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# Genter on hard-sell mission over Clean Car plans

Associate transport minister **Julie Anne Genter** pitched her Clean Car schemes to a friendly audience at EVworld in Auckland last week – a sharp contrast to the audience she pitched the plan to in mid-July at VIA's annual mid-winter dinner.

Julie Ann Genter

**The scheme is made up of a Clean Car discount, which has found tacit support, and a Clean Car standard which has been criticised by the automotive trade as unrealistic, and environmental advocates as not harsh enough. See the details section further down this story for more on how the systems work.**

Arriving at the ASB Showgrounds from Auckland Airport in a Tesla, Genter says New Zealand is being offered less fuel-efficient vehicles of some models, so the country needs an emissions standard in place.

**Talking about Kiwis' love affair with utes and SUVs, Genter says more fuel-efficient versions are coming, including electrics and other low to zero-emission fuel varieties.**

Genter told the audience fuel emission standards are designed for flexibility for a range of vehicles. A vehicle importer could offset larger more polluting vehicles by selling small more efficient cars, she says.

Genter adds the proposal needs to ensure social equity so that low income people are not disadvantaged. By bringing in more efficient vehicles most low income households would have better access to them, she believes.

**She also talked about the road user charge (RUC) EV exemption expiring in 2021 when a feebate scheme is expected to start, but indicated the possibility some other help with EV costs may come as RUC will likely apply to all vehicles at some stage to pay for road works mostly met from fuel taxes now.**

She says the Government is examining options for EV uptake but that public consultation is important.

The audience at EVworld was likely to be far more accepting of the plan than the one she faced at the VIA dinner

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## INSIDE





# Rough month for biggest import dealer

2 Cheap Cars' controversial history got even deeper over the last month with its massive fine from the Commerce Commission.

One of the largest levied against a dealer ever, the $438,000 penalty followed actions **Judge Robert Ronayne** called "deliberately misleading".

The fines are specifically for its use of 'warranty waiver' documents and for its 'liquidation sale' and '84% off' advertising claims.

The dealer had previously pleaded guilty to 10 charges under the Fair Trading Act 1986 following a commission investigation starting November 2017.

**Ronayne said in the Auckland District Court the company made annual profits of more than $3 million and the court's response 'should not amount to what might be considered a mere licensing fee or cost of doing business'.**

Between January 1, 2014 and December 31, 2017, 2 Cheap Cars asked buyers to sign a 'warranty waiver' document if they chose

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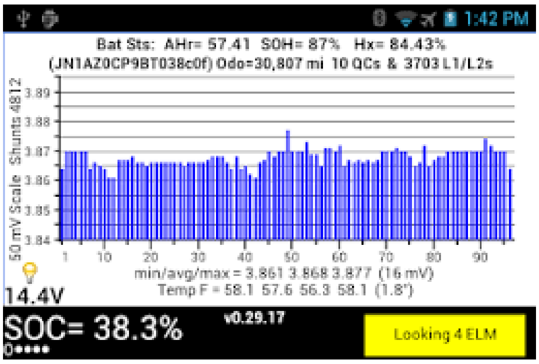
# Tribunal decision carries warning for EV dealers

Traders who sell Nissan Leafs - or for that matter any electric vehicle where the battery condition can be assessed - have been given a strong warning in a recent Motor Vehicle Disputes Tribunal decision.

**The case, Khoo vs Autolink Cars, related to a purchaser's claim that he had been mislead by the trader telling him the Nissan Leaf he was considering had a battery "State of Health" of 78%. Within 10 months of ownership this has fallen by 9%.**




SOH is a number generated by the car's battery management system and accessed through aftermarket software. The car displays battery health using a less-volatile 12-bar gauge. Leaf spy is commonly used to access the data from Nissan EVs, though alternative software exists for other vehicles.


Henry Schmidt

In support of this submission, the trader - Autolink director **Henry Schmidt** - referred the tribunal to an article published on the **flipthefleet.org** website, dated November 1, 2018, which it says confirms that battery SOH can decrease significantly after importation from Japan.


Dave Boot

The tribunal's assessor agreed - noting the explanation provided by the trader is entirely plausible, and that the vehicle's battery SOH can reduce substantially when a vehicle is imported into New Zealand from Japan because of factors such as the time taken to import the vehicle into New Zealand, changes in weather conditions and temperature and changes in the vehicle owner's driving and charging habits.

**The tribunal found for Autolink in that the car had no fault under the Consumer Guarantees Act, although found against him under the Fair Trading Act by failing to clearly advise the customer the number could change.**

"Given the importance of this information, I consider that a reasonable consumer would expect that, where a motor vehicle trader makes a representation as to the vehicle's SOH before it is imported to New Zealand, the trader would then tell it that the battery SOH could reduce by as much as 8% when the vehicle was imported into New Zealand."

The adjudicator noted this decision could have ramifications for dealers.

"I appreciate that this finding is likely to have significant ramifications for traders who sell electric vehicles imported from Japan and who use the vehicle's pre-import SOH reading in their marketing. And so it should. If

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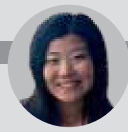

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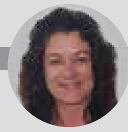

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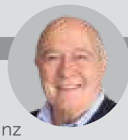



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# Genter on hard-sell mission over Clean Car plans

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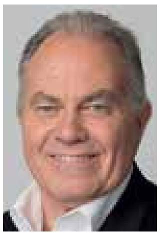
earlier in the month - a room filled with traders, other associations and members of the supply chain.

Genter told attendees she is not anti-car, despite her well-publicised love of cycling (especially electric bikes) and public transport.

"It is not about being anti-car, it is about being pro-choice. You cycle for the trips that make sense."

VIA chief executive **David Vinsen** made it clear the industry is united against the Clean Car standard.



David Vinsen

"We believe that that proposal is wrong on so many levels. Firstly, the name, it is not about Clean Cars, that is misleading. Clean Cars is about noxious gases and health issues," Vinsen said.

**"This is about fuel economy and efficiency.**

"We think this second stage is unnecessary," he said. "[The feebate scheme] influences demand; we will supply the stock that is necessary.

"The whole industry here is united. We don't support policies that control supply."

## MIA - we are not supplying less fuel-efficient cars

Genter's repeated claim that New Zealand is being supplied with less fuel-efficient vehicles has been strenuously denied by the new vehicle trade.

"The MIA has consistently rejected the notion that importers deliberately supply less fuel-efficient vehicles compared to other markets," chief executive **David Crawford** says. "We are a demand driven market. Distributors analysis to death the market place and what consumers are purchasing. Slow moving product lines are dropped for other models and vehicle types that sell fast."

David Crawford

**"Our view is simple, when operating in a demand driven market environment policies that alter demand will mean the model mix will change as consumers change their preferences," Crawford explains. "Limiting supply through a fuel economy standard will lead to perverse outcomes as consumer preferred models already in the market place are held on to."**

"Let's be clear, if the proposed standard, as set out in the discussion document was to be implemented, than the first models to disappear out of the market will be a range of small vehicles under 1200kg in weight. So much for encouraging more fuel-efficient cars."

Crawford suggests the numbers the plan is based on indicating the fleet could meet the aggressive targets set are flawed.

"The discussion document claims Japan has been operating at 105 grams per km of CO2 for some time. However, the Japanese market is dominated by the Kei Class car which no one in NZ wants to buy, let alone that class of cars does not met our safety standards."

"The discussion document cites a number of other models sold in Europe but they tend to be small manual cars and a number of them are diesel. Selling small diesel cars in NZ is a challenge and our market is heavily weighted towards automatics," Crawford says.

**"Put simply, we sell what consumers want to buy."**

Vinsen backed the Kei-car statistics issue.

"Once again all of their research, statistics and analysis are flawed. They did it by having a bunch of Kei-class cars," Vinsen says.

**"It is arguable if they even meet the safety standards."**

## Extension sought

The MIA has formally sought an extension on the consultation period - which ends on August 20 - and is hopeful of getting it.

"Our issue is that being summer holidays in Japan and Europe from this week we are not in a position to get sensible data to aid in our submission by the due date," Crawford says.

The association is drafting a submission that reflects its members views, though has also strongly recommended distributors write a company specific submission to reflect their individual situation.

**"I have provided my modelling to the Ministry of Transport who are now using it to aid their evidence-based policy analysis and they have asked that I provide some more information around that model."**

Crawford says the minister has been invited to attend the MIA's September 5 council meeting.

VIA has also requested the period be extended, with Vinsen claiming the whole process is being rushed.

"It is all rushed, it is all politically-ideologically-driven rather than handled properly."

A Ministry of Transport workshop meant to be held this week has been deferred

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to next week, and Vinsen will be attending with a group of members.

## Swedish expert: Target not aggressive enough

A visiting Swedish expert on feebate and carbon dioxide emissions schemes says the targets set under New Zealand's Clean Car Standard are not aggressive enough.

Jakob Lagercrantz

EVWorld keynote speaker **Jakob Lagercrantz** of the Swedish National 2030-Sekretariatet - a "coalition of the willing" providing independent advice on all transport - described his country's similar feebate system called *Bonus Malus* after a year in force.

Calling it a "Robin Hood" system where "the dirty guys pay for the clean guys", Lagercrantz says a feebate scheme needs to be combined with road taxes.

He says Sweden will review the *Bonus Malus* system next year and that frequent reviews are needed because of rapidly developing technology. He says a different policy may be required for rural areas.

Lagercrantz lives on a farm 400km from Stockholm and drives a Tesla S, generating about 12,000kW a year from solar panels on his barn roof.

**He urges New Zealand to set a national policy, adding that while in the land of the Lord of the Rings it shouldn't just be "one policy to bind them all" but take into account a fuel policy, taxes and more.**

"I think New Zealand is on the right track – better late than never.

"It's important to get going now - don't wait or it will be too late."

Lagercrantz says a review of road user charges is also important and can be used to promote further expansion of low emission vehicles of all kinds.

Partnerships and other new strategic alliances, which include electricity companies, are necessary to help with low emission vehicle development, he believes.

**"The whole EV development is big business."**

Lagercrantz says New Zealand could possibly do even better than 105 grams - noting that this was where Europe already is.

Drew Kodjak

Asked about any lessons for New Zealand from Sweden's feebate style scheme, Langercrantz urges New Zealand to "get going" on its clean car plan as soon as possible and then confirm the policies, with different policies for different needs.

Fuel emissions and feebates were also covered by international keynote speaker The International Council of Clean Transportation (USA) executive director **Drew Kodjak** on the conference's second day (August 2).

**Kodjak says New Zealand's proposed line on fuel emissions is higher than many others.**

He says in talking with others in New Zealand there's some scepticism the proposed standards are ambitious enough "but I don't think any country in the world has proposed both a fuel economy and feebate system – they complement each other very well."

**He says it's difficult to predict how the market will react but that fees and rebates will have to be adjusted over time, pointing to France's *Bonus Malus* scheme which has undergone reviews since being introduced for new cars there in 2008.**

Fine tuning will be needed in New Zealand too. "The rebate between PHEVs and BEVs may need adjusting to favour BEVs more because there's not much difference at the moment."

## How the Clean Car discount and standard work:

For new or near-new plug-in cars, battery electrics

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# Genter on hard-sell mission over Clean Car plans

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would receive an $8000 rebate, plug-in hybrids $6800 and hybrids $4800.

No vehicles over $80,000 would receive a discount – locking out many of the electric vehicles currently on offer.

**While the highest penalty for a new vehicle is $3000, used import cars would sit on a different scale – with a maximum fee of $1500, and a maximum discount of $2600.**

Of the top 10 used imports last year, the top three – the Nissan Tiida, Suzuki Swift and Honda Fit would all receive an $800 rebate.

In the top new cars, the Ford Ranger and Toyota Hilux would both be levied $2000, while the Toyota Corolla would receive an $800 credit – depending on the model.

"The cars, utes and vans we use every day are also the fastest growing source of harmful climate pollution and account for nearly 70% of our transport emissions," Genter says.

"Most Kiwis want to buy a car that's good for the environment, but tell us the upfront cost and limited choice makes it a challenge.

"This is about making cleaner cars a realistic choice for more New Zealanders – by reducing the upfront cost of electric, hybrid and fuel-efficient vehicles when sold in New Zealand for the first time.

"Discounts will be financed in the fairest way possibly – by putting a small fee on the highest polluting vehicles when they're sold in New Zealand for the first time. This means people will still have choice, while contributing to the task of cleaning up the vehicles coming into New Zealand."

The plan could sit alongside a corporate average full economy style system that would require distributors, or used car traders, to ensure the balance of vehicles they sell each year fits a C02 average of 105 grams per km, down from the country's current 180-gram average.

If they fail to do so, they could face stiff monetary penalties: $50 per gram per vehicle per year for used imports, $100 per gram per vehicle per year for new vehicles.

C02 outputs would be weighted to mitigate the fact that larger vehicles generally emit more. Under the weighting, a 150 gram ute could be rated at 141 grams instead, while a very light car could see its rate rise.

Distributors and importers could group to balance their C02 levels – for example: The Giltrap Group could partner one of its supercar brands with a brand that predominately imports small or electric cars. New car distributors could also essentially "borrow" future emissions cuts, a way of recognising steps in technology are made every five to 10 years.

**Years where the company undercuts the average could also be banked for future years.**

Distributors and used vehicle traders will be supplied an online tool to assist in calculating their levels; they will be required to submit data on the fleet the sold each year to the NZTA for verification.

The report notes the import market should be able to hit the target as the Japanese

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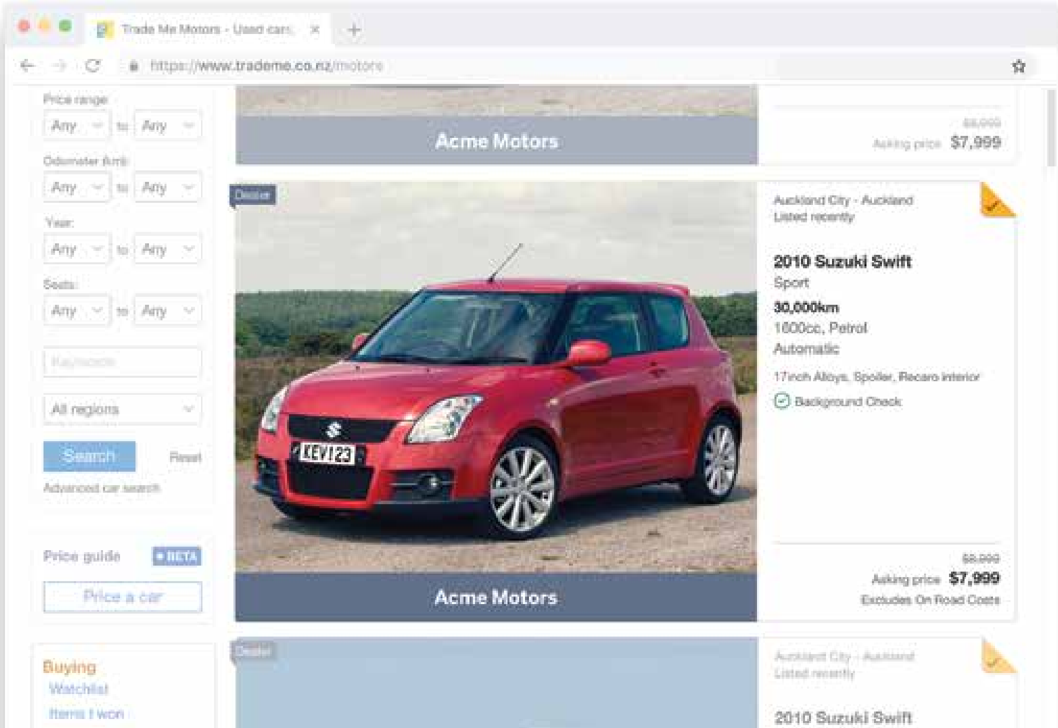


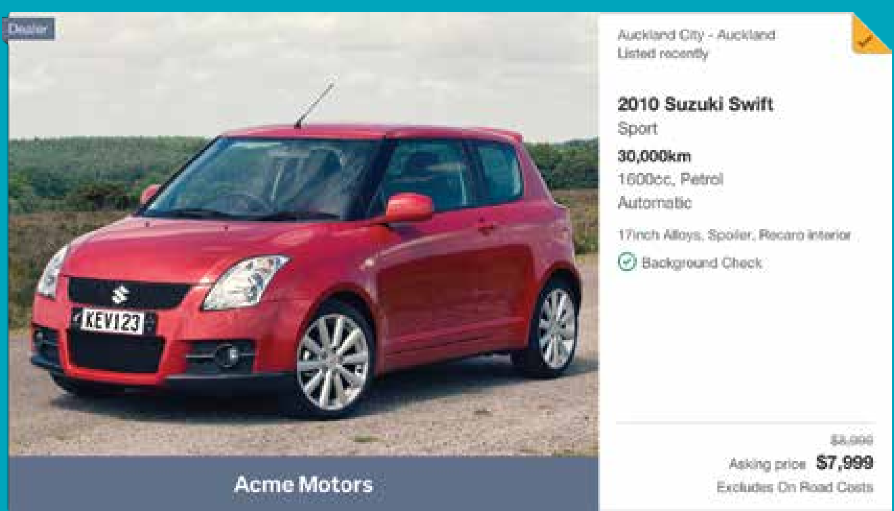


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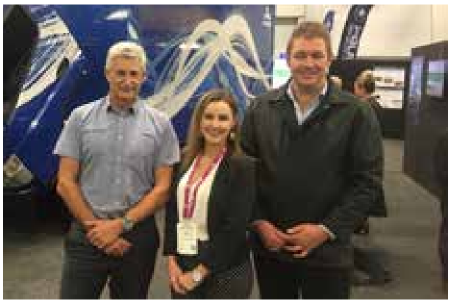
# EVWorld NZ success shows EV interest

More than 4300 people swarmed to the EVWorld NZ expo and conference in Auckland on August 1-3, especially for the public open day at the ASB Showgrounds on the last day.

**A variety of new electric vehicle related products were launched or appeared at some of the more than 80 show exhibits.**

These included a solar panel roofed carport from **YHI**, new EV charging solutions from the likes of **ABB** and **Evnex**, **Audi's e-tron** electric car, **Fuso's new eCanter** electric truck and **Hyundai's Nexo hydrogen** fuel cell car.

YHI's solar carport



Fuso representatives Scott Bliss, left, Alisha Francis and Cameron Childs at their eCanter stand

More is promised for next year's show with **Volkswagen** due to have its **ID** electric range out by then and offerings coming from other manufacturers and exhibitors.

Show organiser Conferenz's **Dominic Duncan** is delighted with EVworld's success.

**A plethora of electric bikes, e-scooters and other mobility devices were displayed and tried out on test tracks at the show, while queues formed to try out the virtual reality ride in Mercury's converted 1957 Ford Fairlane 'Evie'.**

Free seminars available to the public and the trade included the benefits of vehicle electrification such as reduced greenhouse gas emissions, future fuels such as hydrogen, truck conversions like those using **SEA Electric**'s truck drivetrains, EV charging infrastructure and e-mobility.

An industry conference ran over the show's first two days with New Zealand's proposed 'clean car' fuel emission standards and feebate scheme discussed and lessons shared from similar schemes overseas. International speakers pointed to New Zealand's innovation and will to test and trial new transport forms from ferries to aircraft.

A motor industry panel heard that EVs are getting cheaper and more prevalent in a variety of forms, with electric utes and heavy vehicles due in numbers. Plus forms of mobility as a service (MaaS) from e-scooters to public transport were discussed, the idea of one payment form considered for all.

Joe Camuso is EV Chtampion of the Year

**EVworld NZ Champions Awards were presented at the show, Joe Camuso of Whangarei taking the EV Champion of the Year honour. EV City in Christchurch gained the EV Sales and Service award, accepted by owner Dave Boot and wife Renata.**

Christchurch City Council won the **Most EV Friendly Town** award and NZ Post received the **Fleet Champion of the Year** award.

Adam Hollard helps people with VR headsets at Mercury's Evie stand

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# Turners Cars North Shore launches new site


Turners Automotive Group chief executive Todd Hunter with Northcote MP Dan Bidois, regional manager Jarrod Knight and Turners Group New Zealand chief executive Greg Hedgepeth

Turners Cars opened its new North Shore site on July 29 at 201 Archers Road, Wairau Valley.

**Turners was forced to relocate after the NZ Transport Agency (NZTA) acquired the original site in Albany.**

The new site is now open to the public just six months after.

Turners Cars chief executive **Greg Hedgepeth** welcomed the official opening of the new Turners Cars North Shore.

North Shore born and bred, Hedgepeth says leaving the North Shore was never an option.

**"We were always going to keep a presence on the North Shore, given our long history here and the potential we had seen," Hedgepeth says.**

"It also holds a special significance for me personally as I'm a Shore boy myself, I know it's a huge area of opportunity and I have so many fond memories from spending my childhood here."

The old Turners site, on Arrenway Drive, was well-known to commuters driving into Auckland each day as the signage was visable from the motorway. The extension of the Northern Busway and newly planned Rosedale Busway Station saw the NZTA compulsorily acquiring the original site.

The history of Turners North Shore started in the 1990s. A North Shore Turners location was a proposed idea, but the findings showed that area not taking off.

**This was subsequently ignored and a branch opened up on Hillside Road, where the current Ford dealership is today.**

Hedgepeth says it was tough to start off with and the first few years Turners lost money, but perseverance paid off and the company started to do better.

Jarrod Knight and Greg Hedgepeth.

Turners Group New Zealand chief executive Greg Hedgepeth with marketing general manager Sean Wiggans

Hedgepeth admits to being unhappy about leaving the Albany site after years of investment built up in a high-profile location.

"We made a name for ourselves, and business was really picking up," Hedgepeth says. "But in the end, we had to move on and it actually turned out to be a cloud with a silver lining, as we were in fact fast outgrowing the old site."

**"Then all those fears were quickly forgotten when we saw this site. We knew it was the perfect home for Turners North Shore."**

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The new Wairau Valley site is just covered under the Northcote region, and Northcote MP **Dan Bidois** was present at the launch to welcome Turners Cars to the Northcote community.

**"There's a lot of growth happening on the North Shore," Bidois says. "I hope it brings continued business."**

Turners Cars North Shore branch manager **Jarrod Knight**, who is the Upper North Island regional manager, concluded the speeches by thanking the Turners Cars North Shore team for sticking with himself and the Turners brand.

When the Albany branch shut down, staff were sent around the country at other Turners branches during the interim before coming back to the shore.

"Working for a Kiwi company, it's fantastic," Knight says. "I know that car dealers and dealerships have a bad reputation, but Turners is the opposite of that."

**"I want to say thank you to the staff who believed in the future of the business and stayed in the organisation. It says a lot about the company and what the branch means to people."**

Turners Automotive Group chief executive **Todd Hunter** and Turners Group New Zealand marketing general manager **Sean Wiggans** were also present at the celebration.

The team at the new North Shore branch expect to sell in excess of 2000 cars a year.

Hedgepeth says the brand has great confidence in the future of the area, and plans to contribute to the growth of the North Shore by not just offering a range of well-priced vehicles, but also in regards to business opportunities for many business partners.

The North Shore branch takes the total Turners Cars branches nationwide to 21.

**"We look forward to another 30 years of growth and prosperity alongside the North Shore community."**

Two hundred and fifty cars are ready for sale at Archers Road, bringing the national tally to over 4000 cars, with Auckland hosting in excess of 1600 cars.

There will be 18 staff employed at the North Shore site, and Hedgepeth confirms the recruitment of more people in the future from the local community.

Northcote MP Dan Bidois


Turners interior

**Ribbon cutting and refreshments followed the speeches.**

# 21 years for Go Cover

It all started in August of 1998, when **Denise Bellingham**, the company founder and current branch manager, saw a real need for a drive away car insurance product for the used car dealer market.

In 1998, Go Cover were better known as Mobile Insurance and was run by a small and dedicated team of three, out of Bellingham's garage. Denise was soon joined by her cousin-in-law, **Craig Bellingham**, making this business venture a real family affair. Craig serves as the current national sales manager, and continues the work of growing the business whilst offering the dealers more support than ever.

Mobile Insurance caught the eye of Rothbury Insurance Group, who in 2004, purchased a stake in the company and added the brand into their fold of insurance underwriters.

The evolution of Mobile Insurance advanced as the business continued to experience great growth in the market, and in 2012, the team rebranded to Go Cover to ensure there was no loss of identity due to the growth of mobile phones and mobile phone insurance offerings in the market.

Bellingham says: "The backbone and a huge part of the success of the business is down to the dedicated and long-serving team who help the clients every day."

**With a team of just eight, Go Cover achieves great results by ensuring a tightknit family feel in the office.**

The team includes sales consultant **Steve Bishop**, who has been on the road with Go Cover for over 10 years.

**Lisa Kane** is a familiar voice on the other end of the phone, with 17 years under her belt working for Go Cover, Lisa is available 24/7 as a sales specialist.

**Olivia Statton**, client support, has worn several hats during her 15-year job tenure. Not only was she on the road as a sales consultant for the motor vehicle

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# Continental Cars BMW journey almost complete

The new Continental Cars BMW showroom in Wairau Valley on Auckland's North Shore, is set to be the largest, boldest luxury multi-level car dealership in New Zealand.

***AutoTalk* took a hard hat tour of the construction site. Scheduled to be completed by September 2019, the building will span four levels, with views from the motorway, and feature solar panels and rainwater catchment and recycling for car washing.**

The 6900sqm dealership will take full advantage of its high-profile Wairau Road site. The showroom will have BMW product displayed behind the glass on the top floor, so thousands of people on both Wairau Road and the motorway will be able to view the site.

Continental Cars BMW North Shore is located on the last undeveloped, high-profile commercial site in the area.

The current Continental Cars BMW showroom is on Lake Road, Takapuna, and dealer principal **Geoff Light** says this is an exciting time for the business and for BMW. He says the new showroom will be able to provide a vehicle solution for everybody.

"On Lake Road, we haven't grown," Light says. "Then we come here and we're able to provide a facility like this. From a customer's perspective, it's very exciting."

The dealership is designed so customers can easily access the site. The inside is a friendly, open circulation plan. The design comprises a showroom at road level, mezzanine offices and car-parking on level two, and of course a "hero" car display on the top level for motorway drivers to see.

**The core of the BMW showroom is the "driving gallery", where the product range of BMWs are placed in two staggered rows, as if on a road. The gallery will achieve the global brand's objective for visitors to instantly know that the BMW brand is here.**

View from the Northern Motorway

Light says the layout of the building is designed to change the way staff deal with customers.

"We don't want to just sell, we want to build a relationship," Light says. "It's about looking after the people, keeping them part of the family, the product.

"The showroom is a destination, for people to have a

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Proposed dealership interior

# Continental Cars BMW journey almost complete

Continued from page 13

coffee and enjoy the product. We want to look after our customers, keep them part of the family."

**The showroom will have an area for lifestyle products, such as golf clubs, jackets, key rings, shirts, suitcases.**

Continental Cars BMW will have five 22kW electric charges, which can charge 10 electric cars at any one time.

Light is looking forward to working in the new building once construction is complete.

Moving to a world-class facility means Continental Cars BMW will deliver world-class service, he says. As the team prepare to move, staff have been involved in workshops, with Light saying that investing in staff is investing in their future.

**"You can build the most incredible building, but it's the people that make the business," Light says.**

*AutoTalk*'s visit to Takapuna found obtaining a park in the middle of a weekday quite difficult. The new showroom will offer a clear, decisive parking signage with a dedicated customer parking area. A person will be there to greet you as, much like a hotel concierge, and point you in the right direction rather than trying to sell you something straight away. In addition, there will be a level just for customer parking, making driving to the car dealership stress-free.

Main exterior

The site is currently under construction

"Our new home enables us to provide a better customer experience," Light says.

**The new showroom will feature customer lounges, work stations, and the simple things such as fresh coffee, so customers can feel at home.**

Continental Cars BMW customers are "over the moon" about the new showroom.

"We're only changing the dealership, not changing the people," Light says.

The new showroom will increase stock levels, again, to offer a vehicle solution to everybody.

Light has been in the role for just over 12 months and says it's an honour to be looking after one of the flagship dealerships for BMW in the country. Previously, he was Holden's national sales manager for nine years and has around 25 years in the industry.

**"I love the people, that's why I'm in the industry. The brand is exciting, but you have to have the passion for people."**

Construction is expected to be completed within the next few months, but Auckland's erratic weather pattern makes predicting the date uncertain.

mta MATTERS

# Driving Change

By Craig Pomare
Chief executive, MTA
craig.pomare@mta.org.nz

A big part of MTA's work is advocating on behalf of members, to influence new policy to avoid unintended consequences that might harm those within the sector.

**August delivered a few wins, making all the meetings, submissions and fact gathering worthwhile.**

The Government has listened to us about the problems tow operators have recovering fees from owners for cars impounded by the police. Often the cars are simply abandoned in the operator's yard and they have all the hassle of disposing of them. We raised the issue with the ministers for police and transport last year and have just been told it's made it on to the MoT work programme. This is a big deal, because it means action will be taken.

We met with MoT officials last month to discuss in more detail what our members need to happen. We don't just want the impound tow and storage fees increased (this will just mean more people will say they can't pay) but there also needs to be a wider review of the system for payment and collection. We must make sure that tow operators are not left out of pocket for doing what is effectively a public service.

One of our biggest operators lost $200,000 of potential income this way last year.

MoT officials have asked us to carry out a survey of tow operator members to get an up-to-date picture of the impact of the current system and we will include a few questions to get some feedback on our own proposals for ways to improve the system.

## Draft road safety policy

Another win is seeing vehicle safety made a greater priority in the government's new road safety consultation document. We lobbied government heavily to look at how vehicle safety impacts on the road toll and the new strategy reflects at least some of our concerns. Until now, the Government focus has largely been on the driver and road conditions, leaving vehicle safety out in the cold somewhat. The new strategy proposes improving the safety of vehicles entering New Zealand, ensuring that existing vehicles are as safe as they can be (including through retrofitting new technologies where appropriate), and building public demand for safer vehicles.

**We'll be pushing the importance of maintenance and regular servicing, tyre tread depth, warrant of fitness inspections that reflect the new modern safety technology.**

We also welcome the suggestion of a review of the warrant of fitness inspection regime and driver licensing system. We are recommending the Government add a component on vehicle maintenance to driver licensing.

## Feebate for new and used cars

We support the Government 's proposed 'feebate' to subsidise the purchase of an electric car and penalise buyers of heavy carbon emitters.

**I think most people now acknowledge that, as a country, we must do our bit to reduce carbon emissions.**

However, we are concerned about the accompanying proposal for a Clean Car Standard. The standard would set a progressively lower, average annual emission target across all the vehicles imported by a trader in a year.

**It could only be reached by a dealership importing a mix of vehicles which would include more and more fuel efficient, often smaller, vehicles and reducing the number of larger, higher emission vehicles. However, this may not suit all dealerships, such as those that specialise in utes and other larger vehicles.**

We're not convinced that intervening on both the demand and supply sides is necessary or wise in such a small market and may do more harm than good. For instance, it could mean that if Ford brought in fewer Rangers to reduce its overall emission profile customers could just shift to a competitor – it wouldn't actually reduce the demand for a higher emission vehicle.

The Government proposal is based on scant data and analysis. We are disappointed that these ideas were not workshopped with industry to illustrate the significant impact of the scheme as proposed. Expect to see more from us on this issue.

# Managing with a mentoring style

Mentoring is a well-used term, but in many cases it is very difficult to mentor someone who you manage because the four faces of mentoring involve the manager to be impartial and not swayed by results, attitudes and engagement in the team. Mentoring is an unbiased communication and connection that focuses on the mentee's career not just the performance.

So how do you approach mentoring when you are the manager?

First let's consider the four faces:-

1. **Teacher:** As a manager it is reasonable to think that you can teach and coach specific skills and processes of the job. Although being a good manager does not automatically make you a leader and a coach.
2. **Counsellor:** If attitudes and behaviour becomes unresourceful and redirection is required, this is a role for the manager and the mentoring role is possible, but staying impartial is more difficult as the employee's performance impacts on the manager's department results.
3. **Promotor:** If there are opportunities in the organisation for advancement or promotion, this sometimes impacts on the department because the manager has to replace the person and the results they are achieving. There are times when a good salesperson is not moved into a supervisor role because their consistent monthly result will be hard to replicate.
4. **Organisational intervention:** The employee is not performing and the manager has made the decision they are not going to make it. As a mentor this is not the case, because in mentoring you look for ways to build up not tear down.

To manage with a mentoring style, the manager must have certain initiatives in place. An abundance mentality is where the manager looks to build their people with training, coaching and an environment of trust and continual development.

They must be students themselves and understand and practice emotional intelligence, behavioural characteristics, and generational differences, be patient, and grow their team with encouragement and consistent leadership.

**An ongoing training and development programme engages the employee and maintains focus as they develop. I work with specific businesses in both NZ and Australia that have great induction programmes and ongoing sales, service and leadership programmes solely based on growing their people and securing the future. The culture and success of these businesses speak for themselves.**

Another aspect often ignored is how to deal with complaints, fatigue, stress, conflict and personality issues. These are real life issues and causing problems, reduce productivity and results every day.

Setting goals is the first step. Use the SMARTA model to establish what you want to change and improve your company's recruitment, induction and development programs and processes.

**Specific and motivational:** Goals must be clear and they must motivate.

**Measurable:** Goals should be measurable, and progress should be verifiable.

**Attainable:** Goals should be realistic and achievable.

**Relevant:** Goals should be congruent with people's personal values and beliefs.

**Trackable and time bound:** There should be a definite time-frame for completion of the goals.

**Aligned to:** Personal and business goals should be blended.

**Graham Taylor-Edwards -**
managing director
Graham has been involved in automotive and customer service training for over 40 years.
To contact Graham: **021 246 8885**

**Feedback is the breakfast of champions**

Have an open and honest feedback policy and above all take an interest in your team.

**A simple model for feedback after training is to ask these four questions**

- What is the reaction to the training?
- What have they learned?
- How will it change their behaviour?
- How will it affect the results?

It is never too late to start or improve, so take a moment and say: "Is there some opportunities in my business to change what you're doing to improve the result?"

**The old saying if you keep doing what you're doing you keep getting what you're getting is as true as ever.**

**Focusing on progress**

If you find yourself with an employee struggling with reaching their goals, you may be tempted to pull them over and discuss how they are missing the mark and the related consequences.

Focusing on the negative aspects will only create more obstacles. If you start making the discussion feel more negative, the employee may feel that their job is threatened. If this happens, they will become more fearful and this adds to the roadblocks.

**Instead of focusing on the negatives, focus on the progress. Tell your employee that you see progress and that you believe that they can achieve their goals.**

Manage/Lead/Mentor your team to success.

# CRAWFORD'S CASE

## Government haste over consultation risks big policy mistakes

**David Crawford,**
CEO of the Motor Industry Association

If I've been looking a little frazzled recently it may not be too surprising and I think I could be forgiven a little.

**The Government has unleashed a barrage of consultation documents in the past month - most of them requiring a response in a pretty short timeframe – and this has meant some hard paddling to stay afloat.**

Quite frankly, like other organisations in the transport sector, we've been at risk of drowning under a sea of proposed policy paperwork.

Many of these are key policy initiatives that will clearly have a big impact, not only on vehicle importers, but also on the transport sector as well as New Zealand consumers.

Last month, the Government revealed its thinking on proposed incentives for low CO2 emission vehicles. The Clean Car Discount, or feebate proposal, along with its sister initiative, the Clean Car Standard, or fuel economy standard, were unveiled on July 9 and the Government is hoping to get feedback from this first stage of legislation development by August 20.

**While the feebate is relatively straightforward, the standard is anything but.**

We've been crunching the numbers and it's clear that if the Clean Car Standard is to go ahead in its current form it would have a massive affect right across the sector and result in a significant number of market distortions and unintended consequences. It will require a considerable amount of tuning if the standards are going to achieve the Government's goal of reducing emissions.

Meanwhile, the submission on the Government's new road safety strategy, Road to Zero, closes just a few days before the August 20 deadline. Then there are the other big pieces of policy work, the ICCC (Interim Climate Change Committee) electrification and agricultural emissions documents. They also require a public response in August.

**The big transformational pieces of work that the Government has been promising have now arrived. The trouble is, for the transport sector they have all arrived at the same time.**

To my way of thinking little thought has been given to how a battle weary public can respond sensibly with so many out for consultation at once. Even more worrying though, is the risk of big policy mistakes.

These proposals contain some major policy shifts that all require in-depth responses. Yet there is little time being allowed for thorough, robust analysis of their long-term impact.

Remember that old cliche "act in haste, repent at leisure". Policy made in haste, without adequate sector input and scrutiny, is likely to result in poor decisions and unintended consequences.

**Quite frankly, from what I've seen so far, the Government is getting some of these policies seriously wrong.**

We know that some of the proposals as they stand will need significant adjustments or a complete rewrite in order to avoid perverse outcomes.

**But we have been given very little time to scrutinise the proposals in detail and consult with our sector in order to provide the Government with meaningful, robust, sensible and achievable policy advice.**

The Clean Car Standard is the one of most concern. If implemented as it is, new cars from small through to big will face hefty penalties, leading to significant price increases. It is also likely that several small cars, which currently perform well below the light vehicle CO2 grams per km average will be the first models to be dropped. Small cars have paper-thin margins, hefty penalties will be their death knell.

No thought has been given to what a reasonable target is, a reasonable timeline to achieve it given long production runs - and the penalties are severe. There is also no provision for super credits and no thought given to sensible vehicle segmentation for grouping of targets.

If unchanged, the 'clean car' target will impose around $1 billion on to the cost of light vehicles from 2022 to 2025.

Let's also be clear, more needs to be done to lower CO2 emissions in transport and we want to be a part of the solution. But we need to exist to do that!

Perhaps some sage advice to the Government would be to take the foot off the accelerator and allow a little more time for real consultation with the industry and public.

# Leads, test drives and sales by source June 2019 (vs May 2019)


May 2019 saw increases of more than 8% in the number of leads, test drives and sales from the previous month.

**In June 2019 we saw a slight increase in leads of 3.3%, but test drives decreased by 10% from May 2019 to June 2019, and sales decreased by 15.7% from month to month.**

**Activity By Source** - June 2019 (vs May 2019)

| | |
|---|---|
| Leads | ▲ 3.3% |
| Test Drives | ▼ 10.0% |
| Sales | ▼ 15.7% |

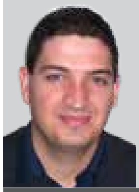
The top three sources of leads remain unchanged with web – classified continuing to be the most common source of leads for NZ dealers despite decreasing by 1.3% from May to June 2019.

**With Fieldays in June, brand supplied leads jumped a spot to be the second largest supplier of leads in NZ – on the back of a 29.6% increase the previous month, leads from the brand source increased a further 15% in June. Web – dealer' rounded out the top three despite a 6.6% decrease.**

**Top 3 Sources for LEADS** - New Zealand Dealerships June 2019 (vs May 2019)

| | |
|---|---|
| Web - Classified | ▼ 1.3% |
| Brand | ▲ 15.0% |
| Web - Dealer | ▼ 6.6% |

Test drives decreased across the board as we were yet to witness the conversion of leads to test drives within June from the Fieldays event. Typically, we would expect to see an increase in test drives in the months following Fieldays. From May 2019 to June 2019 we saw a decrease of 24.7% in test drives from the web - dealer source, a decrease of 2.4% from web – classified and an increase of 3.3% in test drives generated from May to June 2019.



**Matt Darby** works for AutoPlay which specialises in pre-sale lead management tools. To find out more about AutoPlay services email **sales@autoplay.co.nz** or visit **www.autoplay.co.nz**

**Top 3 Sources for TEST DRIVES** - New Zealand Dealerships June 2019 (vs May 2019)

| | |
|---|---|
| Web - Dealer | ▼ 24.7% |
| Web - Classified | ▼ 2.4% |
| Direct | ▲ 3.3% |

Sales dropped by 15% from May to June amongst Kiwi AutoPlay users. We saw this trend across all sources with web – classified decreasing by 22.9%, web – dealer decreased by 14.7% and sales from the repeat source decreased by 16.5%.

**Top 3 Sources for SALES** - New Zealand Dealerships June 2019 (vs May 2019)

| | |
|---|---|
| Web - Classified | ▼ 22.9% |
| Web - Dealer | ▼ 14.7% |
| Repeat | ▼ 16.5% |

**Make sure to check back in August to see the top sources of leads, test drives and sales in July 2019.**



**Top 3 Sources for Leads, Test Drives and Sales** - New Zealand Dealerships June 2019 (vs May 2019)

| LEADS | | TEST DRIVES | | SALES | |
|---|---|---|---|---|---|
| Web - Classified | ▼ 1.3% | Web - Dealer | ▼ 24.7% | Web - Classified | ▼ 22.2% |
| Brand | ▲ 15.0% | Web - Classified | ▼ 2.4% | Web - Dealer | ▼ 14.7% |
| Web - Dealer | ▼ 6.6% | Direct | ▲ 3.3% | Repeat | ▼ 16.5% |

autoPLAY

# What can we learn from BDC's?



**Peter Aitken**
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or 021-940 318

What is a BDC? For readers fresh to the term, BDC is the abbreviation for "Business Development Centre". BDC's are commonplace in the US market for new vehicle franchised dealers.

**Often BDCs are to be found in higher volume dealerships to concentrate both telephone and internet customer communication through the one clearance centre. The department is often of open plan design with a collection of manned desks just as one would find in a call centre.**

Their primary focus is to set up a dealership appointment for either a prospective new or used car buyer or a service appointment for an existing or prospective car owner.

The centres have evolved over the years, their practices by necessity have had to become increasingly sophisticated to competently handle the digital savvy customers of today. Underpinning successful BDCs will be a tried and proven, robust, CRM system. The two become hand and glove in this customer centric dealer world we find ourselves part of.

As the title of this month's article infers; there are a number of learnings we can take from any review of BDC best practices. These learnings can also be applied for other customer facing dealership departments.

**What better way to gain an understanding of some of these proven and successful BDC tips and techniques than to learn it from a leader in the field.**

The July 2019 edition of *Digital Dealer Magazine* features an in-depth interview with **Jason Cohen**, business development director for DCH Paramus Honda, New Jersey.

Cohen is recognised as a guru not only in BDC management but has control of also CRM and Digital Marketing in the dealership. Paramus Honda part of the Lithia Auto Group, has won numerous customer awards, ranked near top in dealer rating reviews and is in the top 10 US Honda Dealers vehicle sales volume, averaging 500 new and 250 used per month.

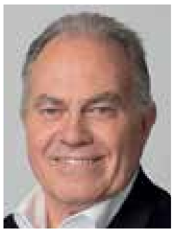
The following are a list of the tips or techniques referenced by Cohen:

- To overcome the propensity of customers to ask first about price it is critical to find out what else is important, therefore every team member has a sheet listing 10 reasons for buying or having their car serviced here.
- We talk about our on-line reviews as we have over five thousand 5-star reviews across all sites the dealership is on.
- We talk about our service hours 7am to 9pm, as we are open longer than any of our competitors.
- We hire the right people for BDC, we look for skills we cannot teach, such as good communication, good work habits, sense of humour and above all a positive attitude.
- We train early and train often. A new BDC sales rep will be trained for two weeks before he or she can talk to a customer. Much time is spent on how to overcome objections. We listen to a lot of calls and discuss what other BDC reps did right or wrong.
- Time is spent reviewing month to month and year on year KPI's such as: How many people did they contact, how many appointments did they create, how many showed up, how many were sold.
- The goal is to always ask for the appointment and to have the customer show. Never ask a caller when they want to come in, give them choices.
- The 4x60 methodology, have a two-way communication with 60% of your leads (phone/txt/email) that come in, making an appointment with 60% of those you communicated with, 60% of those should show up and 60% of those should be sold. If these metrics are followed a 13% internet lead closing ratio will result.
- Individual scripts are prepared to handle the three major objections of price, trade-in price and monthly payment. The trick is to avoid the question without sounding like you are doing it, this takes a level of skill.
- The team apply the "Feel, Felt, Found" technique for objections, "understand how you feel, other customers have felt that way and you know what they found etc".
- As service department contribute 50% of dealer's GP there needs to be less ad-spend on vehicles and more on service to overcome a common imbalance.

VIA ADVANTAGE
AUGUST 2019

# Vinsen's View

**The monthly update from VIA chief executive David Vinsen**



# Ignorance is not always bliss …

The saying "ignorance is bliss" comes from a poem by the eighteenth-century English poet **Thomas Gray**. It is usually taken to mean: "What you don't know can't hurt you".

**But this is not necessarily so. Things have changed over the past 250 years; in this age of information, ignorance is a choice. *"We are all born ignorant, but you must work really hard to remain stupid"*. And *"what you don't know"* can certainly hurt you … or your business.**

Why am I banging on about ignorance?

There's been a recent high-profile incident where importers and dealers have only just realised that the next phase of the Electronic Stability Control (ESC) Rule is due to be implemented on March 1 next year.

This is the final phase, and will require all light vehicles being imported into the country to be equipped with an approved and recognised ESC system. Its implementation is going to prohibit many of the most popular vehicles currently being imported.

So firstly, a bit of a history lesson.

The ESC Rule was passed into law in 2015, with four separate phases.

- For all new vehicles, ESC became mandatory from 2016.

VIA researched the likely effects of the requirement for ESC on the used vehicle industry, and we were able to negotiate a schedule of staggered implementation, to allow continued access to reasonable volumes of vehicles as the rule became progressively effective.

- In March 2016, ESC was required on all used Class MC vehicles being imported.
- From March 2018, all used vehicles over 2000cc were required to have ESC.

The rationale for these phases was that Class MC vehicles were likely to have been the first vehicles to have had ESC fitted as original equipment. The next phase, a couple of years later was for larger passenger vehicles, which were usually more expensive when sold new, built to a higher level of specification and more probable to have ESC. Smaller vehicles sometimes had ESC as an option, but it was not made mandatory in Japan until October 2014.

**While this is all history now, the implementation of these first three phases had a significant effect on the range of vehicles being imported, both new and used. The used vehicle industry, however, enjoyed significant benefits from the progressive implementation schedule; we continued to have access to good volumes of compliant vehicles.**

But the final phase of ESC is going to be really telling. The impact is going to be significant, even draconian; a recent survey of major used vehicle importers showed that between 40% and 60% of the vehicles they are importing would not be permitted. For some specialist importers, up to 80% of their stock range would be disallowed. So importers and dealers have some difficult choices to make.

Those who currently import high volumes of cheaper vehicles will need to radically change their business model; the vehicles that they are importing will not be compliant, so they'll have to change their stock selection.

The days of high volume imports of cheap vehicles will be over, for a while at least. There will be a limited range of vehicles that are ESC-compliant; and by definition, compliant stock is going to be later model and therefore more expensive.

**We're not complaining about this; rather, we're just trying to publicise what is coming, to ensure that the industry is prepared.**

VIA has obviously understood the

**Continued on page 21**

# Advice and advocacy for the used vehicle industry

**Continued from page 20**

likely effects of this final phase of ESC right from the start; we were involved in the original research and negotiations for the progressive implementation schedule. We also understand that, apart from an absolute shortage of compliant stock, a real challenge will be to know which vehicles have it fitted.

As ESC was introduced progressively in Japan, initially as an option, there was no clear start date, and it's very difficult to identify and confirm which vehicles do have ESC fitted.

**VIA has invested a considerable amount of time and money in developing a comprehensive database of the Japanese light vehicle fleet, not just by make and model, but right down to the individual vehicle variant.**

We have also developed an analytical tool and a web app to enable buyers, inspectors and importers to confirm that the vehicle has ESC before it's purchased and exported.

We are still working on a mobile app using smartphone functionality such as the camera, which will allow remote access. Imagine being able to take a photo of the vehicle's chassis plate, and having all the relevant specifications and information about the vehicle, such as recalls, at your fingertips! We know how critical this information is.

This is why, for the past five years, VIA has been advising members and the industry about the successive stages of ESC. The first two phases were implemented reasonably smoothly, with only minor disruption to volumes. But we know the likely effects of the last phase, which is why we've been publicising it as much as possible.

**Which brings me right back to my opening comments about ignorance. You'd have to have been living under a rock, or completely "out of the loop" to be still unaware of the impending crisis that's going to face high-volume, low-value vehicle importers.**

But that's what's happened recently: Businesses operating in this market segment claiming that they've only recently heard about ESC, and that their whole business model is going to need to be restructured. In their case, ignorance is certainly not bliss.

**And there's no excuse for such ignorance. VIA and the specialist motor industry media such as *Autotalk* have been regularly advising members and the wider industry of what to expect.**

I can only assume that this ignorance comes from not being a member of an association such as VIA, and being an outlier, a freeloader and not actively involved in the industry.

Although ESC is the topic and catalyst for this article and these comments, there are any number of other issues that have affected the used vehicle import industry, and will continue to do so.

Since New Zealand first started importing used vehicles, VIA has:

- Supported those entrepreneurs who recognised and grasped the commercial opportunity.
- Developed seatbelt anchorage systems.
- Developed testing and certification procedures.
- Established VINZ, to provide competitive inspection services.
- Negotiated the removal of tariffs on vehicle imports, saving dealers over $135 million.
- Represented the used vehicle industry on issues relating to safety, biosecurity, recalls and consumer law.

But it doesn't finish there; the future holds some interesting challenges for the industry, too.

Apart from the final phase of ESC, we are faced with:

- The proposal to introduce Feebates and Fuel Economy Standards for all imported vehicles.
- A revision of the Exhaust Emissions Rule.
- Electric vehicles.
- Intelligent transport: connected vehicles.
- Mobility as a Service, ie, "Connected Journeys".
- Safer vehicles requirements.
- As well as ongoing and continual technological developments.

So, we have plenty to deal with, and if this sounds like a promotion for VIA, so be it.

The recent incidents have not only highlighted ignorance, but have served to remind us of the existence of free-loaders and bludgers. Businesses that are serious about being involved in this industry should join an association that represents and advocates for their industry.

**By joining the appropriate business association, importers and dealers will keep themselves informed of political and technical developments, as well as contributing to the industry as good corporate citizens.**

## UPDATE
## Health and Safety

**Are you prepared for the new Health and Safety framework?**

By 2020, the Government aims to achieve a 25% reduction in workplace injuries. Are you ready?

**VIA is here to help, with industry-ready Procedures Kits for workshops, car yards and compliance shops – developed in conjunction with experts HRtoolkit.**

For more information, contact:
Malcolm Yorston,
Technical Services Manager
on 0800 046 842
or DDI 09 573 3243

Email: technical@via.org.nz



# Rising prices and lower dollar make buying tough

**BY GRAEME MACDONALD**

As the Japanese summer season has progressed, so too have the traditional market pricing trends that most Kiwi buyers are accustomed to, with firming or rising values across the auction floors combining with a slumping exchange rate.

**By all accounts, July was not an easy month to source desirable stock for New Zealand.**

The hangover of stock left over from the end of financial year sell-downs has well and truly been worked through, with the result that Kiwis are competing with not only other export market buyers, but a Japanese domestic market hungry for retail stock and without the constraints of an unfavourable exchange rate.

Steady new car sales have meant a steady flow of trade-in vehicles cascaded into the auction lanes, although many of these are simply not suitable for New Zealand, either with specifications not suited to our market or regulations, or priced beyond Kiwi consumer demand.

Japan's number-one selling new car, the Toyota Prius, is also a strong showing in the auction catalogues, helped by significant volumes sold upon introduction of the new model and in turn now, those same vehicles arriving at the first cycle turn of ownership. Access, however, despite the numbers, remains difficult, as these are also one of the most desirable used cars sought by Japanese used vehicle dealerships.

**Older, higher mileage and lower-specification Toyota Aquas are now turning up across the auction lanes in plentiful numbers, and providing the Kiwi marketplace with a good volume source of lower-cost fuel-efficient vehicles to sell.**

However, those with high-level trim packages such as the Aqua G or Aqua S with lower mileage and in a nice colour, especially later-model 2015 and up examples, are still largely out of reach for Kiwis.

It will be interesting to see what happens to values of older everyday Aquas in Japan after the final stage of ESC introduction in New Zealand, when demand for this model intensifies as ESC is a standard feature.



NZ's favourite import in 2019

Buyers with long memories might reflect upon the uncanny way the Japanese market values for sought-after volume Kiwi stock has a tendency to rise when options are thin, against a retail backdrop in New Zealand that demands lower and lower prices!

**Less desirable, older and higher mileage cars are plentiful to find right now, and with prices to make them easy stocking fillers for those seeking volume.**

However, there has been a notable rise in the average yen bid for low mileage, high-grade market baseline cars, possibly due to the fussier nature of Kiwi buyers, or in addition, compressed market action here in New Zealand changing the willingness of Kiwis to sacrifice quality over quantity.

It may be a short-term trend, but a lack of liquidity in our industry at present may well be driving Japan-based buyers to target only better quality stock, even at high prices, to supply the solvent end of town, rather than push volumes of sub-standard stock to an already saturated and financially crippled bottom-tier market.

Buyers hoping to source later-model Toyota products out of auction in Japan next year are likely to be dismayed by the continued performance of the brand in almost all models offered.

The 2014-on Toyota Noah/Voxy/Esquire range, immensely popular when new even today, and in theory a great model for Kiwi consumers, are so far out of reach even in July 2019 that it looks exceedingly unlikely for access in any volumes in 2020. So, too the Vellfire and Alphard multi-seaters, although sedan and wagon buyers may find opportunities with the Corolla Axio Hybrid sedans, and Corolla Fielder Hybrid wagons - both with ESC standard, and both available in significant enough volumes to allow Kiwis a chance to put something in the shopping basket.

**New Zealand's favourite import in 2019, the Mazda Axela, has seen values attained in Japanese auction lanes fall over the past several months as sales of the new Axela in Japan have triggered a "trickle-down" effect of prices, particularly the 2009-2014 BJ-series Axela.**

Older BK-series Axelas are now becoming harder to sell against the backdrop of lower BJ-series, and by March 2020 only the higher-specification BJ-series will be suitable for Kiwis as a lack of ESC fitment to most of the 1.5-litre models and many of the 2-litres changes buying patterns.

The Japanese summer season has traditionally never been particularly favourable to New Zealand market buyers, with 2019 proving - thus far - no exception to the rule. Those heading across to Japan for the Rugby World Cup and a spot of buying might find that prices have yet to drop away for the coming winter season, fuelled by competition from other Kiwis all with the same intentions!



# Japanese sales up slightly in first half

Japanese vehicle sales were up slightly for the first half of the year - with bigger vehicles making a slight comeback.

**Overall registrations for January to June rose 0.8% to 2.75 million units, with new models - including the updated Toyota RAV4 - spurring sales.**

June itself was down, with the total of 450,397, a drop of 0.7%, according to the Japan Automobile Dealers Association.

Excluding mini vehicles, the market for the first half of the year was up 0.2% to 1.74 million units.

Sales of vars with an engine bigger than 2-litres hit 835,224 units, a record high.

"We can't say last-minute demand growth has started" ahead of the October consumption tax increase to 10% from the current 8%, a JADA official says

**Overall, the response to the coming tax change has been muted - normally a bigger rise prior to the introduction is expected - before a fall after.**

# UD to test self-driving truck

Japan-based truck maker UD has announced plans to test a level-four self-driving truck in Hokkaido.

Level 4 technology allows a vehicle to drive automatically in specific areas.

The trial will be held in conjunction with transport operator Nippon Express and local agricultural co-operatives.

**The aim of the trial is to confirm issues that need to be cleared before putting the technology into practical use. It will be the first time such a test will be held in Japan.**

UD Trucks is part of the Volvo Truck group.

## Toyota supports Tokyo 2020 with special mobility vehicle

Toyota is supporting the 2020 Tokyo Olympic and Paralympic Games with a new product, the accessible people mover (APM).

**Designed specifically for the Games, the APM is a mobility vehicle which aims to provide all people the freedom to move.**

The APM offers a "last one mile" solution that transports as many people as possible to events and venues, including athletes and staff, and all visitor types, with accessibility needs for the elderly, pregnant women, people with impairments and families with small children, among others.

The APM will be a low-speed, short-distance battery electric vehicle (BEV) suitable for the transport of visitors and staff within large events and venue grounds.

**The BEV has a seating of six people – five passengers and one driver. During the Games, Toyota will employ around 200 of the APMs.**

The APM has a maximum range of 100km and speed of 19km/h.

# Knowledge is power

Over the last 30+ years at Autosure we've seen some hugely successful dealerships, and there are three common traits that stand out in those that succeed. They are:

1. Know exactly how they're tracking.
2. Are disciplined.
3. Always focus on doing the right thing for the customer.

**It's sometimes easy for sales managers to slip into hope:**

"I *hope* it's a good year".

"I *hope* we get lots of inquiry this weekend".

"I *hope* we get some buyers this week".

But if you're serious about planning for success and especially if you want to have some control over your unit sales and gross, you don't have to rely on hope - you can make it happen.

One of the most important elements in taking control is knowledge. Knowledge is power. As **Ethel Barrymore** said: "It's what you learn after you know it all that counts."

## Track your progress

Tracking everything in your department is essential, and making sure you use that information is vital. The insights you get from careful tracking and analysis are gold if you want to improve performance.

**Sure there are many ways you can increase your inquiry levels. But unless you've tracked the key metrics and used that information to work out how to have top closing ratios, those new potential customers can easily slip through your fingers.**

So, what should you be tracking?

- Total opportunities.
- Number of manager intros.
- Manager intro ratio.
- Number of demos.
- Demo ratio.
- Number of sign ups.
- Sign up ratio.

Tracking and monitoring performance needs to be an ongoing discipline. If you're doing this you can not only identify areas that require improvement, you'll also soon know when they're improving.

Tracking allows you to develop training programmes that work for your salespeople. With timely and accurate data you can easily see what you need to focus on in the training and you can tailor the format to suit, eg, one-on-one or group sessions.

The most common source is of information will be your electronic inquiry log.

This gives you an accurate idea of how you sold what you sold and how you earned what you earned. It's great to know you sold 1200 units in the last 12 months.

**But it's knowing how many people your staff talked to and how many demonstration drives or sign ups it took to get those units that's really important.**

Why? Because you need to have a base line to measure against. If you know exactly what they do now, you can duplicate your production from the last 12 months, plus you can make plans to improve things and set departmental goals.

## Be disciplined

It takes discipline and hands on management to ensure tracking happens and improvements are maintained. Whether you have a computer or manual system the key is to ensure all data is accurately recorded and logged.

A salesperson may tell you the person they just spoke to was a time waster and not worth recording. But by recording everything, you may be surprised how many "time wasters" that salesperson talks to each month.

It also requires discipline to regularly analyse your data and use it in a way that is meaningful. For example, if your average salesperson normally

**James Searle**
is general manager of
DPL Insurance Limited

talks to 10 people to sell two units, then they would need to talk to 40 people a month to sell eight units a month.

**Purely going off numbers, to get that salesperson selling 12 per month, they will have to talk to 60 people instead. So to reach that goal you need to ask these questions:**

- What is harder?
- Increasing your inquiry by 50% or increasing your closing ratio by 50%.
- What is more cost effective?

Increasing your inquiry by 50% or increasing your closing ratio by 50%?

## Do the right thing

At Autosure we have a strong focus on doing the right thing and have found that our partners who also share this philosophy prosper, mainly for these reasons:

1. Your reputation for doing the right thing will precede you. In our current society, people are well informed and word travels fast, so it's important that word of mouth is positive.
2. It's better to work with customers to find the best solution for them, rather than prove that you're right. Winning a contest with your customer will undermine your relationship and future opportunities to do business with them.
3. The right thing is always the right thing to do. To build trust, we must have integrity and what you do speaks much louder than what you say. Remember, doing the right thing is just as much for you as it is for your customer.

**If you would like to find out more about how we can help you, talk with your local Autosure account manager.**

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# Dealing with customer concerns

This month I am going to talk about dealing with customer concerns.

When we refer to customer concerns, we are often referring to a misunderstanding which is created by miscommunication. This may lead your customer to feeling that they are at a disadvantage, or that they have been taken advantage of.

By **Jaques Gray**
Provident Insurance national sales manager

**You will all know the line: "If I had only known that when I purchased your product or was offered your service, I would have not bought this item, or I would have arranged things differently".**

When it comes to purchasing a vehicle, we all need to remember that it is, for most people, the second biggest purchase in their life, and for some it may be the biggest.

When we are disclosing information, we should always make sure we have a process to ensure the information is clear, concise, and in plain language that a customer can understand.

If there is no set disclosure process, in times of uncertainty, how will we be able to determine if the correct information was relayed to the customer? It's important you protect your business and create and document the correct disclosure process. I have talked about how important disclosure is in past few articles.

**Remember, when disclosing to your customer, that you may have missed one important factor - did they understand and are taking in what was being said or displayed, or are they even listening?**

Just because we have our lines down pat, unless your customer is engaging (while looking at their new shining vehicle out the window), there may be issues regarding to the exchange of information, which can lead to customer concerns and complaints.

Failure to communicate and disclose correctly is probably the biggest reason customers come back to us in a negative frame of mind, regarding an issue. They may do this either politely or in a more aggressive manner.

Some just make enquires and once they have been given the correct information, either for the first time or the second time in a language that they understand, they go away happy.

Some will revisit you and express their concern regarding a matter and expect a solution to a problem.

**While others will come out with all guns blazing, and have unreasonable expectations of a solution.**

All of these approaches require us to remember that they are the customer, and if we wish to retain their business (yes,

Continued on page 44

# Rough month for biggest import dealer

**Continued from page 1**

not to purchase an extended warranty.

**The waiver included terms such as "the vehicle you are purchasing does not include a warranty of any kind", and "I do understand that 2 Cheap Cars will comply with the Consumer Guarantees Act. I also understand that I am, and would prefer to be, solely responsible for any repair bills".**

Ronayne said the waiver is "blatantly untrue and misleading" and that "by means of misinformation and untruths" the waiver creates an impression that unless an extended warranty is purchased then the buyer had no rights. He adds that the waiver was designed to encourage the purchase of insurance product.

During the charge period, around 20,000 warranty waivers were signed by consumers. 2 Cheap Cars stopped after December 2017 after the commission investigation began.

"Conduct such as this puts pressure on customers to buy an extended warranty and deters them from returning to the seller for help if something goes wrong," commission chair **Anna Rawlings** says. "2 Cheap Cars would have profited by avoiding its obligations to repair."

*AutoTalk* understands 2 Cheap Cars is not currently appealing the fine - though chief executive and director **Eugene Williams** is refusing to comment.

He would also not confirm the fine has delayed plans for a finance company 2 Cheap had intended to launch. While formed with the Companies Office, the project appears to be on hold.

**And to cap the month, the highly-publicised naming rights deal the dealership group struck last year with the Supercity Rangers basketball team could have been 'dunked' as well.**

The team was cut from the National Basketball League over unpaid bills to both the league and players.

# Tribunal decision carries warning for EV dealers

**Continued from page 3**

traders want to use this type of potentially unreliable information in their marketing, they must make it clear to prospective purchasers that there is a real risk that the battery SOH could be significantly lower once the vehicle is imported into New Zealand. Failure to do so will expose those traders to potential liability under the FTA."

**Speaking to *AutoTalk*, Schmidt noted he was given a clear warning by the adjudicator that traders need to be careful about advising customers of "State of Health."**

Schmidt, an early mover in the electric vehicle market, says the dealership stopped advertising SOH figures following the case - but has since reversed that decision to providing them.

"It is because 99% of the customers ask for it - we much prefer talking about bars," he says. "If we do not promote the percentage, they think we are hiding something.

**Schmidt says they do their best to educate customers on what the SOH is.**

"We tell them it goes up and down, you might have a different reading in winter and summer. You might fast charge the car a few times and it goes up."

**Dave Boot** of Christchurch's EV City notes that while SOH is an important figure for comparison, it should be only part of the discussion when selling an electric vehicles.

"If you sell based on that rather than a figure, which is a BMS best guess based on input and output data then you are setting your customers up for misery," Boot says.

"Buy one in the Japanese summer and sell it in winter, there is going to be a difference in the state of health," he notes. "That is not to insinuate the Japanese are misrepresenting cars, it is just the way the systems work."

**Boot says the sales process for an EV should be around what the customer expects to do with the vehicle, what they actually need - not whether it will mathematically do it based on the statistics Leafspy provides.**

"We have refused to sell cars to people who don't have realistic expectations."

He notes an issue for the industry is dealers that lack experience or have not done their research on the vehicles providing misinformation.

"I know dealers who have told customers the SOH will only drop 2% a year, and that is absolute rubbish."

**"We had a dealer turn up here last month to get the battery tested for the customer, he turned up, lifted the bonnet and disconnected the battery. He took the positive and negative terminals off the 12-volt battery and told us he had the car ready for us.**

"Some dealers should stay away from electric vehicles. Not because we are greedy, but because a bad EV experience by a customer is likely to be off-putting to their friends and family."

Boot is not suggesting Schmidt is in this camp, however.

"I think that is more a case of the dealer and the customer not getting along and not having a proper conversation about what SOH means."

*Read a full review of the tribunal case on page 42.*

# Genter on hard-sell mission over Clean Car plans

**Continued from page 6**

light fleet has sat at the same level since 2014, more than a decade before implementation.

While utes make up the bulk of the new vehicle fleet, the government appears convinced this will mitigate itself over time – noting quotes from Toyota that it will be "electrifying" every model by 2025, and that Great Wall is set to launch an electric ute in New Zealand.

The new rules will only apply to light vehicles, with a maximum tare of 3500kg.

The system could be implemented from 2021, either staged, with a lowering limit until 105 grams in 2025 or applying to a percentage of the distributor or importers fleet.

# NZ's most complete EV? We try the Audi e-tron


*AutoTalk* last month reported that Audi had launched its first full-electric model - the e-tron. While journalists were given a brief taste of the car in left-hand drive form, it was not until last week we were able to put it properly to the test.

**You can read full specifications of the car and details of Audi's plans for the market in the July *AutoTalk* and *EVtalk* magazines, and a full launch experience in the August *EVtalk* - out next week.**

New Zealand is one of the first markets in the world to get the e-tron, according to Audi e-tron product manager for Asia, Pacific, Middle East and India, **Dr Brendan Koelher**, who attended the Queenstown launch event.

**The car has had limited launches in Europe and North America, but we sit ahead of Japan, China, Australia and pretty much everywhere else.**

Why?

"New Zealand is very much at the forefront of our plans as a company, as very simply the demand is there," Koehler says.

As mentioned in our previous coverage of the e-tron, Audi and its dealers are investing significantly in infrastructure, with DC first chargers at its dealerships, including the first two 175kW chargers in the country. They have also trained 40 technicians and 45 sales staff on the vehicle.

**"The e-tron will be the first in an all-out EV offensive," Koehler commented.**

Still to come are the e-tron Sportback, e-tron GT and a future seven vehicles to make up 10 full BEVs on the range by 2025.

As has long been reported, Audi has pre-sold its first 100 e-trons. So what can customers expect when they finally get the chance to get behind the wheel.

The numbers first. The e-tron weighs in at around 2600kg, is powered by front and rear electric motors with a combined power output of 300kW under boost, 260kW normally, and 664Nm under boost, 561Nm otherwise. The battery is a 95kW actively-cooled unit with 84kW hours of available charge. Type-two charging is at up to 11kW, while DC is at up to 150kW.

Audi has worked hard to ensure battery cooling allows for maximum charge rates - when you use the 175kW the battery is still running at 50kW when it hits 100%.

**Range on the WLTP cycle for the vehicle is over 400km, and it is this figure Audi is pushing.**

A unique piece of technology launched with the e-tron is a brake-by-wire system. The brake pedal is connected to a hydraulic cylinder for feedback but feeds data to a computer-controlled master cylinder - allowing software to favour regeneration over braking and fine-tune how much energy it recoups. The system is seamless and you would never know it was there in brake pedal feel.

The other first for us is the use of video cameras as rear-vision mirrors. This is so new it has an exemption to comply with the NZ Transport Agency.

**While reducing drag, in the real world it does take some getting used to looking at the rearview in a screen slightly below where you would expect it too. It's easy to adjust to on the passenger side - harder on the driver's side.**

Inside, the e-tron is the same as any other Audi SUV – with its LCD "virtual cockpit" for the driver, and two screens for the infotainment and system controls on the centre console. Sure, it could learn from the simplicity of Teslas, but on ergonomics and built quality, it is significantly more advanced. It's comfortable, stylish, and it just works.

The e-tron uses a unique gear shifter. Nudge it into drive and the car moves silently away – drivetrain noise is lower than any other EV we have driven.

**Now, the e-tron will go relatively quick if you want to – it will do the 0-100km/h sprint in 5.7 seconds – but it isn't "Tesla quick", as some enthusiasts have pointed out to me.**

**Continued on page 44**

# Sub $100k price for reborn Supra

Toyota New Zealand has launched the first of its new Supra models - the reborn sports legend priced from $99,990 under its drive away pricing system.

**That is some $34,000 cheaper than the equivalent, though convertible, equivalent version of the BMW Z4 with which it shares much of its engineering - though perhaps not spirit.**

The Toyota GR Supra, to give it it's full name, features a twin-scroll turbocharged three-litre inline six-cylinder engine that knocks out 0-100km/h in 4.3 seconds, teamed with an eight-speed automatic transmission.

It follows a rich and storied history of Toyota's development of exciting and affordable sports cars, starting in 1962 with the Sports 800 (aka the Yota-Hachi), the Celicas and Supras of the 1970s and 80s, through to the Toyota 86 and now the new Toyota GR Supra.

**"Supra is more than a genuine sports car. It's a symbol of the dramatic change the automotive industry will experience over the next decade, where the focus will shift to automotive and technology company partnerships," Neeraj Lala, Toyota NZ chief operating officer - and now Supra owner says.**

"With the priority of launching alternative fuel technology, launching a pure sports car is a significant milestone.

"Toyota has always provided a balanced range of motor vehicles for our customers, and the Supra is another exciting addition," says Lala.

"The Toyota GR Supra has a heart and soul that comes from five decades of creating hugely enjoyable sports cars for everyday drivers."

The Supra features a distinctively short wheelbase, with a long bonnet, high rear haunches and integrated spoiler tail. It seats only two.

Design features on the body are done in grand sweeps with gaping air intakes in the front and slashes into the side body replicating this same design detail. While some of the intakes are covered on the production model, Supra's chief engineer **Tetsuya Tada** expects tuners to make use of them for further turbo and brake cooling on the racetrack.

The Toyota GR Supra has plenty of rubber to keep it firmly planted on the road. It features 19-inch polished silver and black forged alloy wheels. The Supra has 255/35ZR19 tyres for the front and 275/35ZR19 rear Michelin Pilot Super Sport tyres.

**The Supra has a minimum kerb weight of only 1495kg, with the 250kW inline six, running through a fast changing eight-speed automatic transmission. Maximum torque is 500 Nm which starts at an impressively low 1600 RPM.**

"As the halo model for Toyota sports cars, Supra points to a new generation of driver-focused cars that will offer dynamic styling and faithful handling, even at the limits of performance," Lala says.

While there is no manual transmission available, the automatic transmission with large steering wheel-mounted paddles means the driver can take control of the gear changes.

**The adaptive variable suspension system enhances performance with instant response to changes in the road surface, adjusting the shock absorber force at each wheel to maintain a flat vehicle posture, excellent steering response and supple ride comfort.**

Chief engineer Tetsuya Tada, who headed the Supra's development, says: "We set out to create a pure sports car that would attain the ultimate in driving fun. Rather than only working towards specs such as horsepower and lap times, we emphasised sensitivity per-

**Continued on page 30**

# SHOWROOM

NEW VEHICLE INDUSTRY AND PRODUCT NEWS

# Sub $100k price for reborn Supra

Continued from page 29

formance, such as the degree to which driving could be felt to be fun, with the car and driver becoming one."

**Using composites and aluminium, efforts were made to lower the centre of gravity, resulting in a lower centre of gravity than that of the 86 which features a horizontally-opposed engine.**

Other standard items include an active differential, variable ratio steering, active sound control and a performance brake package with red callipers. The Toyota GR Supra has a comprehensive list of safety features including front collision warning with brake function, attentiveness assistant, lane departure warning with steering intervention, blind spot monitor, rear cross traffic alert and speed limit Info.

## Hitting the track in the new Supra

A rain-soaked and water-pooled racetrack was not the way I really wanted to experience the much-anticipated NZ launch of the fifth-generation Toyota Supra, but alas, thanks to Auckland's inclement winter weather, that's what I got.

**With its low centre of gravity, access to the new Toyota Supra is a bit of a challenge for anyone tall or (like me) carrying extra baggage. Once inside, however, the "fighter jet" cabin feels compact but not overly so, I assume this is thanks to the car's double-bubble roof.**

The cabin's overall styling will be familiar to anyone that's ventured inside a modern BMW, particularly in the centre console area, and there's plenty of stitched-leather and Alcantara to add to the Supra's upmarket but essentially sporty appeal.

Aside from the regular slide, tilt, height and recline, the seats are four-way power lumbar adjustable and heated. The steering column is both telescopic and tilts, making driver comfort and ideal positioning, easily achievable.

Among other things, including a suite of driver and safety aids, the Supra's 8.8-inch infotainment touchscreen offers access to a 425W/12 speaker JBL sound system and works well in conjunction with the bright and clear digital instrument cluster.

Visibility is fine for such a small sports car and although the Supra boasts a long 2000GT-inspired bonnet, this is not exactly a big car to get to grips with.

On top of the car's comfortable gear knob, access to the eight-speed auto transmission can be handled via steering column paddles and features a sport drive mode, individual set up, and launch control (none of which we used). Then there's that engine. A 3L twin-scroll turbo straight-six that has been race-tuned by Toyota to produce 250kW and 500Nm from as low as 1600rpm. Time to hit the track.

**As mentioned, the weather was abhorrent. Rivers of water on the track and torrential rain pouring down, even with the wipers on full, visibility was poor. However, the Supra felt predictable. Acceleration, although applied less aggressively than I would have preferred, felt responsive and immediate.**

Steering was precise and very pointed (aided by skinnier Michelin Pilot tyres on the front compared to the rear), and the car felt balanced and controlled, albeit a little frisky in the tail when exiting the corners too enthusiastically. Braking was actually too good, I found myself bringing the Supra to conservative cornering speeds way too quickly, I assume that's a good thing, my racing professional passenger thought so.

We only covered two laps of Hampton Downs track and I have to say it wasn't enough, I was left wanting much more.

**Overall the Supra felt confident on the wet tarmac, feisty and fun. It's predictable when it steps out and is easy to correct, you don't get the feeling you're wrestling with it at all.**

The chassis is apparently stiffer than a LFA's and as such body-roll would certainly be virtually non-existent (I hope to put that to the test one day), but for me, the biggest take away was that 3L engine, it offers a smile-inducing throaty roar and more importantly, crackles on demand.

# More compact Mercedes sedan arrives

What is the quintessential Mercedes-Benz body style? It's the classic "three-box" four-door sedan, and the three-pointed star has just added a fourth smaller size option to the usual C-, E-, and S-class suspects.

**The new A-class sedan lowers the entry price into the four-door Mercedes range, with all body parts located forward of the B-pillar shared with the current A-class hatchback.**

The new sedan costs $2000 more than the A-class hatchback when sharing the same powertrain and specification, which means pricing will start at $57,700 for the front-drive A180 when that 1.3litre 100kW/200Nm model arrives next month.

Kicking off the range is the $62,900 A200 now on sale, which features the same-sized turbo-charged four-cylinder engine, but with the boost turned up to generate 120kW of power and 250Nm of driving force. Both these entry-level A-sedans drive the leading tyres via a seven-speed, dual-clutch gearbox.

Due to arrive in the fourth quarter of 2019 are the 165kW/300Nm A250 and the 235kW/400Nm A35 4matic. Mercedes-Benz Cars New Zealand has yet to announce the pricing of these higher-performance models.

**Extra sheet-metal helps justify the two-grand price premium charged for the sedan over the hatch.**

The five-door A-class had already gained extra cabin space with the release of the fourth-generation hatchbacks earlier this year, thanks to a 30mm increase in the wheelbase and a roof raised by 7mm. The sedans share the same wheelbase but have a rear overhang extended by 130mm and a roof located a further 6mm higher.

Not only does this allow a more balanced-looking side profile, the sedan offers 60 litres more luggage space at 420 litres with the fold-away rear bench still erect.

Another benefit of the extra length of the sedan over the A-class hatchback is increased aerodynamic efficiency of the car's more elegant design.

The newest Mercedes-Benz sets a new world record for the lowest co-efficient of drag at 0.22, a boon to lower fuel use.

**The combined city/highway drive cycle consumption of both the A200 and A180 is rated at 5.7litres/100km under the ADR 81/02 lab test regime, a figure that results in a $CO_2$ output of 130g/km.**

Technical highlights of the new sedan include the MBUX (Mercedes-Benz User Experience) which allows easy voice control over many of the car's audio, communications, and comfort systems.

The user simply prompts the system into action by saying "Hey Mercedes". A-class sedans delivered in the fourth quarter of 2019 will have the MBUX interface expanded to remote control via an app placed on a Garmin smartphone.

The app can also be linked to domestic devices like Amazon, Alexa and Google Home, enabling vehicle system control via voice commands spoken at home.

The wide-screen cockpit (two 10.25" TFT screens joined at the hip) is standard on all the new A-class sedan models as are auto-dipping LED headlights that can be upgraded to multi-beam LEDs that simply momentarily turn-off the LEDs that are in danger of dazzling on-coming drivers.

**MBCNZ decline to predict how many new A-class sedans they will sell over the next 12 months. Perhaps that's because there's yet another new "sedan" still to come in the form of the new-generation CLA range.**

That new coupe-like sedan will be a bit larger again to give it a bit of elbow room in a marketplace now chock full of new four-door Mercedes models.

# Reply to all reviews

**Mark Greenfield, general manager, Motorcentral**
mark@motorcentral.co.nz

Great, amazing, good, bad or ugly - regardless of what type of review your dealership receives from a customer, you must take time to reply to each and every one.

**That time is only a fraction of your time and let's face it, there is plenty of opportunity in dealerships when replies could be handled quickly and easily. The most efficient is as soon as you receive the review from your customer.**

Show some gratitude and appreciation of the fact that your customer has taken time to provide you with feedback on their experience which provides significant value to you and your business.

Good or bad it doesn't matter, appreciate that you received it and can use it. Leverage the good with staff and future customers, leverage the bad to evolve to ensure future customers don't have the same experience.

The way in which you respond to these reviews allows you to show future prospective customers how much you will truly value them. Can they trust you post sale, or do you ignore them once you've sold them a car?

**Splitting this into two categories is the easiest way to start forming some dealership discipline around how you handle each one.**

## Negative reviews

Leaving any negative review unanswered adds fuel to the fire and takes it from being a little smoke about your dealership to somewhat potentially more ablaze.

If this is consistent across your reviews it does not give anyone confidence in doing business with you.

If you respond to the negative review in an empathetic way you should articulate what efforts you went to, to make it right, or improve their experience.

**If you historically receive positive feedback you can reference that this experience is not in-line with what your dealership would traditionally give to its customers as can be seen across your other reviews.**

It shows prospective customers that you do care, they can see you've tried to make the customer happy, or now provided some context of the situation around the review.

A negative review that has been replied to by the dealership, with some thought and customer focused effort significantly contributes positively towards the perception of your dealership.

**Always reply with gratitude, context, and an option for them to contact you. Don't add fuel to the fire and get abusive.**

## Positive reviews

These are just as important to reply to as any negative ones. Your customers have taken their time to write a review about your dealership, which helps you attract more

**Continued on page 43**

# Another slow month for imports


Registrations of used import vehicles were down yet again in July - as the market continues to struggle in what appears to be a declining economic environment.

**Registrations of passenger vehicles were down 7.6% for the month to 12,791 - now down 8% for the year to a total of 81,642.**

Commercials took an even bigger hit, down 10.9% to 964 units. For 2019, commercial registrations are down 11% to 6556 vans, trucks and utes.

**Toyota** was the top passenger vehicle brand for the month on 2847 vehicles, down 9.2% for a 22.3% market share.

In second was **Nissan** on 2515 units, down 6.3% for a 19.7% market share, followed by **Mazda** on 2062, down 9.4% for a 16.1% stake.

**Honda** was the fourth most popular brand, down 4.9% to 1443 vehicles and an 11.3% share, while **Subaru** was fifth on 766, down 1.9% for a 6% stake.

**Mazda's Axela** was the most popular model for the month, the small hatch and sedan racking-up 689 registrations, seven down on July 2018.

In second, the **Honda Fit** recorded 600 units, followed by the **Nissan Tiida** on 559.

Fourth for the month was the **Toyota Corolla** on 525, with the small **Suzuki Swift** next on 507.

Down in seventh, the **Toyota Prius** was the top hybrid on 372, the **Mitsubishi Outlander** the top SUV on

Continued on page 34

## USED IMPORT COMMERCIAL MAKES

| MAKE | JULY '19 | JULY '18 | Movement | % Change | Market Share |
|---|---|---|---|---|---|
| TOYOTA | 460 | 477 | | -3.6 | 47.7 |
| NISSAN | 224 | 240 | | -6.7 | 23.2 |
| ISUZU | 49 | 58 | ↑ Up 1 | -15.5 | 5.1 |
| HINO | 42 | 24 | ↑ Up 4 | 75.0 | 4.4 |
| FORD | 39 | 39 | ↑ Up 1 | 0.0 | 4.0 |
| MITSUBISHI | 28 | 34 | ↑ Up 1 | -17.6 | 2.9 |
| MAZDA | 26 | 65 | ↓ Down 4 | -60.0 | 2.7 |
| HOLDEN | 14 | 19 | ↑ Up 1 | -26.3 | 1.5 |
| CHEVROLET | 11 | 15 | ↑ Up 1 | -26.7 | 1.1 |
| DODGE | 7 | 7 | ↑ Up 3 | 0.0 | 0.7 |
| Other | 64 | 104 | | -38.5 | 6.6 |
| **Total** | **964** | **1082** | | **-10.9** | **100.0** |

## TOP 10 USED IMPORT COMMERCIAL MODELS

| MAKE | MODEL | JULY '19 | MAKE | MODEL | JULY '18 |
|---|---|---|---|---|---|
| TOYOTA | HIACE | 352 | TOYOTA | HIACE | 360 |
| NISSAN | NV350 | 62 | NISSAN | CARAVAN | 81 |
| NISSAN | CARAVAN | 58 | MAZDA | BONGO | 53 |
| NISSAN | NV200 | 47 | NISSAN | NV200 | 48 |
| TOYOTA | DYNA | 37 | TOYOTA | REGIUS | 42 |
| TOYOTA | REGIUS | 32 | FIAT | DUCATO | 41 |
| HINO | DUTRO | 31 | ISUZU | ELF | 40 |
| ISUZU | ELF | 28 | NISSAN | NV350 | 35 |
| TOYOTA | TOYOACE | 26 | TOYOTA | DYNA | 35 |
| NISSAN | VANETTE | 20 | NISSAN | VANETTE | 29 |

Continued from page 33

343, the **Nissan Leaf** the top EV on 319, the **Subaru Legacy** the top large car on 294, the **Toyota Wish** the top MPV on 273 and the **Volkswagen Golf** the top European model on 266.

In commercials, **Toyota** was the top brand on 460 units, down 3.6% for a 47.7% market share.

**Nissan** was second on 224 units down 6.7% for a 23.2% share, followed in third by **Isuzu** on 49, down 15.5% for a 5.1% share.

**Hino** was fourth on 42 units, followed by **Ford** on 39.

The **Hiace** was the top model for the month, down eight units on a year ago to 352 vehicles.

**Nissan's NV350** took second, followed by the **Nissan Caravan** on 58 and the **Nissan NV200** on 47. The **Toyota Dyna** was the top truck on 37 units.

It was a solid month for **Lewis Rowe's** used import dealership Devonport Car Company, who also had a great month of sales in June.

**"I was expecting July to dip a bit, but it was solid. July ended up being a good month, not far behind on numbers from June. August is looking good already," Rowe says.**

Rowe mainly has standard petrol vehicles but has started to meet the demands in the EV space.

"People need to feel confident and trust vehicle salespeople. A lot of dealerships are stocking EVs but not had the training to sell them, and this turns people off."

**Rowe has a couple of hybrids, PHEVs and EVs on the way, and went and trained himself about EVs as well as taking an EV course to gain more knowledge.**

"I'm trying to cater to my local market," Rowe says. His dealership is in Belmont, a suburb between Takapuna and Devonport on the North Shore.

"I offer product for my local base, so they feel confident buying from me."

Rowe says European cars do well at his car yard, mainly **Volkswagen**. July was a "mixed bag", but **Volkswagen Golfs** are the most popular car off his yard.

"Mainly European cars, people like European technology. Volkswagen has really good fuel efficiency," Rowe says.

### Arrivals up on June slump

The total number of vehicle imports climbed back in July after taking a hit the previous month, Customs motor vehicle statistics show.

The total number of cars hitting the wharves in July was 21,985 compared to 19,766 in June.

**Both new and used car imports were up for the month with 10,107 new car imports in July compared with 8812 the previous month and 11,878 used car imports in July compared with 10,954 the previous month.**

Commercial vehicle imports held steady in July with the total number of truck and van arrivals for the month up

Continued on page 35

## AROUND THE COUNTRY
### PASSENGER REGISTRATIONS

| DIST | JULY '19 | JULY '18 | % CHANGE |
|---|---|---|---|
| WHA | 313 | 314 | -0.32 |
| AUC | 5952 | 6330 | -5.97 |
| HAM | 918 | 946 | -2.96 |
| THA | 97 | 140 | -30.71 |
| TAU | 478 | 518 | -7.72 |
| ROT | 165 | 205 | -19.51 |
| GIS | 73 | 88 | -17.05 |
| NAP | 287 | 332 | -13.55 |
| NEW | 184 | 229 | -19.65 |
| WAN | 127 | 109 | 16.51 |
| PAL | 373 | 409 | -8.80 |
| MAS | 84 | 100 | -16.00 |
| WEL | 944 | 1098 | -14.03 |
| NEL | 275 | 297 | -7.41 |
| BLE | 72 | 69 | 4.35 |
| GRE | 35 | 33 | 6.06 |
| WES | 7 | 7 | 0.00 |
| CHR | 1603 | 1825 | -12.16 |
| TIM | 135 | 109 | 23.85 |
| OAM | 22 | 23 | -4.35 |
| DUN | 423 | 456 | -7.24 |
| INV | 224 | 210 | 6.67 |
| TOTAL | 12791 | 13847 | -7.63 |

## USED IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

| | CHEVROLET | DODGE | FIAT | FORD | HINO | HOLDEN | ISUZU | MAZDA | MITSUBISHI | NISSAN | TOYOTA | VOLKSWAGEN | OTHER | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19-Jan | 19 | 1 | 30 | 58 | 35 | 19 | 39 | 40 | 35 | 206 | 399 | 6 | 50 | 937 |
| 18-Jan | 13 | 8 | 35 | 45 | 26 | 22 | 57 | 78 | 36 | 210 | 441 | 3 | 50 | 1024 |
| % diff | 46 | -88 | -14 | 29 | 35 | -14 | -32 | -49 | -3 | -2 | -10 | 100 | 0 | -8 |
| 19-Feb | 22 | 9 | 24 | 48 | 45 | 13 | 42 | 61 | 29 | 213 | 437 | 9 | 48 | 1000 |
| 18-Feb | 19 | 3 | 15 | 48 | 49 | 16 | 47 | 41 | 41 | 203 | 407 | 8 | 51 | 948 |
| % diff | 16 | 200 | 60 | 0 | -8 | -19 | -11 | 49 | -29 | 5 | 7 | 13 | -6 | 5 |
| 19-Mar | 12 | 6 | 15 | 36 | 38 | 14 | 45 | 50 | 20 | 218 | 499 | 10 | 46 | 1009 |
| 18-Mar | 21 | 6 | 7 | 39 | 30 | 20 | 48 | 75 | 39 | 229 | 399 | 3 | 59 | 975 |
| % diff | -43 | 0 | 114 | -8 | 27 | -30 | -6 | -33 | -49 | -5 | 25 | 233 | -22 | 3 |
| 19-Apr | 11 | 1 | 10 | 34 | 34 | 18 | 37 | 44 | 25 | 209 | 381 | 3 | 41 | 848 |
| 18-Apr | 13 | 3 | 4 | 38 | 30 | 11 | 54 | 35 | 22 | 174 | 389 | 5 | 50 | 828 |
| % diff | -15 | -67 | 150 | -11 | 13 | 64 | -31 | 26 | 14 | 20 | -2 | -40 | -18 | 2 |
| 19-May | 13 | 3 | 6 | 40 | 38 | 18 | 51 | 26 | 36 | 218 | 446 | 5 | 40 | 940 |
| 18-May | 24 | 11 | 5 | 41 | 46 | 29 | 79 | 65 | 41 | 223 | 494 | 7 | 41 | 1106 |
| % diff | -46 | -73 | 20 | -2 | -17 | -38 | -35 | -60 | -12 | -2 | -10 | -29 | -2 | -15 |
| 19-Jun | 11 | 5 | 13 | 28 | 31 | 10 | 42 | 36 | 32 | 213 | 392 | 6 | 39 | 858 |
| 18-Jun | 20 | 4 | 20 | 39 | 33 | 13 | 53 | 65 | 33 | 201 | 453 | 6 | 59 | 999 |
| % diff | -45 | 25 | -35 | -28 | -6 | -23 | -21 | -45 | -3 | 6 | -13 | 0 | -34 | -14 |
| 19-Jul | 11 | 7 | 5 | 39 | 42 | 14 | 49 | 26 | 28 | 224 | 460 | 7 | 52 | 964 |
| 18-Jul | 15 | 7 | 47 | 39 | 24 | 19 | 58 | 65 | 34 | 240 | 477 | 0 | 57 | 1082 |
| % diff | -27 | 0 | -89 | 0 | 75 | -26 | -16 | -60 | -18 | -7 | -4 | | -9 | -11 |
| YTD 19 | 88 | 25 | 98 | 244 | 221 | 92 | 256 | 257 | 177 | 1277 | 2554 | 39 | 264 | 5592 |
| YTD 18 | 110 | 35 | 86 | 250 | 214 | 111 | 338 | 359 | 212 | 1240 | 2583 | 32 | 310 | 5880 |
| %diff | -20 | -29 | 14 | -2 | 3 | -17 | -24 | -28 | -17 | 3 | -1 | 22 | -15 | -5 |

**Continued from page 34**

slightly with 3875 units compared to 3744 in June.

New trucks and vans saw to 3177 arrivals in July, up from 3119 in June. This includes 2633 under 3500kg GVM and 544 over 3500kg GVM.

However, the total number of buses and coaches continues to fall, down to 66 units in July compared to 105 the previous month.

**This includes 34 new buses and coaches and 32 used for the month.**

## 20 TOP USED IMPORT PASSENGER MAKES

| MAKE | JUL '19 | JUL '18 | Movement | % Change | Market Share |
|---|---|---|---|---|---|
| TOYOTA | 2847 | 3135 | | -9.2 | 22.3 |
| NISSAN | 2515 | 2685 | | -6.3 | 19.7 |
| MAZDA | 2062 | 2275 | | -9.4 | 16.1 |
| HONDA | 1443 | 1517 | | -4.9 | 11.3 |
| SUBARU | 766 | 781 | | -1.9 | 6.0 |
| SUZUKI | 598 | 745 | | -19.7 | 4.7 |
| MITSUBISHI | 570 | 532 | ↑ Up 1 | 7.1 | 4.5 |
| BMW | 450 | 534 | ↓ Down 1 | -15.7 | 3.5 |
| VOLKSWAGEN | 428 | 404 | | 5.9 | 3.3 |
| AUDI | 231 | 301 | | -23.3 | 1.8 |
| LEXUS | 185 | 88 | ↑ Up 1 | 110.2 | 1.4 |
| MERCEDES-BENZ | 138 | 229 | ↓ Down 1 | -39.7 | 1.1 |
| VOLVO | 76 | 74 | ↑ Up 1 | 2.7 | 0.6 |
| FORD | 69 | 81 | ↓ Down 1 | -14.8 | 0.5 |
| HOLDEN | 47 | 31 | ↑ Up 6 | 51.6 | 0.4 |
| LAND ROVER | 36 | 39 | ↑ Up 2 | -7.7 | 0.3 |
| CHEVROLET | 33 | 51 | ↓ Down 1 | -35.3 | 0.3 |
| JAGUAR | 33 | 52 | ↓ Down 3 | -36.5 | 0.3 |
| JEEP | 30 | 39 | ↓ Down 2 | -23.1 | 0.2 |
| MINI | 30 | 37 | ↓ Down 1 | -18.9 | 0.2 |
| OTHER | 204 | 217 | | -6.0 | 1.6 |
| TOTAL | 12791 | 13847 | | -7.6 | 100.0 |

## 20 TOP USED IMPORT PASSENGER MODELS

| MAKE | MODEL | JULY '19 | MAKE | MODEL | JULY '18 |
|---|---|---|---|---|---|
| MAZDA | AXELA | 689 | MAZDA | AXELA | 696 |
| HONDA | FIT | 600 | SUZUKI | SWIFT | 624 |
| NISSAN | TIIDA | 559 | NISSAN | TIIDA | 611 |
| TOYOTA | COROLLA | 525 | HONDA | FIT | 581 |
| SUZUKI | SWIFT | 507 | MAZDA | DEMIO | 531 |
| MAZDA | DEMIO | 438 | TOYOTA | PRIUS | 410 |
| TOYOTA | PRIUS | 372 | SUBARU | LEGACY | 381 |
| MITSUBISHI | OUTLANDER | 343 | TOYOTA | WISH | 338 |
| TOYOTA | AQUA | 321 | NISSAN | LEAF | 323 |
| NISSAN | LEAF | 319 | MITSUBISHI | OUTLANDER | 294 |
| SUBARU | LEGACY | 294 | MAZDA | PREMACY | 289 |
| TOYOTA | VITZ | 284 | MAZDA | ATENZA | 286 |
| TOYOTA | WISH | 273 | TOYOTA | VITZ | 284 |
| VOLKSWAGEN | GOLF | 266 | NISSAN | NOTE | 263 |
| SUBARU | IMPREZA | 258 | VOLKSWAGEN | GOLF | 242 |
| MAZDA | ATENZA | 254 | NISSAN | DUALIS | 204 |
| MAZDA | PREMACY | 235 | TOYOTA | COROLLA | 200 |
| NISSAN | DUALIS | 225 | TOYOTA | BLADE | 198 |
| NISSAN | X-TRAIL | 205 | SUBARU | IMPREZA | 196 |
| HONDA | STREAM | 203 | HONDA | STREAM | 188 |

## THE 17 LEADING USED IMPORT PASSENGER MAKES – YEAR-TO-DATE 2019

| | AUDI | BMW | CHEVROLET | DAIHATSU | FORD | HOLDEN | HONDA | HYUNDAI | MAZDA | MERCEDES | MITSUBISHI | NISSAN | PEUGEOT | SUBARU | SUZUKI | TOYOTA | VW | OTHER | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19-Jan | 177 | 417 | 44 | 8 | 90 | 31 | 1270 | 23 | 1873 | 149 | 552 | 2328 | 2 | 653 | 653 | 2450 | 391 | 487 | 11598 |
| 18-Jan | 250 | 523 | 65 | 8 | 115 | 46 | 1356 | 27 | 2310 | 210 | 440 | 2629 | 26 | 809 | 722 | 3232 | 445 | 506 | 13719 |
| % diff | -29 | -20 | -32 | 0 | -22 | -33 | -6 | -15 | -19 | -29 | 25 | -11 | -92 | -19 | -10 | -24 | -12 | -4 | -15 |
| 19-Feb | 210 | 395 | 39 | 8 | 79 | 24 | 1224 | 20 | 1780 | 171 | 531 | 2207 | 9 | 621 | 601 | 2406 | 344 | 460 | 11129 |
| 18-Feb | 192 | 467 | 63 | 8 | 122 | 39 | 1232 | 2 | 1996 | 250 | 325 | 2220 | 16 | 696 | 682 | 2872 | 366 | 500 | 12048 |
| % diff | 9 | -15 | -38 | 0 | -35 | -38 | -1 | 900 | -11 | -32 | 63 | -1 | -44 | -11 | -12 | -16 | -6 | -8 | -8 |
| 19-Mar | 248 | 456 | 39 | 5 | 84 | 32 | 1373 | 25 | 1979 | 152 | 526 | 2260 | 5 | 665 | 691 | 2483 | 356 | 473 | 11852 |
| 18-Mar | 235 | 514 | 48 | 8 | 104 | 40 | 1188 | 35 | 1978 | 227 | 307 | 2132 | 22 | 704 | 606 | 2878 | 357 | 458 | 11841 |
| % diff | 6 | -11 | -19 | -38 | -19 | -20 | 16 | -29 | 0 | -33 | 71 | 6 | -77 | -6 | 14 | -14 | 0 | 3 | 0 |
| 19-Apr | 207 | 394 | 39 | 6 | 66 | 26 | 1216 | 20 | 1882 | 146 | 530 | 1976 | 9 | 614 | 594 | 2392 | 339 | 427 | 10883 |
| 18-Apr | 228 | 471 | 39 | 9 | 0 | 25 | 1053 | 23 | 1760 | 222 | 379 | 1970 | 14 | 623 | 604 | 2644 | 371 | 458 | 10893 |
| % diff | -9 | -16 | 0 | -33 | | 4 | 15 | -13 | 7 | -34 | 40 | 0 | -36 | -1 | -2 | -10 | -9 | -7 | 0 |
| 19-May | 246 | 441 | 38 | 1 | 66 | 44 | 1318 | 39 | 2013 | 156 | 512 | 2424 | 8 | 748 | 636 | 2591 | 415 | 516 | 12212 |
| 18-May | 276 | 621 | 41 | 12 | 102 | 44 | 1374 | 30 | 2063 | 257 | 463 | 2630 | 17 | 770 | 682 | 3102 | 402 | 534 | 13420 |
| % diff | -11 | -29 | -7 | -92 | -35 | 0 | -4 | 30 | -2 | -39 | 11 | -8 | -53 | -3 | -7 | -16 | 3 | -3 | -9 |
| 19-Jun | 184 | 377 | 39 | 3 | 53 | 32 | 1251 | 19 | 1755 | 121 | 538 | 2323 | 16 | 648 | 597 | 2474 | 368 | 379 | 11177 |
| 18-Jun | 267 | 590 | 34 | 11 | 81 | 34 | 1322 | 25 | 2018 | 216 | 421 | 2486 | 15 | 685 | 714 | 2881 | 363 | 488 | 12651 |
| % diff | -31 | -36 | 15 | -73 | -35 | -6 | -5 | -24 | -13 | -44 | 28 | -7 | 7 | -5 | -16 | -14 | 1 | -22 | -12 |
| 19-Jul | 231 | 450 | 33 | 10 | 69 | 47 | 1443 | 28 | 2062 | 138 | 570 | 2515 | 9 | 766 | 598 | 2847 | 428 | 547 | 12791 |
| 18-Jul | 301 | 534 | 51 | 13 | 81 | 31 | 1517 | 15 | 2275 | 229 | 532 | 2685 | 5 | 718 | 745 | 3135 | 404 | 576 | 13847 |
| % diff | -23 | -16 | -35 | -23 | -15 | 52 | -5 | 87 | -9 | -40 | 7 | -6 | 80 | 7 | -20 | -9 | 6 | -5 | -8 |
| YTD 19 | 1272 | 2480 | 238 | 31 | 438 | 189 | 7652 | 146 | 11282 | 895 | 3189 | 13518 | 49 | 3949 | 3772 | 14796 | 2213 | 2742 | 68851 |
| YTD 18 | 1448 | 3186 | 290 | 56 | 524 | 228 | 7525 | 142 | 12125 | 1382 | 2335 | 14067 | 110 | 4287 | 4010 | 17609 | 2304 | 2944 | 74572 |
| %diff | -12 | -22 | -18 | -45 | -16 | -17 | 2 | 3 | -7 | -35 | 37 | -4 | -55 | -8 | -6 | -16 | -4 | -7 | -8 |

# Bumpy ride continues for new sales

Registrations of new vehicles continued their decline in July, reinforcing expectations the overall market will end 2019 down.

**The number of new vehicle sales were 3.5% lower than July last year at 11,897 units. Overall year-to-date sales were down by 5.2% on the first seven months of 2018.**

"The trend for 2019 is a bumpy ride but overall downwards compared to 2018," Motor Industry Association chief executive **David Crawford** says.

Registration of 7925 passenger and SUVs for July 2019 were down 1.4% (116 units) on 2018 volumes, and commercial vehicle registrations of 3972 were down 7.3% (311) compared to July 2018.

The top two models for the month of July were utes, with the **Ford Ranger** continuing its hold on the top spot (657 units), followed by the **Toyota Hilux** (534) and the **Toyota Corolla** in third place (500).

**Toyota** remains the overall market leader with 18% market share (2185 units), followed by **Ford** with 9% (1040) with **Mitsubishi** regaining third spot with 8% market share (950).

**Toyota** was the market leader for passenger and SUV registrations with 18% market share (1432 units) followed by **Mazda** with 9% (713) and then **Kia** with 7% market share (585).

The top selling passenger and SUV models for the month were the **Toyota Corolla** (500 units) followed by the T**oyota RAV4** (442) and the **Kia Sportage** (302).

**Ford** retained the market lead with 19% market share (760 units) closely followed by **Toyota** also with 19% (753) and **Mitsubishi** third with 11% market share (451).

The **Ford Ranger** retained the top spot as the best-selling commercial model with 17% share (657 units) followed by the **Toyota Hilux** with 13% (534) with the **Mitsubishi Triton** in third with 11% share (451).

**The top three segments for the month of July were SUV medium vehicles with 20% share followed by the Pick Up/Chassis Cab 4x4 segment with 16% share and the SUV Compact in third with 14% market share.**

Year-to-date SUVs account for 43% of the market and light commercials 41%. The share of the passenger

**Continued on page 37**

## NEW PASSENGER MODELS

| MAKE | MODEL | JULY '19 | MAKE | MODEL | JULY '18 |
|---|---|---|---|---|---|
| TOYOTA | COROLLA | 477 | TOYOTA | RAV4 | 336 |
| TOYOTA | RAV4 | 442 | MAZDA | CX-5 | 314 |
| KIA | SPORTAGE | 302 | KIA | SPORTAGE | 306 |
| MAZDA | CX-5 | 288 | TOYOTA | COROLLA | 280 |
| SUZUKI | SWIFT | 269 | MITSUBISHI | ASX | 271 |
| NISSAN | X-TRAIL | 255 | SUZUKI | SWIFT | 260 |
| MITSUBISHI | ASX | 251 | NISSAN | QASHQAI | 232 |
| NISSAN | QASHQAI | 163 | MITSUBISHI | OUTLANDER | 191 |
| MITSUBISHI | OUTLANDER | 147 | TOYOTA | YARIS | 191 |
| HOLDEN | COMMODORE | 136 | HOLDEN | CAPTIVA | 178 |
| HONDA | CRV | 135 | HYUNDAI | TUCSON | 174 |
| MAZDA | MAZDA3 | 121 | NISSAN | X-TRAIL | 170 |
| HYUNDAI | KONA | 120 | HONDA | JAZZ | 164 |
| TOYOTA | CAMRY | 116 | HONDA | CRV | 139 |
| HONDA | HR-V | 115 | MAZDA | MAZDA3 | 132 |
| SUBARU | XV | 113 | SUBARU | OUTBACK | 132 |
| HYUNDAI | TUCSON | 112 | SUBARU | XV | 122 |
| HONDA | JAZZ | 110 | HYUNDAI | KONA | 121 |
| HOLDEN | TRAX | 107 | SUZUKI | VITARA | 115 |
| VOLKSWAGEN | GOLF | 94 | FORD | ESCAPE | 103 |

## NEW PASSENGER MAKES

| MAKE | JULY '19 | JULY '18 | Movement | % Change | Market Share |
|---|---|---|---|---|---|
| TOYOTA | 1432 | 1202 | | 19.1 | 18.1 |
| MAZDA | 713 | 817 | | -12.7 | 9.0 |
| KIA | 585 | 555 | ↑ Up 1 | 5.4 | 7.4 |
| HOLDEN | 555 | 532 | ↑ Up 2 | 4.3 | 7.0 |
| SUZUKI | 550 | 554 | | -0.7 | 6.9 |
| MITSUBISHI | 499 | 604 | ↓ Down 3 | -17.4 | 6.3 |
| HYUNDAI | 457 | 505 | | -9.5 | 5.8 |
| NISSAN | 455 | 461 | | -1.3 | 5.7 |
| HONDA | 412 | 443 | | -7.0 | 5.2 |
| VOLKSWAGEN | 313 | 278 | ↑ Up 2 | 12.6 | 3.9 |
| SUBARU | 304 | 362 | | -16.0 | 3.8 |
| FORD | 280 | 404 | ↓ Down 2 | -30.7 | 3.5 |
| MERCEDES-BENZ | 174 | 190 | | -8.4 | 2.2 |
| AUDI | 147 | 123 | ↑ Up 2 | 19.5 | 1.9 |
| SKODA | 122 | 143 | ↓ Down 1 | -14.7 | 1.5 |
| BMW | 116 | 125 | ↓ Down 1 | -7.2 | 1.5 |
| JEEP | 92 | 65 | ↑ Up 3 | 41.5 | 1.2 |
| SSANGYONG | 81 | 60 | ↑ Up 3 | 35.0 | 1.0 |
| LAND ROVER | 78 | 113 | ↓ Down 2 | -31.0 | 1.0 |
| LEXUS | 75 | 67 | ↓ Down 1 | 11.9 | 0.9 |
| OTHER | 485 | 437 | | 11.0 | 6.1 |
| TOTAL | 7925 | 8040 | | -1.4 | 100.0 |

**Continued from page 36**

car market has fallen year to date to 24% of the market.

"This reflects a fundamental change over the last five years in consumers' preferences for vehicles," Crawford notes. "In July 2014 the SUV share was just 30% of the market whereas passenger vehicles accounted for 42% market share."

# Dealers: Sales soft

For Ingham Hyundai in Hamilton, dealer principal **Euan Means** says July new car sales have fell soft a little bit.

**However, this is largely due to Fieldays taking most of the public's attention.**

"Traditionally for us, we really focus on Fieldays marketing, and that's the reason July falls soft a little," Means says.

From a Hyundai perspective, adding June and July together makes sales exceptionally strong.

"Fieldays took most of the public," Means says. "It will kick back to normal in August."

Means says for other Ingham franchises, the market is getting a little tougher. From a Hyundai perspective, Hyundai has some products coming out which Means calls "fantastic."

"We recently had a dealer meeting, and the general consensus is things are looking sharp in terms of new vehicles."

**"We have new products coming up, at a good price point, and dealer confidence is stronger in the Hyundai camp," Means adds.**

It seems to be the SUV show here at Ingham Hyundai, with SUV sales strong not just in July but all year. The small to medium SUVs have been particularly dominating sales.



In Hamilton, one dealer noted the school holidays make July tough.

"Typically, July is a tough month, especially in the Waikato. It's school holidays and we see a lot of people going away," Ebbett Volkswagen Hamilton dealer principal Poll Oosphuizen says.

**"If we compare our July results with previous results, it's been tougher that's for sure."**

**Continued on page 38**

## NEW COMMERCIAL MAKES (UNDER 3500KG) – YEAR-TO-DATE

| | FIAT | FORD | FOTON | GREAT WALL | HINO | HOLDEN | HYUNDAI | ISUZU | LDV | MAZDA | MERCEDES-BENZ | MITSUBISHI | MITSUBISHI FUSO | NISSAN | SSANGYONG | TOYOTA | VOLKSWAGEN | OTHER | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19-Jan | 51 | 888 | 32 | 73 | 33 | 53 | 353 | 76 | 283 | 120 | 163 | 84 | 445 | 338 | 33 | 594 | 99 | 278 | 3996 |
| 18-Jan | 101 | 808 | 66 | 66 | 16 | 46 | 385 | 64 | 258 | 153 | 172 | 57 | 318 | 284 | 94 | 780 | 165 | 204 | 4037 |
| % diff | -50 | 10 | -52 | 11 | 106 | 15 | -8 | 19 | 10 | -22 | -5 | 47 | 40 | 19 | -65 | -24 | -40 | 36 | -1 |
| 19-Feb | 44 | 818 | 23 | 73 | 33 | 51 | 302 | 76 | 246 | 140 | 196 | 76 | 506 | 335 | 43 | 817 | 119 | 221 | 4119 |
| 18-Feb | 59 | 788 | 47 | 50 | 8 | 68 | 366 | 64 | 304 | 102 | 169 | 48 | 368 | 384 | 63 | 946 | 110 | 172 | 4116 |
| % diff | -25 | 4 | -51 | 46 | 313 | -25 | -17 | 19 | -19 | 37 | 16 | 58 | 38 | -13 | -32 | -14 | 8 | 28 | 0 |
| 19-Mar | 66 | 982 | 26 | 77 | 30 | 68 | 493 | 113 | 308 | 164 | 284 | 111 | 594 | 325 | 36 | 737 | 162 | 270 | 4846 |
| 18-Mar | 69 | 1047 | 49 | 99 | 17 | 55 | 427 | 80 | 322 | 191 | 159 | 73 | 382 | 315 | 64 | 1225 | 160 | 244 | 4978 |
| % diff | -4 | -6 | -47 | -22 | 76 | 24 | 15 | 41 | -4 | -14 | 79 | 52 | 55 | 3 | -44 | -40 | 1 | 11 | -3 |
| 19-Apr | 57 | 865 | 28 | 58 | 27 | 62 | 403 | 52 | 254 | 73 | 154 | 68 | 465 | 268 | 37 | 694 | 78 | 219 | 3862 |
| 18-Apr | 60 | 803 | 41 | 47 | 14 | 54 | 312 | 44 | 281 | 144 | 133 | 101 | 258 | 268 | 28 | 598 | 122 | 267 | 3575 |
| % diff | -5 | 8 | -32 | 23 | 93 | 15 | 29 | 18 | -10 | -49 | 16 | -33 | 80 | 0 | 32 | 16 | -36 | -18 | 8 |
| 19-May | 60 | 1009 | 22 | 80 | 40 | 80 | 466 | 114 | 273 | 86 | 206 | 95 | 514 | 362 | 39 | 807 | 19 | 363 | 4635 |
| 18-May | 80 | 1132 | 64 | 67 | 18 | 55 | 412 | 80 | 319 | 159 | 197 | 94 | 437 | 466 | 21 | 789 | 205 | 297 | 4892 |
| % diff | -25 | -11 | -66 | 19 | 122 | 45 | 13 | 43 | -14 | -46 | 5 | 1 | 18 | -22 | 86 | 2 | -91 | 22 | -5 |
| 19-Jun | 30 | 1148 | 14 | 69 | 43 | 59 | 682 | 119 | 286 | 154 | 199 | 86 | 530 | 364 | 70 | 973 | 164 | 213 | 5203 |
| 18-Jun | 61 | 1186 | 57 | 122 | 16 | 70 | 581 | 56 | 415 | 255 | 202 | 97 | 507 | 365 | 23 | 900 | 244 | 290 | 5447 |
| % diff | -51 | -3 | -75 | -43 | 169 | -16 | 17 | 113 | -31 | -40 | -1 | -11 | 5 | 0 | 204 | 8 | -33 | -27 | -4 |
| 19-Jun | 30 | 1148 | 14 | 69 | 43 | 59 | 682 | 119 | 286 | 154 | 199 | 86 | 530 | 364 | 70 | 973 | 164 | 213 | 5203 |
| 18-Jun | 61 | 1186 | 57 | 122 | 16 | 70 | 581 | 56 | 415 | 255 | 202 | 97 | 507 | 365 | 23 | 900 | 244 | 290 | 5447 |
| % diff | -51 | -3 | -75 | -43 | 169 | -16 | 17 | 113 | -31 | -40 | -1 | -11 | 5 | 0 | 204 | 8 | -33 | -27 | -4 |
| YTD 19 | 308 | 5710 | 145 | 430 | 206 | 373 | 2699 | 550 | 1650 | 737 | 1202 | 520 | 3054 | 1992 | 258 | 4622 | 641 | 1564 | 26661 |
| YTD 18 | 430 | 5764 | 324 | 451 | 89 | 348 | 2483 | 388 | 1899 | 1004 | 1032 | 470 | 2270 | 2082 | 293 | 5238 | 1006 | 1474 | 27045 |
| %diff | -28 | -1 | -55 | -5 | 131 | 7 | 9 | 42 | -13 | -27 | 16 | 11 | 35 | -4 | -12 | -12 | -36 | 6 | -1 |

## NEW AROUND THE COUNTRY PASSENGER REGISTRATIONS

| DIST | JULY '19 | JULY '18 | % CHANGE |
|---|---|---|---|
| WHA | 154 | 199 | -22.61 |
| AUC | 3470 | 3566 | -2.69 |
| HAM | 576 | 548 | 5.11 |
| THA | 99 | 105 | -5.71 |
| TAU | 373 | 372 | 0.27 |
| ROT | 114 | 162 | -29.63 |
| GIS | 44 | 40 | 10.00 |
| NAP | 208 | 245 | -15.10 |
| NEW | 134 | 106 | 26.42 |
| WAN | 88 | 95 | -7.37 |
| PAL | 294 | 261 | 12.64 |
| MAS | 97 | 96 | 1.04 |
| WEL | 698 | 682 | 2.35 |
| NEL | 78 | 80 | -2.50 |
| BLE | 61 | 58 | 5.17 |
| GRE | 12 | 16 | -25.00 |
| WES | 1 | 1 | 0.00 |
| CHR | 967 | 933 | 3.64 |
| TIM | 63 | 65 | -3.08 |
| OAM | 8 | 13 | -38.46 |
| DUN | 264 | 260 | 1.54 |
| INV | 122 | 137 | -10.95 |
| TOTAL | 7925 | 8040 | -1.43 |

Continued from page 37

However, Oosphuizen is confident the Volkswagen market is trending upwards and says he has had worse months.

**"I want to see the glass full rather than half empty," Oosphuizen says.**

A shortage of stock over the last few months means sales have been soft, but Oosphuizen says the worst is behind us.

As for his best vehicle sales performer, Oosphuizen says it's "the SUV show."

"It's a continuing trend for SUVs."

Manukau Toyota Group chief executive **Darren Smart** says July was a solid month for all six stores.

**"Obviously the all new generation RAV4 continues to be a big deal for our customers, interest was stronger than we initially expected and both hybrid and petrol models continue to be very much in demand."**

Smart says it was a struggle to keep the demonstrator cars on the floor, as people wanted to take them out for a drive.



## NEW COMMERCIAL MAKES (UNDER 3500KG)

| MAKE | JULY '19 | JULY '18 | Movement | % Change | Market Share |
|---|---|---|---|---|---|
| FORD | 760 | 799 | Up 1 | -4.9 | 19.1 |
| TOYOTA | 753 | 868 | Down 1 | -13.2 | 19.0 |
| MITSUBISHI | 451 | 363 | Up 1 | 24.2 | 11.4 |
| HOLDEN | 389 | 418 | Down 1 | -6.9 | 9.8 |
| NISSAN | 266 | 239 | Up 1 | 11.3 | 6.7 |
| MAZDA | 233 | 186 | Up 1 | 25.3 | 5.9 |
| ISUZU | 231 | 294 | Down 2 | -21.4 | 5.8 |
| MERCEDES-BENZ | 102 | 135 | Up 2 | -24.4 | 2.6 |
| VOLKSWAGEN | 88 | 161 | Up 1 | -45.3 | 2.2 |
| HYUNDAI | 86 | 55 | Up 4 | 56.4 | 2.2 |
| OTHER | 613 | 765 | | -19.9 | 15.4 |
| TOTAL | 3972 | 4283 | | -7.3 | 100.0 |

## NEW COMMERCIAL MODELS (UNDER 3500KG)

| MAKE | MODEL | JULY '19 | MAKE | MODEL | JULY '18 |
|---|---|---|---|---|---|
| FORD | RANGER | 657 | FORD | RANGER | 674 |
| TOYOTA | HILUX | 534 | TOYOTA | HILUX | 658 |
| MITSUBISHI | TRITON | 451 | HOLDEN | COLORADO | 408 |
| HOLDEN | COLORADO | 380 | MITSUBISHI | TRITON | 363 |
| NISSAN | NAVARA | 266 | NISSAN | NAVARA | 238 |
| MAZDA | BT-50 | 233 | ISUZU | D-MAX | 207 |
| TOYOTA | HIACE | 188 | MAZDA | BT-50 | 186 |
| ISUZU | D-MAX | 123 | TOYOTA | HIACE | 178 |
| FORD | TRANSIT | 103 | FORD | TRANSIT | 125 |
| HYUNDAI | ILOAD | 81 | MERCEDES-BENZ | SPRINTER | 114 |

## NEW PASSENGER MAKES

| | ALFA ROMEO | AUDI | BMW | CHERY | CHRYSLER | DODGE | FORD | GREAT WALL | HOLDEN | HONDA | HYUNDAI | JEEP | KIA | LAND ROVER | LEXUS | MAZDA | MERCEDES-BENZ | MINI | MITSUBISHI | NISSAN | PEUGEOT | PORSCHE | SKODA | SSANGYONG | SUBARU | SUZUKI | TOYOTA | VOLKSWAGEN | VOLVO | OTHER | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19-Jan | 17 | 111 | 130 | 0 | 0 | 0 | 606 | 0 | 689 | 450 | 551 | 110 | 710 | 179 | 76 | 1052 | 247 | 65 | 803 | 370 | 107 | 60 | 113 | 72 | 382 | 592 | 1718 | 374 | 68 | 290 | 9942 |
| 18-Jan | 12 | 178 | 187 | 0 | 1 | 7 | 846 | 0 | 777 | 524 | 553 | 82 | 762 | 73 | 62 | 1025 | 188 | 77 | 626 | 423 | 89 | 54 | 140 | 82 | 342 | 591 | 2490 | 300 | 57 | 250 | 10798 |
| % diff | 42 | -38 | -30 | | | -100 | -28 | | -11 | -14 | 0 | 34 | -7 | 145 | 23 | 3 | 31 | -16 | 28 | -13 | 20 | 11 | -19 | -12 | 12 | 0 | -31 | 25 | 19 | 16 | -8 |
| 19-Feb | 9 | 120 | 163 | 0 | 1 | 0 | 416 | 0 | 545 | 512 | 528 | 55 | 580 | 128 | 76 | 758 | 152 | 41 | 547 | 355 | 72 | 49 | 108 | 55 | 299 | 580 | 800 | 309 | 64 | 256 | 7578 |
| 18-Feb | 5 | 169 | 144 | 0 | 1 | 4 | 395 | 0 | 602 | 412 | 489 | 142 | 512 | 76 | 69 | 773 | 166 | 70 | 489 | 269 | 86 | 35 | 104 | 64 | 157 | 577 | 1013 | 342 | 47 | 203 | 7415 |
| % diff | 80 | -29 | 13 | | 0 | -100 | 5 | | -9 | 24 | 8 | -61 | 13 | 68 | 10 | -2 | -8 | -41 | 12 | 32 | -16 | 40 | 4 | -14 | 90 | 1 | -21 | -10 | 36 | 26 | 2 |
| 19-Mar | 19 | 157 | 178 | 0 | 0 | 0 | 346 | 0 | 543 | 699 | 561 | 77 | 626 | 135 | 70 | 805 | 214 | 72 | 631 | 489 | 84 | 22 | 124 | 67 | 338 | 564 | 960 | 307 | 61 | 276 | 8425 |
| 18-Mar | 6 | 193 | 232 | 0 | 1 | 4 | 504 | 0 | 673 | 636 | 551 | 143 | 617 | 83 | 71 | 858 | 200 | 66 | 722 | 371 | 99 | 37 | 164 | 59 | 291 | 605 | 1196 | 341 | 53 | 274 | 9050 |
| % diff | 217 | -19 | -23 | | -100 | -100 | -31 | | -19 | 10 | 2 | -46 | 1 | 63 | -1 | -6 | 7 | 9 | -13 | 32 | -15 | -41 | -24 | 14 | 16 | -7 | -20 | -10 | 15 | 1 | -7 |
| 19-Apr | 12 | 98 | 109 | 0 | 0 | 0 | 273 | 0 | 325 | 305 | 562 | 82 | 537 | 90 | 74 | 601 | 159 | 58 | 444 | 365 | 42 | 43 | 107 | 76 | 299 | 460 | 1112 | 231 | 46 | 268 | 6778 |
| 18-Apr | 8 | 140 | 126 | 0 | 0 | 8 | 312 | 0 | 540 | 317 | 398 | 88 | 511 | 60 | 61 | 760 | 183 | 46 | 486 | 354 | 84 | 20 | 116 | 42 | 373 | 539 | 712 | 258 | 51 | 255 | 6848 |
| % diff | 50 | -30 | -13 | | | -100 | -13 | | -40 | -4 | 41 | -7 | 5 | 50 | 21 | -21 | -13 | 26 | -9 | 3 | -50 | 115 | -8 | 81 | -20 | -15 | 56 | -10 | -10 | 5 | -1 |
| 19-May | 11 | 125 | 139 | 0 | 0 | 0 | 328 | 0 | 536 | 407 | 688 | 37 | 455 | 96 | 69 | 707 | 192 | 81 | 474 | 346 | 71 | 32 | 133 | 92 | 305 | 528 | 1086 | 311 | 54 | 321 | 7624 |
| 18-May | 6 | 176 | 161 | 0 | 0 | 5 | 487 | 0 | 660 | 399 | 831 | 153 | 618 | 135 | 66 | 879 | 187 | 65 | 600 | 268 | 84 | 30 | 130 | 52 | 342 | 543 | 1779 | 336 | 50 | 233 | 9275 |
| % diff | 83 | -29 | -14 | | | -100 | -33 | | -19 | 2 | -17 | -76 | -26 | -29 | 5 | -20 | 3 | 25 | -21 | 29 | -15 | 7 | 2 | 77 | -11 | -3 | -39 | -7 | 8 | 38 | -18 |
| 19-Jun | 5 | 161 | 159 | 0 | 0 | 1 | 326 | 0 | 540 | 333 | 926 | 66 | 562 | 96 | 72 | 790 | 193 | 77 | 616 | 393 | 66 | 36 | 122 | 96 | 282 | 569 | 1561 | 304 | 57 | 339 | 8747 |
| 18-Jun | 22 | 213 | 170 | 0 | 0 | 5 | 443 | 0 | 695 | 521 | 823 | 169 | 639 | 124 | 66 | 862 | 207 | 56 | 727 | 394 | 71 | 33 | 170 | 69 | 323 | 563 | 1558 | 413 | 53 | 336 | 9725 |
| % diff | -77 | -24 | -6 | | | -80 | -26 | | -22 | -36 | 13 | -61 | -12 | -23 | 9 | -8 | -7 | 38 | -15 | 0 | -7 | 9 | -28 | 39 | -13 | 1 | 0 | -26 | 8 | 1 | -10 |
| 19-Jul | 15 | 147 | 116 | 0 | 0 | 0 | 280 | 0 | 555 | 412 | 457 | 92 | 585 | 78 | 75 | 713 | 174 | 44 | 499 | 455 | 57 | 28 | 122 | 81 | 304 | 550 | 1432 | 313 | 42 | 299 | 7925 |
| 18-Jul | 8 | 123 | 125 | 0 | 0 | 2 | 404 | 0 | 532 | 443 | 505 | 65 | 555 | 113 | 67 | 817 | 190 | 45 | 604 | 461 | 83 | 19 | 143 | 60 | 362 | 554 | 1202 | 278 | 6 | 274 | 8040 |
| % diff | 88 | 20 | -7 | | | -100 | -31 | | 4 | -7 | -10 | 42 | 5 | -31 | 12 | -13 | -8 | -2 | -17 | -1 | -31 | 47 | -15 | 35 | -16 | -1 | 19 | 13 | 600 | 9 | -1 |
| YTD 19 | 73 | 772 | 878 | 0 | 1 | 1 | 2295 | 0 | 3178 | 2706 | 3816 | 427 | 3470 | 724 | 437 | 4713 | 1157 | 394 | 3515 | 2318 | 442 | 242 | 707 | 458 | 1905 | 3293 | 7237 | 1836 | 350 | 1750 | 49094 |
| YTD 18 | 59 | 1069 | 1020 | 0 | 3 | 33 | 2987 | 0 | 3947 | 2809 | 3645 | 777 | 3659 | 551 | 395 | 5157 | 1131 | 380 | 3650 | 2079 | 513 | 209 | 824 | 368 | 1828 | 3418 | 8748 | 1990 | 311 | 1551 | 53111 |
| %diff | 24 | -28 | -14 | | -67 | -97 | -23 | | -19 | -4 | 5 | -45 | -5 | 31 | 11 | -9 | 2 | 4 | -4 | 11 | -14 | 16 | -14 | 24 | 4 | -4 | -17 | -8 | 13 | 13 | -8 |

# Secondhand car sales soft

Secondhand sales, both on the statistics and dealer feedback, softened in July - the segment finally following the rest of the market.

**Trader sales were up just 0.4% for the month to 19,829, while dealer purchases fell 10.3% to 13,453.**

For Nelson Bays Holden & Nissan, used car sales were soft in July.

"I'm not making excuses, but we had two weeks of school holidays and extremely bad weather," general manager **Garry Dayman** says.

While weather and school holidays are contributing factors, Dayman also says consumer confidence is fading and affecting sales.

**Dayman hopes that when the weather comes right and the days last longer again, the sales will rise.**

"We have seen a lift of enquiries over the last 10 days, that's a positive," Dayman says.

"We've got a good range of stock, lots of utes and SUVs, passenger cars. We are in a good position to go forward."

Dayman's dealership has seen a reasonably strong month for commercial utes.

"We've had a stronger enquiry on utes."

## SECONDHAND REGISTRATIONS – JULY 2019

| SALE TYPE | WHA | AUC | HAM | THA | TAU | ROT | GIS | NAP | NEW | WAN | PAL | MAS | WEL | NEL | BLE | GRE | WES | CHR | TIM | OAM | DUN | INV | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cars 2019** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 271 | 5543 | 1017 | 234 | 596 | 123 | 73 | 411 | 201 | 140 | 730 | 134 | 1004 | 193 | 103 | 29 | | 1858 | 121 | 4 | 389 | 279 | 13453 |
| Public to Public | 2158 | 14466 | 3620 | 748 | 2151 | 1089 | 446 | 1537 | 1103 | 644 | 1765 | 490 | 3316 | 1088 | 447 | 201 | 48 | 5355 | 592 | 142 | 2187 | 1212 | 44805 |
| Trader to Public | 607 | 7422 | 1541 | 319 | 868 | 422 | 197 | 710 | 387 | 277 | 819 | 235 | 1724 | 277 | 198 | 68 | 10 | 2243 | 224 | 47 | 733 | 501 | 19829 |
| **Cars 2018** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 275 | 5814 | 1190 | 250 | 669 | 128 | 88 | 496 | 213 | 212 | 965 | 118 | 1180 | 251 | 110 | 49 | | 2031 | 128 | | 511 | 320 | 14998 |
| Public to Public | 2149 | 14816 | 3506 | 710 | 2145 | 1132 | 401 | 1613 | 1073 | 675 | 1776 | 524 | 3343 | 1096 | 439 | 193 | 30 | 5526 | 589 | 145 | 2116 | 1193 | 45190 |
| Trader to Public | 675 | 6470 | 1547 | 350 | 980 | 451 | 200 | 738 | 432 | 298 | 892 | 254 | 1790 | 337 | 190 | 69 | 6 | 2432 | 234 | 38 | 846 | 527 | 19756 |
| **Cars % Change** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | -1.5 | -4.7 | -14.5 | -6.4 | -10.9 | -3.9 | -17.0 | -17.1 | -5.6 | -34.0 | -24.4 | 13.6 | -14.9 | -23.1 | -6.4 | -40.8 | | -8.5 | -5.5 | | -23.9 | -12.8 | -10.3 |
| Public to Public | 0.4 | -2.4 | 3.3 | 5.4 | 0.3 | -3.8 | 11.2 | -4.7 | 2.8 | -4.6 | -0.6 | -6.5 | -0.8 | -0.7 | 1.8 | 4.1 | 60.0 | -3.1 | 0.5 | -2.1 | 3.4 | 1.6 | -0.9 |
| Trader to Public | -10.1 | 14.7 | -0.4 | -8.9 | -11.4 | -6.4 | -1.5 | -3.8 | -10.4 | -7.0 | -8.2 | -7.5 | -3.7 | -17.8 | 4.2 | -1.4 | 66.7 | -7.8 | -4.3 | 23.7 | -13.4 | -4.9 | 0.4 |
| **Motorcycles 2019** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 5 | 121 | 25 | 1 | 19 | 3 | | 10 | | 1 | 15 | 1 | 44 | 5 | 2 | | | 35 | | | 11 | 4 | 302 |
| Public to Public | 50 | 518 | 109 | 50 | 86 | 37 | 12 | 68 | 50 | 27 | 64 | 23 | 182 | 49 | 29 | 9 | | 233 | 25 | 5 | 85 | 42 | 1753 |
| Trader to Public | 19 | 127 | 36 | 10 | 15 | 8 | | 13 | 5 | 7 | 11 | 6 | 31 | 11 | 8 | 4 | | 38 | 4 | 1 | 15 | 6 | 375 |
| **Motorcycles 2018** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 2 | 118 | 28 | | 17 | 2 | 1 | 5 | 2 | 5 | 16 | 9 | 44 | 8 | 1 | | | 25 | | | 14 | 2 | 299 |
| Public to Public | 71 | 480 | 108 | 23 | 96 | 32 | 7 | 58 | 48 | 15 | 72 | 16 | 138 | 46 | 28 | 12 | 5 | 198 | 16 | 5 | 51 | 30 | 1555 |
| Trader to Public | 9 | 116 | 31 | 4 | 36 | 7 | 2 | 6 | 8 | 4 | 10 | 3 | 43 | 11 | 1 | 1 | 1 | 30 | 1 | 1 | 20 | 5 | 350 |
| **Motorcycles % change** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 150.0 | 2.5 | -10.7 | | 11.8 | 50.0 | -100.0 | 100.0 | -100.0 | -80.0 | -6.3 | -88.9 | 0.0 | -37.5 | 100.0 | | | 40.0 | | | -21.4 | 100.0 | 1.0 |
| Public to Public | -29.6 | 7.9 | 0.9 | 117.4 | -10.4 | 15.6 | 71.4 | 17.2 | 4.2 | 80.0 | -11.1 | 43.8 | 31.9 | 6.5 | 3.6 | -25.0 | -100.0 | 17.7 | 56.3 | 0.0 | 66.7 | 40.0 | 12.7 |
| Trader to Public | 111.1 | 9.5 | 16.1 | 150.0 | -58.3 | 14.3 | -100.0 | 116.7 | -37.5 | 75.0 | 10.0 | 100.0 | -27.9 | 0.0 | 700.0 | 300.0 | -100.0 | 26.7 | 300.0 | 0.0 | -25.0 | 20.0 | 7.1 |
| **Trucks 2019** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 89 | 1213 | 293 | 82 | 132 | 58 | 39 | 110 | 42 | 37 | 189 | 42 | 154 | 85 | 49 | 6 | | 341 | 39 | | 108 | 119 | 3227 |
| Public to Public | 418 | 1999 | 618 | 173 | 423 | 212 | 124 | 365 | 211 | 141 | 333 | 133 | 412 | 232 | 108 | 36 | 8 | 806 | 143 | 30 | 390 | 299 | 7614 |
| Trader to Public | 200 | 1163 | 343 | 76 | 159 | 121 | 62 | 175 | 87 | 56 | 195 | 71 | 255 | 85 | 57 | 23 | 3 | 376 | 53 | 16 | 179 | 163 | 3918 |
| **Trucks 2018** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | 117 | 835 | 284 | 20 | 94 | 30 | 25 | 116 | 51 | 35 | 134 | 30 | 146 | 77 | 34 | 5 | | 260 | 27 | 4 | 73 | 83 | 2480 |
| Public to Public | 359 | 1944 | 641 | 119 | 438 | 147 | 78 | 311 | 194 | 82 | 293 | 96 | 573 | 211 | 105 | 53 | 17 | 881 | 129 | 32 | 343 | 193 | 7239 |
| Trader to Public | 155 | 755 | 275 | 44 | 189 | 69 | 48 | 117 | 81 | 44 | 145 | 32 | 208 | 77 | 46 | 19 | 3 | 283 | 43 | 17 | 118 | 99 | 2867 |
| **Trucks % change** | | | | | | | | | | | | | | | | | | | | | | | |
| Public to Trader | -23.9 | 45.3 | 3.2 | 310.0 | 40.4 | 93.3 | 56.0 | -5.2 | -17.6 | 5.7 | 41.0 | 40.0 | 5.5 | 10.4 | 44.1 | 20.0 | | 31.2 | 44.4 | -100.0 | 47.9 | 43.4 | 30.1 |
| Public to Public | 16.4 | 2.8 | -3.6 | 45.4 | -3.4 | 44.2 | 59.0 | 17.4 | 8.8 | 72.0 | 13.7 | 38.5 | -28.1 | 10.0 | 2.9 | -32.1 | -52.9 | -8.5 | 10.9 | -6.3 | 13.7 | 54.9 | 5.2 |
| Trader to Public | 29.0 | 54.0 | 24.7 | 72.7 | -15.9 | 75.4 | 29.2 | 49.6 | 7.4 | 27.3 | 34.5 | 121.9 | 22.6 | 10.4 | 23.9 | 21.1 | 0.0 | 32.9 | 23.3 | -5.9 | 51.7 | 64.6 | 36.7 |

# Bikes up slightly despite chilly weather

Bike sales were up by 2% in July - despite what one dealer called 'challenging conditions'.

**New bike registrations totalled 565 units, against 554 a year ago.**

**Suzuki** was the top brand on 98 bikes, up 10.1% for a 17.3% market share.

**Harley Davidson** was second on 64, down 12.3% for an 11.3%, followed by **Yamaha** on 54, up 22.7% for a 9.6% share.

The **Suzuki UZ50** was the top model on 28 bikes, followed closely by the **TNT Roma 2T** on 26.

The top proper motorcycle was the **Harley Davidson Street 500** on 13.

The market for used import bikes dived during July, down 35% to 147 units.

**Harley Davidson** was the top brand on 57, followed by **Honda** on 15 and **BMW** on 13.

Holeshot Motorcycles sales manager **Steve Burkitt** says the Takapuna motorcycle dealer had a "pretty reasonable month."

**"We had a pretty sound month for winter," Burkitt says. "Conditions were challenging – with the weather and also winter. School holidays are challenging, but it was a pretty sound month considering."**

Burkitt thinks the market is quite steady at the moment. He has seen the more expensive, new bikes selling well in July.

The little commuter bikes dropped off a bit, Burkitt notes.

## NEW BIKE MAKES

| MAKE | JULY '19 | YTD '19 | JULY '18 | % Change | Market Share % |
|---|---|---|---|---|---|
| SUZUKI | 98 | 887 | 89 | 10.1 | 17.3 |
| HARLEY DAVIDSON | 64 | 448 | 73 | -12.3 | 11.3 |
| YAMAHA | 54 | 602 | 44 | 22.7 | 9.6 |
| KAWASAKI | 35 | 283 | 27 | 29.6 | 6.2 |
| KTM | 29 | 238 | | | 5.1 |
| TNT MOTOR | 28 | 260 | 26 | 7.7 | 5.0 |
| TRIUMPH | 26 | 256 | 32 | -18.8 | 4.6 |
| HONDA | 25 | 377 | 45 | -44.4 | 4.4 |
| BMW | 24 | 200 | 16 | 50.0 | 4.2 |
| FORZA | 18 | 172 | 14 | 28.6 | 3.2 |
| FACTORY BUILT | 17 | 111 | 14 | 21.4 | 3.0 |
| ROYAL ENFIELD | 17 | 151 | 9 | 88.9 | 3.0 |
| VESPA | 16 | 97 | 14 | 14.3 | 2.8 |
| DUCATI | 14 | 88 | 16 | -12.5 | 2.5 |
| INDIAN | 11 | 67 | 3 | 266.7 | 1.9 |
| MOPED | 10 | 100 | 14 | -28.6 | 1.8 |
| MOTO GUZZI | 9 | 41 | 5 | 80.0 | 1.6 |
| ZNEN | 8 | 53 | 9 | -11.1 | 1.4 |
| APRILIA | 7 | 74 | 13 | -46.2 | 1.2 |
| PGO | 5 | 11 | | | 0.9 |
| Other | 50 | 391 | 91 | -45.1 | 8.8 |
| TOTAL | 565 | 4907 | 554 | 2.0 | 100.0 |

## NEW BIKE MODELS

| MAKE | MODEL | JULY '19 |
|---|---|---|
| SUZUKI | UZ50 | 28 |
| TNT MOTOR | ROMA 2T | 26 |
| HARLEY DAVIDSON | STREET 19 STREET 500 | 13 |
| FACTORY BUILT | ARIIC | 12 |
| FORZA | CICLONE | 12 |
| KAWASAKI | EX 400G L | 11 |
| KTM | 790 ADVENTURE R | 10 |
| HARLEY DAVIDSON | SOFTAIL 19 SPORT GLIDE | 9 |
| MOTO GUZZI | V85 TT | 8 |
| HONDA | GLC 150SH | 7 |

## USED BIKE MAKES

| MAKE | JULY '19 | JULY '18 | % Change | % of Market |
|---|---|---|---|---|
| HARLEY DAVIDSON | 57 | 78 | -26.9 | 38.8 |
| HONDA | 15 | 23 | -34.8 | 10.2 |
| BMW | 13 | 18 | -27.8 | 8.8 |
| TRIUMPH | 12 | 21 | -42.9 | 8.2 |
| DUCATI | 10 | 20 | -50.0 | 6.8 |
| YAMAHA | 10 | 6 | 66.7 | 6.8 |
| SUZUKI | 7 | 13 | -46.2 | 4.8 |
| KAWASAKI | 6 | 10 | -40.0 | 4.1 |
| KTM | 5 | 4 | 25.0 | 3.4 |
| APRILIA | 3 | 5 | -40.0 | 2.0 |
| Other | 9 | 28 | -67.9 | 6.1 |
| TOTAL | 147 | 226 | -35.0 | 100.0 |

# New commercial registrations down, used up


New commercial registrations dropped for the second consecutive month in July, down by 160 units year-on-year.

Total registrations of new trucks and buses over 3500kg GVM sits at 527 units for the month.

This is down 23.3% compared to the same period last year which saw 687 registrations of new commercials for the month.

A total of 3605 new trucks and buses have hit the road in the year-to-date compared to 3834 for the same period last year.

**Isuzu** is market leader for the month of July with 108 units registered and a 20.5% market share. The brand was up 24.1% year-on-year compared to the 87 units registered in the same period last year.

**Fuso** is in second spot for the month, up 20.3% with 71 units registered and a 13.5% market share.

**Mercedes-Benz** comes in third, down 43.6% with 57 units registered and a 10.8% market share.

**Hino** follows, down 10% with 54 units registered, **Iveco** up 7.1% (30), **Kenworth** down 37.8% (28), **DAF** down 20.6% (27), **Volvo** up 4.5% (20), **Scania** up 5% (21) and **UD Trucks** down 32.3% (21).

Daimler Truck and Bus senior manager **Pieter Theron** says deliveries and pipelines are "still positive", however, there is a feeling of softening in the market.

Theron says the new Mercedes-Benz truck range is receiving positive customer feedback and repeat purchases are now coming through.

Orders have been steady across the range from spreaders, loggers, linehaul, waste trucks and distribution which is "encouraging", he says.

Meanwhile, total used imported truck and bus registrations were up slightly year-on-year with 212 units registered in July compared to 193 in the same period same year.

**Toyota** lead the used commercial import market for the month with 50 units registered and a 23.6% market share. This was up 25% compared to the 40 registered in the same period last year.

**Hino** comes in second, up 75% with 42 units registered and a 19.8% market share.

**Isuzu** third, down 16% with 42 registered and a 19.8% market share.

**Mitsubishi** follows, down 5.3% (18 units), **Nissan** up 6.3% (17), **Ford** up 20% (6), **DAF** up 33.3% (4), **Mazda** down 20% (4) and **Fuso** down 55.6% (4).

## NEW TRUCK MAKES (OVER 3500KG)

| MAKE | JULY '19 | JULY '18 | % CHANGE | MARKET | YTD '19 | YTD '18 |
|---|---|---|---|---|---|---|
| ISUZU | 108 | 87 | 24.1 | 20.5 | 733 | 687 |
| FUSO | 71 | 59 | 20.3 | 13.5 | 503 | 512 |
| MERCEDES-BENZ | 57 | 101 | -43.6 | 10.8 | 252 | 269 |
| HINO | 54 | 60 | -10.0 | 10.2 | 427 | 408 |
| IVECO | 30 | 28 | 7.1 | 5.7 | 165 | 154 |
| KENWORTH | 28 | 45 | -37.8 | 5.3 | 172 | 187 |
| DAF | 27 | 34 | -20.6 | 5.1 | 153 | 186 |
| VOLVO | 23 | 22 | 4.5 | 4.4 | 203 | 181 |
| SCANIA | 21 | 20 | 5.0 | 4.0 | 114 | 145 |
| UD TRUCKS | 21 | 31 | -32.3 | 4.0 | 153 | 149 |
| Other | 87 | 200 | -56.5 | 16.5 | 730.0 | 956 |
| TOTAL | 527 | 687 | -23.3 | 100.0 | 3605 | 3834 |

## USED TRUCK MAKES

| MAKE | JULY '19 | JULY '18 | % CHANGE | MARKET | YTD '19 | YTD '18 |
|---|---|---|---|---|---|---|
| TOYOTA | 50 | 40 | 25.0 | 23.6 | 281 | 257 |
| HINO | 42 | 24 | 75.0 | 19.8 | 263 | 238 |
| ISUZU | 42 | 50 | -16.0 | 19.8 | 272 | 340 |
| MITSUBISHI | 18 | 19 | -5.3 | 8.5 | 135 | 132 |
| NISSAN | 17 | 16 | 6.3 | 8.0 | 122 | 106 |
| FORD | 6 | 5 | 20.0 | 2.8 | 30 | 18 |
| DAF | 4 | 3 | 33.3 | 1.9 | 14 | 18 |
| MAZDA | 4 | 5 | -20.0 | 1.9 | 31 | 33 |
| FUSO | 4 | 9 | -55.6 | 1.9 | 25 | 28 |
| CATERPILLAR | 3 | 1 | 200.0 | 1.4 | 5 | 2 |
| Other | 22 | 21 | 4.8 | 10.4 | 137 | 167 |
| TOTAL | 212 | 193 | 9.8 | 100.0 | 1315 | 1339 |

# Warning over selling on battery health

Khoo v Autolink Cars Ltd

In July 2018, the purchaser paid $12,500 for a 2011 Nissan Leaf that had travelled 46,600km. The purchaser claims he was attracted to the car by its battery capacity and health.

**He approached the seller to purchase a vehicle that had at least 10 bars showing on its battery capacity indicator. He alleges the trader's director told him that the vehicle had 10 bars showing on its battery capacity indicator and that its SOH was 78%.**

The purchaser claims this put the vehicle in the 95th percentile of 2011 Nissan Leafs - and relying on the information he purchased the vehicle.

He says he tested the vehicle's SOH one month after purchase using the Leafspy application - a common tool used to measure battery SOH in Nissan Leafs - and found that the vehicle's SOH had reduced to 73%.

He has tested the SOH several times since, and although the rate at which the SOH has depleted has stabilised, the vehicle's SOH continues to drop and is now at 69%, representing a 9% decrease in battery health over a 10-month period.

He says that the battery capacity indicator has also

dropped to nine bars.

The purchaser told the tribunal he believes this rate of depletion is unacceptable. He submitted that the battery SOH of a Nissan Leaf should deplete by no more than 4% to 5% per year, with some customers reporting depletion as low as 1% per year.

**The trader queries the reliability of the Leafspy application relied upon by the purchaser and instead considers that the battery capacity indicator on the vehicle's dashboard display is a much more reliable indicator of the vehicle's SOH.**

Notwithstanding its view on the unreliability of the Leafspy application - which the adjudicator noted appears to be widely used by motor vehicle dealers, including the trader, when advertising the SOH of a Nissan Leaf - in the tribunal's view the trader appears to accept that the vehicle's SOH has depleted significantly.

The trader says, however, that the battery depletion experienced is not unusual or unacceptable. It claims that it is common for the battery SOH in a Nissan Leaf to reduce when a vehicle is imported into New Zealand from Japan due to a number of factors, including the previous owners' driving and charging habits and differences in weather conditions and temperature. It advises that the fluctuation between a vehicle's SOH in Japan and in New Zealand can be as high as 8%.

In support of this submission, the trader referred the tribunal to an article published on the **flipthefleet.org** website, dated November 1, 2018, which it says confirms that battery SOH can decrease significantly after importation from Japan.

The tribunal's assessor advises that the explanation provided by the trader is entirely plausible. He agrees that a vehicle's battery SOH can reduce substantially when a vehicle is imported into New Zealand from Japan, because of factors such as the time taken to import the vehicle into New Zealand, changes in weather conditions and temperature and changes in the vehicle owner's driving and charging habits.

The adjudicator explained the purchaser must prove on the balance of probabilities that the depletion of the vehicle's battery SOH means that it has not been of acceptable quality.

"On the basis of the evidence presented at the hearing, I am not satisfied that [the purchaser] has done so. I acknowledge that the evidence shows that the vehicle's SOH, as recorded by the Leafspy application, depleted rapidly after purchase. However, I am not satisfied that the depletion is indicative of any defect with the vehicle. Instead it appears to be a consequence of the battery degradation that can occur when an electric

**Continued on page 43**

# Reply to all customer reviews

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new customers.

Whatever you do, do not just reply with a generic copy and paste "Thanks" across them all. Make the effort, not only because your customer deserves it for submitting it, but it also shows those future potential customers that you value your customers and communicate with them after the sale.

Remember, the majority of customers are down to choosing dealerships they will visit.

Reading through reviews and seeing a dealership that has replied with gratitude to all customer reviews in comparison to a dealership that hasn't replied to any, compared to a dealership that doesn't have any reviews, starts to really influence their decision making.

**Another important consideration is that replying to reviews also increases the chances of a customer taking their time to leave a review.**

Especially when making their decision they see that you replied to past customers and were thankful.

**The other component which I would like to include in handling reviews is what you do with them internally in your dealership. You learn about your dealership, and your people from the reviews**

- Where are there consistent areas that you can improve?
- What are the aspects of the dealership/customer journey or people you need to recognise and celebrate within the dealership?
- Who are your top performers, and who could benefit from some constructive coaching to help them deliver a customer experience more in line with what your dealership is trying to achieve?

Reviews are hugely important to your business today and in the future.

Handling them, will all lead to a better overall experience with your dealership.

Continued from page 42

vehicle is imported into New Zealand from Japan.

"I also note that the vehicle's SOH has stabilised and the vehicle's batteries are now depleting at a rate consistent with a Nissan Leaf of this age and mileage, meaning that there appears to be no underlying fault with the vehicle's batteries."

**The adjudicator dismissed claims by the purchaser under the Consumer Guarantees Act, but also had to deal with a claim under the Fair Trading Act - that the trader engaged in misleading conduct by overstating the vehicle's battery SOH at the time of sale.**

The adjudicator noted that this may not mean giving an incorrect number, but also failing to advise the customer that the number could change.

"Given the importance of this information, I consider that a reasonable consumer would expect that, where a motor vehicle trader makes a representation as to the vehicle's SOH before it is imported to New Zealand, the trader would then tell the consumer the battery SOH could reduce by as much as 8 % when the vehicle was imported into New Zealand.

"I accept that [the trader] did tell [the purchaser] that the 78% SOH reading was unreliable. Nonetheless, I do not think that [the trader] went far enough in advising [the purchaser] as to quite how unreliable that reading could be.

Having told [the purchaser] that the vehicle's SOH was 78%, I consider that [the trader] then had an explicit obligation to tell [the purchaser] that there was a real risk that the battery SOH could be much lower once the vehicle was imported into New Zealand."

By failing to do so, the adjudicator found the trader had misled.

The adjudicator noted this decision could have ramifications for dealers.

**"I appreciate that this finding is likely to have significant ramifications for traders who sell electric vehicles imported from Japan and who use the vehicle's pre-import SOH reading in their marketing. And so it should.**

"If traders want to use this type of potentially unreliable information in their marketing, they must make it clear to prospective purchasers that there is a real risk that the battery SOH could be significantly lower once the vehicle is imported into New Zealand. Failure to do so will expose those traders to potential liability under the FTA."

**In this case, the adjudicator found the purchaser has experienced no actual loss, and refused his request to reject the vehicle.**

# 21 years for Go Cover

Continued from page 12

dealers, Olivia has now been a part of the administration team for over 10 years.

**Denise Fogasavaii**, **Martena Tasi** and **Sasa Iona** are the superstars who look after client services, claims, instalment payment services and dealer communications. They even provide bi-lingual options for those clients who prefer to speak in Samoan.

As Go Cover celebrate 21 years of insuring Kiwis as they drive their next car off the lot, they wanted to thank their business partners, the dealers, the finance houses and F&I managers, who have helped to make this possible.

"We really appreciate the continued support and loyalty of our dealers and the finance houses," Craig says.

**"We aim to be around for at least another 21 years and we will continue to strive to offer you, our loyal clients and dealers, the highest level of service possible," Bellingham says.**

# NZ's most complete EV? We try the Audi e-tron

Continued from page 28

Koehler acknowledged over lunch that they can and have run the e-tron faster, but were not willing to face the overheating and reliability compromises such performance brings.

On the launch drive we did test the e-tron's overall performance, but in different ways. We took it on a typical Kiwi back-country road, which it handled easily. We then towed a 1.6-tonne trailer with it. Again this was done with ease, thanks to the torque of a large diesel on offer, though with the motors calling for over 50kWh per 100km during the towing, range is restricted. You can easily pull your boat to the local ramp with the e-tron, but to the bach will mean a little more planning.

Thirdly, Audi got us on to the snow at the Southern Hemisphere Proving Grounds for a taste of their annual Audi Ice Experience. How well the e-tron performs on this surface is hard to explain – the two motors can shift power around in a way no mechanical system can, and it shows.

You will need to pick up a copy of the August *EVtalk* magazine for our full drive experience. For now though, I will say the e-tron is likely the most complete EV on the market.

# Dealing with customer concerns

Continued from page 26

some you may say you can do without), or we wish to retain our good reputation, we must deal with them in a positive and polite manner.

**There are four main steps to dealing with customer's concerns (handling customer complaints):**

- Listen to your customer's concern. This is the first thing that is required, just listen, don't interrupt, and let them advise you what they see is the issue.
- Empathise, repeat back to them what has been said and if necessary apologise for the situation.
- Offer to work through and find a mutual solution.
- Follow-up and thank your customer for their business and tell them that they are valued.
- In my next articles we will talk about each of these steps.

If you need help dealing with customer concerns give me a call, **Jaques Gray**, **021 944 885**.



# TRADE DIRECTORY

*The comprehensive guide to every service a dealer could use*

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## THE DIARY

**AutoTalk's** editor Richard Edward looks at the month gone by on **AutoTalk.co.nz**

# July 1

## Serial used-car sales fraudster jailed

A Trade Me fraudster has been jailed for using several aliases to convince people he was a car dealer and targeting Trade Me users, scamming buyers out of nearly $100,000.

**Richard Wallace scammed 18 car buyers out of $95,400 by claiming to be a legitimate car dealer between April 2015 and January 2017.**

## Dealer numbers still falling

The number of registered motor vehicle traders in New Zealand continues to edge down – now down almost 200 on this time a year ago.

**The number of dealers now stands at 3318 – down almost 30 on the previous month.**

If the decline in numbers continues at this rate the total of motor vehicle traders will fall into the 3200s by next month.

## Turners invest in Australian car subscription business

Turners Automotive Group Limited is investing AUD$1 million (NZD $1,044,479.65) into ASX-listed Collaborate Corporation, a tech-focused car-sharing and vehicle subscription business based in Australia.

**Turners will acquire a 12.13% stake in Collaborate Corp and will appoint a director to the Collaborate board.**

## Heat comes off new vehicle market

Fewer new vehicles were sold in June compared to the same month last year confirming that the overall market for the year will be down on 2018.

**The latest registration data shows a total of 13,952 new vehicles hit the road in June, down 8% compared to 15,172 units in the same period last year.**

# July 3

## Toyota NZ appoints chief operating officer

Toyota New Zealand has appointed **Neeraj Lala** to chief operating officer, from his previous role of general manager new vehicles and product planning.

**Lala will have overall responsibility for new and used vehicle sales, the parts and accessories business, service, logistics, franchise development, and product planning.**

## Vehicle imports take a hit in June

The total number of vehicle imports took a hit in June with both cars and commercials down for the month, New Zealand Customs motor vehicle statistics show.

**The total number of all vehicles arriving in the country, including trucks and buses, was 23,615 for the month compared to 27,755 in May.**

The total number of cars for June was 19,766 compared to 22,928 in May.

## Former Buy Right Cars boss takes Turners to court

Turners Automotive Group is facing legal action from the former owner of Buy Right Cars, over allegations it has mismanaged the business to avoid paying him under an "earn-out" deal.

**Brandon Orlandini sold the eight-yard business to Turners in 2017, part of Turners expansion into a more retail focused business. Earlier this year Turners dropped the Buy Right Cars brand and replaced it with its own.**

# July 9

## National opposes 'Clean Car' schemes

The government plan to make some vehicles up to $3000 more expensive by taxing their emissions.

**National's associate transport spokesperson Brett Hudson says this will unfairly penalise people struggling with the cost of living.**

"Associate transport minister **Julie Anne Genter** has some big questions to answer about how much this scheme will impact farmers and tradies who don't necessarily have the ability to shift into lower emission vehicles, given suitable options for their lifestyle just don't exist."

# July 10

## 2 Cheap fined $438,000 for 'devious' actions

2 Cheap Cars has been fined $438,000 by the Commerce Commission for its use of "warranty waiver" documents and for its "liquidation sale" and "84% off" advertising claims.

**The dealer had previously pleaded guilty to 10 charges under the Fair Trading Act 1986 following a Commission investigation starting November 2017.**

# July 11

## Options limited on the hunt for ESC

When *AutoTalk* spoke to a range of import dealers earlier this year to establish what they were expecting from next year's introduction of the final stage of electronic stability control, answers varied widely.

**From hugely disruptive to a small blip was what they answered.**

Some expected little change to their stock, others were predicting hits to volume of up to 50%.

# July 12

## New home under way for Continental Cars BMW

The new Continental Cars BMW showroom in Wairau Valley is set to be the largest, boldest and only luxury multi-level car dealership in New Zealand.

***AutoTalk* took a hard hat tour of the construction site. Scheduled to be completed by September 2019, the building will span four levels, with views from the motorway, and features solar panels and rainwater catchment and recycling for car washing.**

The showroom will have BMW product displayed behind the glass, so the thousands of traffic on both Wairau Road and the motorway will be able to view the site.

# July 15

## Tensions brew at NZTA

A leaked report is painting a picture of dissatisfaction within the NZ Transport Agency.

**More than half of NZTA's staff have expressed frustration with the organisation's leadership, according to an internal survey obtained by *Stuff*.**

Just 48% said the leadership's actions are "consistent with our organisation's DNA". Other leadership-related questions also drew negative responses.

## Auckland man jailed for driving licence bribe fraud

A man involved in a scheme taking bribes in exchange for driving licences has been jailed for two years and eight months.

**Mohammed Feroz was found guilty of 55 charges of obtaining by deception at the Manukau District Court in South Auckland on July 15, 2019.**

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## July 17

### Government plan to prevent road deaths

A road safety plan by the government aiming to prevent 750 deaths and 5600 serious injuries on New Zealand roads over 10 years is looking for feedback.

**Associate transport minister Julie Anne Genter says most road deaths and serious injuries are preventable.**

"Too many New Zealanders have" lost their lives or been seriously injured in crashes that could have been prevented by road safety upgrades," Genter says.

## July 23

### Dealer's Ferrari crashes on test drive

A Ferrari crashed in Auckland on July 21 – while it is understood to have been out on a dealer test drive.

**The white Ferrari 458 Italia caused an 8km traffic jam and is worth $289,900.**

The vehicle appears to be from Continental Cars, but the dealership declined to comment on whether it was out for a test drive before it crashed.

## July 24

### Dealers wake up to ESC too late says VIA

An Auckland dealer that imports around 2400 cars a year from Japan says it has only recently become aware of the new mandate for electronic stability control (ESC) and the impact it will have.

**Paul German of 0800 Best Deal Cars says they only became aware of the rule – which was signed by then transport minister Michael Woodhouse in 2014 – earlier this year.**

"Maybe we missed out on the news. It was a compliance shop that told us," German says.

## July 25

### At least nine mechanics take NZTA to court

The NZ Transport Agency (NZTA) is being taken to court by at least nine mechanics and a courier company.

**NZTA incorrectly said one vehicle inspector had his licence revoked, and now NZTA's decisions to cancel or suspend licences is being challenged.**

AA vehicle inspector **Abnesh Chand** says the NZTA senior auditors made mistakes when they visited his workshop.

### Car finance and insurance on ComCom's hit list

The Commerce Commission (ComCom) released its focus areas for the upcoming year – with vehicle finance and insurance one of its planned targets.

**Chairwoman Anna Rawlings says there are four groups of priorities ComCom will focus on – enduring priorities, focus areas, connecting and legislative change.**



## AussieTalk Diary

**AutoTalk Australia's** editor Scott Murray looks at the month gone by on **autotalk.com.au**

## July 1

### Turners invests in Australian car subscription business

Turners Automotive Group Limited is investing A$1 million (NZ$1,044,479.65) into ASX-listed Collaborate Corporation, a tech-focused car-sharing and vehicle subscription business based in Australia.

**Turners will acquire a 12.13% stake in Collaborate Corp and will appoint a director to the Collaborate board.**

## July 8

### Tony White Group to gain from merger

Dealership business Tony White Group has agreed to buy Kloster Motor Group in Newcastle, NSW, from AP Eagers.

**The heads of agreement sale is estimated at $54 million and is one of three dealerships placed on the market by AP Eagers in response to market coverage concerns raised by the Australian Competition and Consumer Commission about the dealer giant's $2.3 billion acquisition of Automotive Holdings Group.**

## July 19

### Rich-listed Gold Coast lemon dealer busted

Used car dealer Fraser-Scott and AFS Corporation have copped over $300,000 in fines after being found guilty of breaching Australian Consumer Law by overcharging customers for unroadworthy vehicles.

**His AFS Corporation, which operated a chain of automotive businesses "Cartel Dealers", "Brisbane Dealer Auctions" and "Turn Key Auto Services & Inspections", has pleaded guilty to 11 breaches of the Motor Dealers and Chattel Auctioneers Act 2014 (MDCA) and 66 breaches of the Australian Consumer Law (ACL).**

## July 22

### VW Australia first car brand to pledge used-tyre recycling

Volkswagen Australia is the first automotive brand to recycle all the used tyres disposed of every year.

**Teaming up with the Tyre Stewardship Australia (TSA), Volkswagen Australia is pledging its commitment to the responsible disposal of used tyres.**

## July 23

### Automotive manufacturing on the rise post closures

More Australian automotive manufacturing businesses are alive and thriving than four years ago.

**That's according to the Australian Automotive Aftermarket's commissioned study by ACA Research into the outlook for the industry in a post car manufacturing era where Holden, Ford and Toyota are no longer the primary source of employment, funding and innovation.**

## EVTalk Diary

**EVtalk New Zealand** editor Geoff Dobson looks at the month gone by on **www.evtalk.co.nz**

### July 1

#### Fuel tax rise increases EV interest

An increase in petrol taxes and road user charges on July 1 is helping drive people to EVs.

**EV dealerships around the country report a growing interest in EVs during the past few weeks, particularly with petrol up about four cents a litre and road user charges rising 5.5%.**

### July 4

#### End-of-life EV batteries could power homes and businesses

Vector is considering turning end-of-life EV batteries into affordable power storage for homes and businesses.

**In collaboration with Australian battery control technology growth firm Relectrify, a trial is testing EV batteries' capability to be converted into electricity storage batteries.**

### July 5

#### E-bike tours promoted

Electric bike visits to four stunning landscapes are being promoted by Tourism New Zealand (TNZ).

**It says e-bikes have opened doors to wannabe cyclists who want to see more and push less.**

### July 11

#### Hyundai NZ first to sell over 100 EVs in a month

Hyundai New Zealand is the first car manufacturer to sell over 100 new electric vehicles (EVs) in a month.

**June was a record high for new EV sales for Hyundai New Zealand, selling 105 out of 207 new registered passenger EVs in the country.**

### July 15

#### Tradies encouraged to switch to EVs

Plumbing, gasfitting and draining trades should consider switching to sustainable, eco-friendly vehicles like EVs.

**So says the Master Plumbers Gasfitters & Drainlayers NZ Inc national body.**

### July 18

#### New VW electrics spotted in Queenstown

Two Volkswagen ID.3 EVs in disguise were snapped in Queenstown New Zealand by global EV traveller Dutchman **Wiebe Wakker.**

**He took great delight in photographing his own converted Volkswagen Golf station wagon beside them at the Queenstown Pak 'n Save charger, tweeting "Cool to have 3 electric VW LHD next to each other".**

## TransportTalk Diary

**TransportTalk New Zealand** editor Nigel Moffiet looks at the month gone by on **www.transporttalk.co.nz**

### July 2

#### Daily Freight prosecuted

Daily Freight Limited has been sentenced and fined $234,000 in the Auckland District Court for an incident where two rail wagons uncoupled on a busy track in January 2017.

**Rail regulator, NZ Transport Agency, says the incident endangered the Auckland metro rail system with the wagons rolling more than 400 metres before derailing.**

### July 3

#### Larger log trains to CentrePort

Moving another 100,000 tonnes of logs by rail from the Wairarapa to Wellington's CentrePort will result in 6000 fewer truck trips annually, forestry and associate transport minister **Shane Jones** says.

**Jones, along with representatives from KiwiRail, CentrePort, the forestry sector, and councils, were in Masterton to mark the start of larger log trains from the Waingawa rail hub which will be able to carry 40% more logs to Wellington's port.**

### July 4

#### TR Group enters Aussie market

TR Group is making its entry into the Australian market with the acquisition of Melbourne-based trailer rental company Semi-Skel Hire.

**It comes after many years of investigating the Australian market and fits with TR's ambitions to provide world-class service in renting and leasing trucks and trailers.**

### July 11

#### JOST NZ ready for business

German truck and trailer equipment manufacturer JOST has opened a brand new warehouse and office facility in Auckland.

**Located off the Auckland Motorway on Highbrook Drive, the business is situated in the growing business and commercial hub.**

### July 18

#### Napier Port share offer looks to raise $234m

Napier Port is seeking to raise between $204.3 million to $234m in its initial public offer (IPO) for a 45% stake in the company.

**It has also set an indicative price range of $2.27 to $2.60 per share for the offer with the first opportunity open for Hawke's Bay residents, ratepayers, port employees and certain iwi entities on July 23.**

#### InterCity renames

Transport and tourism company InterCity Group is renaming to Entrada Travel Group as it plans for expansion in New Zealand and Australia.

**The New Zealand-owned group has evolved significantly from its origins in passenger transport, with the InterCity brand established in 1987.**