Vehicle Export Refund Scheme in October 2022. However, this scheme has now been delayed due to ongoing negotiations between the UK and the EU on the impact of the scheme on the operation of the Protocol. The proposal is that motor retailers would be able to claim a refund based on the UK VAT element of the value of the vehicle purchased in Great Britain at the time that it is exported to an EU member state. The EU-UK Trade and Cooperation Agreement (TCA) has eliminated tariff duties for trade between the EU and Great Britain where the relevant rules of origin are met. If the goods are of UK origin, then a 0% tariff rate applies. If the car imported from Great Britain into Ireland has an EU origin, it will usually be liable to customs duty (chargeable on the customs value of the car). That said, in certain circumstances it may be possible to avail of the Returned Goods Relief such that duty does not arise on the re-importation of the cars.

VAT compliance obligations

Table 2 offers a high level summary of the reporting obligations of an Irish motor retailer who engages in the supply of goods and/or services which are subject to Irish VAT.

Conclusion

While indicators are that the Irish motor retail industry is facing a volatile environment, it is hoped that Budget 2023 will include measures to tackle the inflationary environment and cost of living crisis which may consequently support the Industry. Regardless, the obligations for motor retailers to comply with the Irish tax system and satisfy their pay and file requirements remains. They need to keep in the know on all tax developments and what it means for their industry.

Table 2. VAT reporting obligations.

Filing	Deadline Date (where filed on Revenue Online Service)	Comments
VAT returns	23rd day of the month following the taxable period	The filing period is usually on a bi-monthly basis. However, VAT returns can also be filed on a four-monthly basis, six-monthly and annually.
Annual return of trading details (RTD)	23rd day of the month following the company's financial year-end	This return is a summary of the sales, purchases, imports and intra-Community acquisitions broken down over the various VAT rates.
Intrastat	23rd of the month following the taxable period	Where the value of the trader's supplies of goods to other EU member state exceeds €635,000 or acquisitions of goods from other EU member state exceed €500,000 annually, there is an obligation to file monthly Intrastat returns. Northern Ireland remains part of the EU VAT system for goods.
VIES returns	23rd of the month following the taxable period	The obligation arises when the trader dispatches goods or supplies services to VAT registered customers in other EU member states. There is no threshold for this declaration.

Resilience and innovation key to ARC success



The Accident Repair Centre is a bespoke, custom-designed bodyshop.

The Accident Repair Centre (ARC), was the winner of this year's Bodyshop of the Year Award. Owen Cullen, ARC Proprietor, spoke to Irish Motor Management about the development of his business and the challenges facing the bodyshop sector.

ARC, a previous winner in the SIMI Irish Motor Industry Awards, was founded by Owen in 1992 in Baggot Lane, Dublin. The business grew consistently and after five successful years in the heart of the capital, moved to the Greenhills Industrial Estate in Tallaght. Owen remained committed to growing the business and within a couple of years had bought a 14,000 square foot unit in Cookstown Industrial Estate where it is still based.

Innovative instinct

This drive to innovate has been a consistent hallmark of Owen's approach to the bodyshop business. In 2018, ARC effectively doubled its capacity with a major expansion of the footprint of the business to 30,000 square feet, building a bespoke, custom-designed bodyshop that combined the benefits of Owen's 30 years' experience with state-of-the-art vehicle repair equipment from the world's leading manufacturers.

The result was a business transformed into a dual service facility that could deal separately with the fast repairs that constitute 80% of bodyshop work and the 20% that requires structural repairs or heavy panel work. "The twin facilities have enabled our team to deliver greater efficiencies and provide the attention to detail that every customer and car deserves."

Taking more than five years to deliver, from conception to completion, the new facilities were the result of a careful blend of knowledge, technology and attention to every detail: "That dedication and focus has meant we implemented an almost seamless repair process and produced a level of innovation that was a first for Ireland." The transformation of the business came about only as a result of years of research by Owen. He studied the latest technologies and processes and made numerous trips to Northern Italy, to see what the most innovative bodyshops there were developing. He had the opportunity to visit bodyshops that were using the most up-to-date equipment to remarkable effect. "Mixing and matching these different technologies and processes helped me design our own bespoke bodyshop, built to suit our precise needs." Owen's research made it clear how ARC needed to focus on maximising its efficiency and profitability: "That's been a critical factor in the success of the business and the management and control of those two pillars are more important than ever in the current business environment."

Coping with the unexpected

The resilience that has been a hallmark of ARC since 1992 has served it well in the last couple of years but the current business environment is particularly challenging with

recruitment issues and inflation both having significant impact. Owen comments: "The bodyshop business has remained volatile in the wake of COVID-19 and that, combined with inflation, has created serious challenges. A lot of qualified technicians from abroad have been forced to return to their home countries as a result of cost of living pressures." Owen welcomes the discussion of a change to the tax bands in Budget 2023: "Anything that would ease the current situation would be welcome." Inflation also impacts on the business through increased overheads. "Our gas and oil bills have nearly tripled in recent times. Equally, electricity prices have soared." Despite the tough business environment, ARC has continued to innovate: "Vehicle refurbishment, paint repairs etc, is an important part of our business and in the past we subcontracted the refurbishment of alloy wheels. In November 2021, we took that work in-house



His role at ARC doesn't leave Owen much spare time but when he does get a chance to take a break from the day job, he enjoys riding motorbikes. He took part in the Hellas 2022 Rally in Loutraki in Greece at the end of May.



ARC has built its business based on a reputation for quality and service, according to Owen Cullen.

with the establishment of our own Alloy Repair Centre. This allows us to provide a one-stop shop for all refurbishment requirements and enables us to provide a more streamlined, comprehensive and faster service."

ARC prides itself on its deployment of the latest technologies to provide the best results for the customer. For example, USI Italia Chronotech is a sophisticated spray booth which is designed to deliver extraordinary performances in painting and baking services for vehicles. USI Italia Chronotech aims to provide automated management of the painting and baking processes, eliminating human error and optimising efficiency. Owen says: "USI Italia booths have the shortest flash-off and curing times on the planet. Additional drying tools such as blowers, IR or compressed air heating systems aren't needed. USI booths feature shorter curing times, coupled with the highest flow rate available anywhere, provided by the exclusive turbofan system. The energy savings are huge and the results are exceptional."

Prestige manufacturer approvals

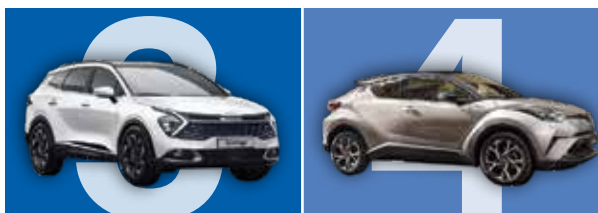
ARC's achievements are underlined by the calibre of its clientele, including leading insurance companies, as well as its status as approved repairer for several of the world's leading car manufacturers such as Audi, Skoda, Toyota and Volkswagen. ARC's objective is to consistently grow its prestige manufacturer approvals. Owen explains: "We are currently in the latter stages of an audit process with another leading manufacturer with whom we hope to become an approved repairer in the near future. Our aim is to continue to develop our approved repairer partnerships with leading brands.

"We built our business based on our reputation for quality and service, working very closely with insurance companies and leading manufacturers. We are proud of our approved repairer status and we are annually audited by these manufacturers to ensure that the highest possible standards of workmanship are delivered. We guarantee each and every job that leaves our premises." For 30 years ARC has successfully navigated changing economic and market conditions and through it all, its core principle has remained the same, according to Owen: "Customer satisfaction has always been our key objective and, whether that customer is an individual, a manufacturer or an insurance company, each vehicle is returned to its owner as though it has just come off the production line. This is the commitment that has always formed the basis for our approach and it will continue to drive the business as we address the challenges of the current business environment."

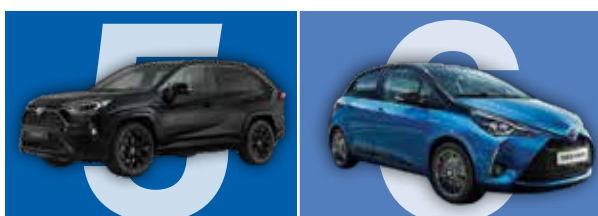
TOP 10 SELLING CARS 2022



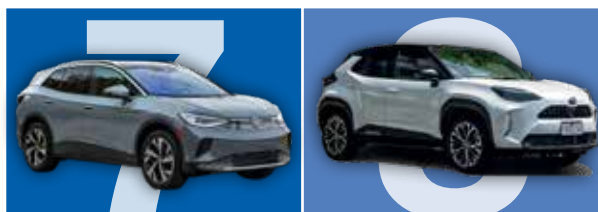
Hyundai Tucson **6,208** 6.5% Toyota Corolla **4,043** 4.3%



Kia Sportage **3,233** 3.4% Toyota C-HR **3,060** 3.2%



Toyota RAV **2,846** 3.0% Toyota Yaris **2,593** 2.7%



Volkswagen ID.4 **2,384** 2.5% Toyota Yaris Cross **2,219** 2.3%



Škoda Kodiaq **2,015** 2.1% Hyundai Kona **1,799** 1.9%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	Market share 2022 %
Alfa Romeo	2	12	0.01%
Audi	437	3919	4.12%
Bmw	232	3739	3.93%
Citroen	148	1209	1.27%
Cupra	37	537	0.56%
Dacia	261	3012	3.16%
DS	15	107	0.11%
Fiat	77	330	0.35%
Ford	395	4391	4.61%
Honda	15	329	0.35%
Hyundai	399	11996	12.60%
Jaguar	14	140	0.15%
Jeep	7	34	0.04%
Kia	635	7180	7.54%
Land Rover	20	423	0.44%
Lexus	41	380	0.40%
Mazda	107	997	1.05%
Mercedes-Benz	312	3300	3.47%
MG	84	487	0.51%
Mini	71	488	0.51%
Nissan	337	3787	3.98%
Opel	389	2642	2.78%
Peugeot	352	4342	4.56%
Polestar	26	58	0.06%
Porsche	7	221	0.23%
Renault	563	3552	3.73%
Seat	114	1515	1.59%
Ssangyong	3	88	0.09%
Subaru	1	9	0.01%
Suzuki	149	1088	1.14%
Tesla	48	727	0.76%
Toyota	664	15343	16.12%
Volkswagen	1410	10241	10.76%
Volvo	71	1548	1.63%
Maxus	707	6940	7.29%
Private Import	7	72	0.08%
Total August 2022	8157	95183	
Total August 2021	5966	96296	
2022 Change 2021	2191	-1113	
% Change 2022 - 2021	36.72%	-1.16%	

TOP SELLING CARS AUGUST 2022

Position	Model	Units sold	Market share %
1	Volkswagen ID.4	526	6.5
2	Kia Sportage	346	4.2
3	Renault Clio	298	3.7
4	Renault Captur	256	3.1
5	Volkswagen T-Roc	203	2.5

Position	Model	Units sold	Market share %
6	Opel Crossland X	189	2.3
7	Volkswagen Tiguan	184	2.3
8	Skoda Octavia	184	2.3
9	Ford Focus	181	2.2
10	Nissan Qashqai	165	2.0

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
Audi	0	6	0.03%
Citroen	218	1472	7.66%
Dacia	1	21	0.11%
Fiat	64	174	0.90%
Ford	436	4663	24.25%
Fuso	16	37	0.19%
Hyundai	13	146	0.76%
Isuzu	23	161	0.84%
Iveco	18	103	0.54%
Kia	6	194	1.01%
Land Rover	40	337	1.75%
LDV	39	460	2.39%
MAN	14	98	0.51%
Maxus	1	1	0.01%
Mercedes-Benz	114	798	4.15%
Mitsubishi	0	39	0.20%
Nissan	16	381	1.98%
Opel	127	1964	10.21%
Peugeot	200	1531	7.96%
Renault	319	1406	7.31%
Ssangyong	11	64	0.33%
Subaru	0	0	0.00%
Toyota	243	2472	12.86%
Volkswagen	197	2562	13.32%
Private Import	2	37	0.19%
Other	16	101	0.53%
Total August 2022	2134	19228	
Total August 2021	2978	24741	
Change 2022 - 2021	-844	-5513	
% Change 2022 - 2021	-28.34%	-22.28%	

BUSES/COACHES REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
DAF	0	2	0.85%
Higer	0	16	6.81%
Isuzu	2	19	8.09%
Iveco	2	33	14.04%
MAN	0	2	0.85%
Mercedes-Benz	0	21	8.94%
Scania	0	23	9.79%
Sunsundegui	0	0	0.00%
VDL DAF	0	2	0.85%
Volvo	0	14	5.96%
Wrightbus	0	0	0.00%
Yutong	0	1	0.43%
Private Import	7	102	43.40%
Total August 2022	11	235	
Total August 2021	29	258	
2022 Change 2021	-18	-23	
% Change 2022 - 2021	-62.07%	-8.91%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/08 - 31/08	01/01 - 31/08	% Share
DAF	15	212	12.55%
Dennis Eagle	0	12	0.71%
Fuso	1	18	1.07%
Hino	0	0	0.00%
Isuzu	12	88	5.21%
Iveco	5	60	3.55%
MAN	21	105	6.22%
Mercedes-Benz	23	152	9.00%
Renault	43	203	12.02%
Scania	77	431	25.52%
Volvo	38	367	21.73%
Private Import	3	41	2.43%
Total August 2022	238	1689	
Total August 2021	159	1779	
2022 Change 2021	79	-90	
% Change 2022 - 2021	49.69%	-5.06%	

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

New vehicles

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



MAZDA CX-60 HOMURA

The plug-in hybrid is in Irish showrooms from September

Batteries: 17.8kWh battery

Pricing: starting at €51,300



OPEL ASTRA

The latest Astra recently arrived in Opel dealerships; a plug-in electric hybrid variant is due later this year

Engines: 1.2L petrol and 1.5L diesel

Pricing: from €27,995



TOYOTA LAND CRUISER

The Land Cruiser is back in stock with limited numbers landing at Toyota dealerships nationwide

Engines/batteries: 2.8L diesel

Pricing: from €48,465



VOLKSWAGEN ID. BUZZ

VW Commercial Vehicles' first all-electric vehicle

Engines/batteries: 77kWh lithium-ion battery supplying 150kW (204 PS) to a rear-mounted electric motor

Pricing: from €65,890



MERCEDES-BENZ GLC

Available in autumn as a plug-in or mild hybrid

Engines/batteries: four-cylinder petrol or diesel engines with 48V tech

Pricing: To be announced

AFTERMARKET

A close-up photograph of a clear plastic bottle being tilted to pour a golden-yellow liquid, likely motor oil, into a clear glass funnel. The background is dark, making the liquid and the bottle stand out. The lighting creates highlights on the plastic and glass surfaces.

▶ OILS AND
LUBRICANTS

The global automotive lubricants market is expected to reach US\$97.59 billion in 2030, according to analysts Research and Markets. Here we look at some of the leading products available in the Irish market.

Maximising performance: Innovative oils and lubricants

Castrol GTX – Keeps engines cleaner for longer

Severe driving conditions such as heavy traffic, poor fuel quality, harsh driving conditions and exceeding oil change intervals can all cause the build-up of a thick, tar-like substance called sludge.

The Seq VH test is acknowledged worldwide as the standard for engine oil performance in cleaning sludge. It's a requirement of leading industry standards at API, ACEA and ILSAC as well as many major OEM specifications. Castrol GTX doesn't just meet these standards, according to Walsh Lubricants, it exceeds them (as measured in the Sequence VH test. Against API SP engine limits). For drivers, Walsh Lubricants says, it means having a car that they can rely on long into the future. For workshops, it means building up a loyal base of customers who rely on your expertise and trust you to provide the ultimate care for their car (see Figure 1).

Figure 1:



Dislodges sludge from surfaces

Latches onto, surrounds and suspends sludge particles until they can be flushed away at next oil change

Prevent new deposits from forming

A spokesperson for Walsh Lubricants commented: "Today's modern engines demand a lubricant that has been approved by the engine manufacturer and not just while under the warranty period. Using an engine oil that carries full manufacturer's approval gives the workshop and their customers peace of mind rather than using a product that is not approved and just 'meets' the specification or is 'suitable for use'". During more than 50 years of research and development, Castrol has developed a range of GTX variants aimed at specific vehicles. Castrol's GTX range for independent car workshops carries all the major manufacturers' approvals, ensuring the vehicle being serviced receives the correct product that has the correct OEM approvals. Specifications and industry standards of a selection of products in Castrol's GTX range are listed here:



Workshops that purchase Castrol engine oils may qualify for Walsh Lubricant's Castrol branded workshop offer pack.

- Castrol GTX 5W-30 C3 is approved for all vehicles where the manufacturer recommends an ACEA C3 product and has Volkswagen VW 504:507 approval along with the BMW LL04 and Mercedes 2 29.31/229.51 and Porsche C30;
- Castrol GTX 5W-30 A5/B5 with fuel efficiency is approved for use in Fords requiring the Ford WSS-M2C913-D approval;
- Castrol GTX 5W-30 C2 is approved for use in Peugeot Citroens requiring the PSA B71 2290 approval;
- Castrol GTX 5W-30 C4 is approved for use in Renault requiring the Renault RN 720 approval along with the Mercedes MB approval 226.51.

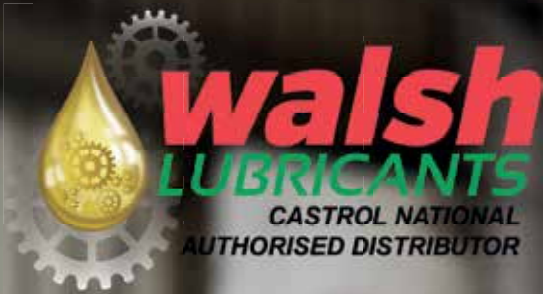
The GTX range has the ability to meet the demands of all independent car workshops and is available in bulk, 208L and 20L packs.

Castrol Merchandise for your workshop

Irish independent car workshops that purchase Castrol engine oils for their workshop may qualify for Walsh Lubricant's Castrol-branded workshop offer pack which includes a number of Castrol branded items including Castrol branded signage.

For details on Castrol's full GTX range and super offers for your workshop, please contact Walsh Lubricants, a Castrol National Authorised Distributor in Ireland.

The Walsh Lubricants spokesperson added: "Our priority at Walsh Lubricants remains unchanged since 1999 – we promptly deliver the products you need with the performance and specifications you require."



Contact WALSH LUBRICANTS to enquire
about Castrol's GTX Automotive Range

+ 353 21 4889814 | + 44 28 90997606
sales@walshlubricants.ie
Watergrasshill, Co. Cork



CASTROL GTX PREMIUM ENGINE OIL THAT HELPS EXTEND ENGINE LIFE

CASTROL GTX DOUBLE ACTION FORMULA CLEANS AWAY OLD
SLUDGE AND PROTECTS AGAINST NEW SLUDGE FORMATION
BETTER THAN TOUGH INDUSTRY STANDARDS*



www.walshlubricants.ie

* Compared with API SN Seq. VG Sludge test limit



Wolf proves popular

The Wolf Lubricants range, recently launched in Ireland by Serfac Limited, has proved very popular with Irish motor factor customers to-date, according to the Serfac sales team. The distributor stocks an extensive line-up of oils, lubricants and coolants from the innovative Belgian brand and has recently added a number of important new Wolf applications, including the in-demand Wolf Official Tech OW20 C6F and OW30 MS-FFE lubricants.

As a blending specialist, Wolf produces lubricants of the highest possible quality with the support of a dedicated R&D team, an onsite laboratory and stringent quality control throughout the production process. Fully accredited, the company holds every necessary OEM approval and ISO certification.



OW30 MS-FFE is a full synthetic lubricant based on carefully selected base oils, mandatory for the EURO 6 TDCI Duratorq engines of the most recent Ford models (2014 onwards) with exhaust after treatment and turbocharger. The high-tech VI-improver provides high stability to ensure long oil drain intervals.



OW20 C6F is a full synthetic lubricant mandatory for the newest engines requiring ACEA C6. It is developed to prolong the life and maintain the efficiency of emission systems.

PRECISION DRIVES PERFECTION





Serfac Limited
 Hilary House, Belgard Road, Dublin 24
 T: 01 459 8700
 E: sales@serfac.ie W: www.serfac.ie

In life, just as in motorsport, you need to be well-prepared and perfectly in tune with what needs to happen next. Our partnership with the FIA World Rally Championship builds on Wolf's continued drive for exceptional engineering and precision in everything we do. We work hard, work together and work for greatness.

Designed to raise engine performance, Wolf Lubricants deliver on every detail. The precision we put into the development of our products is vital in improving the life force of engines.

Engineer your success. Go to www.wolf lubes.com



OFFICIAL LUBRICANT PARTNER OF THE FIA WORLD RALLY CHAMPIONSHIP

"We're pleased to continue to add these new applications from this progressive brand to our Wolf product range, said Gillian Fanning of Serfac. "With the speed at which new and cleaner engine technologies are being developed, Wolf is at the forefront of innovation in terms of blending the essential fluids to run these sophisticated engines.

"We've designed our Wolf pricing model to ensure that our customers are receiving an extremely competitive proposition and we're confident that they will find the brand a valuable and profitable addition to their product range. We also have a number of special promotions currently running across the Wolf brand range, so please ask our sales team for more details regarding these offers."



Budget 2023

Invest now for a cleaner greener future.

1



Maintain EV supports out to 2025



No VRT increases due to fragile consumer confidence

2

3



A strong new car market will create a strong 2nd hand EV market



Invest in a reliable EV charging infrastructure

4



Finance for just about every type of Asset!

Let's make it happen

ASSET FINANCE FOR

MOTOR

We are a dedicated provider of motor finance for new & used cars & LCVs through SIMI approved dealerships and our direct channels. We can cater for consumers and non-consumers across our hire purchase and leasing product options.

AGRI

Our agri finance division provides flexible finance solutions to fund the purchase of new and used agri assets for agri SMEs and farmers. Repayment terms can be structured to suit seasonal cashflows.

CRE

Funding now available for the commercial real estate sector. First Citizen have the ability to identify, structure and deliver bespoke financial solutions into the CRE Sector.

EQUIPMENT

Our asset finance agreements for SMEs have a fixed interest rate to help you budget and manage your cashflow. We have a nationwide team ready to assist you.

Contact our team to get a quotation today.

Bloom House, Gloucester Square, Dublin 1
 T 01 884 6700 F 01 884 6703 E info@firstcitizen.ie

www.firstcitizen.ie   

WARNING: You may have to pay charges if you pay off a hire-purchase agreement early.

WARNING: If you do not meet the repayments on your hire-purchase agreement, your account will go into arrears. This may affect your credit rating, which may limit your ability to access credit, a hire-purchase agreement, a consumer-hire agreement or a BNPL (Buy Now Pay Later) agreement in the future.

Lending terms & conditions apply. A Joint Hirer may be required. Applicants must be 18 years of age or over. Calls may be recorded. First Citizen Finance DAC is regulated by the Central Bank of Ireland.