THE VEHICLE DEALER'S NEWS SOURCE

autotalk

FEBRUARY 2020

.CO.NZ

ROD MILNER MOTORS REINVENTED

p8 - 10

DEALERS PREPARE FOR ESC CHANGE

p3-4

DAVIE MOTORS IN LINE WITH HOLDEN FOCUS

p11-12

GROWING TRADE WITH A BRICKS AND MORTAR APPROACH

p18-19

UK FOSSIL FUEL BAN A WIN FOR NZ

by **Richard Edwards**
Managing Editor

The United Kingdom's plan to ban fossil fuelled vehicles from sale by 2035 is a bold move, and one that has made big waves around the automotive world.

Sure, it followed similar statements from a number of countries, but none felt quite as bold or final as Boris Johnsons. Will it come to fruition as simply as it has been stated. Probably not. Will it happen in some form. Definitely.

What it will do is make it easier for little old New Zealand to climb the electric vehicle ladder. With its massive market, manufacturers will be unable to ignore the Brits plan to go electric, and will need to build for their tastes and right-hand drive. Those are two things that fit well with our market of course.

And then, from 2035, the import market will have a ready source of electric vehicles to access. Japan is not rushing to electrification, and with the new Leaf now a relative sales dud in its home market we will need to expand what we bring out of the United Kingdom to even remotely satisfy demand.

As you will see later in this magazine, our sister title *EVtalk* is hosting an electric and alternative-fuel transport conference next month on Waiheke, our own local 'electric island'.

ESC imminent

We are now just weeks from what was previously thought to be a devasting implementation of compulsory ESC, but things to date seem relatively quiet.

Yes, prices are set to rise, yes, stock is changing, but having spoken to a dozen or so dealers in the last week, none appear to be panicking or screaming that they will need to close the doors – as we usually see with drastic rule changes like this of the past.

Why? I suspect some are happy to get away from the old-stock, low margin situation the lack of any meaningful regulation change had caused. It is hard to make much on a $5000 car, and if prices rise a little so potentially does the profit.

The other aspect is how dealers hold stock these days. A 20% rise in the cost of vehicles no longer means the need to carry 20% more cash or debt, with the importer or their finance arm carrying the load. That lets dealers get on with what they do best, sell cars.

On vans, well sorry import market, but you are stuffed for a few years. Gone are the $15,000 Hiaces and NV350s. The new market is circling, with a few sub $40k models already on offer, ready to snap up buyers with their long warranties and tight finance deals.

EV's and Beyond

As you will see later in this magazine, our sister title *EVtalk* is hosting an electric and alternative-fuel transport conference next month on Waiheke, our own local 'electric island'.

I will be there hosting and running the discussion sessions. I have always hated going to this kind of thing and watching hosts soft-peddle those on the stage.

We want to bring our journalistic skills to the conference space and ask the tough questions on what will fuel the vehicles on our roads in coming years.

Plus we have some great speakers to give their own insights into the market.

I am back

Of course the last column I wrote for this magazine indicated I would be missing for a few issues while my wife **Sally** and I welcomed little **Maeve Edwards**. I am now, of course, back on deck and ready for a very busy 2020.

We have some big changes coming for our titles over the year. First is the return of the well-known and liked journalist **Robert Barry** to the Auto Media Group family.

DEALERS PREPARE FOR ESC CHANGE

With just weeks to go until small vehicles and vans without electronic stability control can no longer be imported into New Zealand, the mix of stock on many yards is already changing.

We spoke to a large number of dealers, and found many have already largely stocked their yards with compliant stock, with buying at the time of interviewing largely halted.

While most dealers appear relatively comfortable with sourcing passenger cars, vans seem to be the bigger issue - and likely to hit the market itself and the wider business community.

Auto Imports & Wholesale Masterton's **Lawson Hoggard** says he is concerned for dealers with vans.

"We have a pretty broad range of stock, and vans are going to be the hardest thing to cope with," Hoggard says.

"It's quite a big hit for some of these guys that specialise totally in vans."

Currently, about a quarter to a third of vehicles at Auto Imports & Wholesale have ESC.

He says prices have gone up 10 to 20%.

Talk of hybrids is getting Hoggard feeling one of two things – quite excited about the technology and quite worried.

"We currently have imported quite a few hybrids, just had one out on demo," Hoggard says.

"We're just buying basically what comes along – obviously offering a little bit more. We've been going 23 years, there's been a lot of changes throughout the time, and I guess with any business there will be changes."

B and Z Trades owner **Yao Bei** still has half of its stock without ESC, weeks away from the impending March 1 deadline.

However, he will no longer be ordering stock without it, and his supplier in Japan will be changing all their stock to newer cars with ESC.

"There will definitely be a price increase," Bei says. "Prices will go up around $3000 to $5000. We will have to check customer affordability."

B and Z Trades do not stock vans, focusing primarily on small, passenger cars.

Bei says the changes will probably make business a bit harder as the price is higher.

Craig McLeod of the titular Craig McLeod's Wholesales Cars in Hamilton says a third of his stock are vans, mainly Toyota Hiaces.

Only the newer ones will have ESC, meaning him and "every other man and dog" have been trying to import as many as possible before March 1, 2020.

"We can only stock up as much as you can, when they're gone, they're gone," McLeod says. "But the price is getting more expensive."

"Then I'll have to wait it out for two or three years."

McLeod is going to Japan in the weekend to see how many he can get. He thinks he may have enough Hiaces for six to eight months.

"There's a big market for them nationally," he says.

There will be a shortage of things that can't come in, like commercial vehicles, says McLeod.

The other two thirds at his dealership are a range of vehicles, from SUVs, to European and Japanese cars.

"That will be affected probably only 15%,"

Continued on page 4

Continued from page 3
McLeod says of those vehicles. “But for vans, it’s 100% of them.”

Zab Dost from Jap Imports Ltd says the new ESC rule has affected business. He had an audience of small and cheap cars.

“That audience will diminish,” Dost says. “Because we can’t import cars without ESC. So, we have to compensate by importing hybrids.”

Dost says he has been concentrating on hybrid cars, and out of the 55 cars on his yard only seven don’t have ESC.

“There’s safety and security dealing with hybrids. I am someone that follows rules and protocol, and I believe this is for the good,” Dost adds. “I don’t mind, all I have left is four to five cars to concentrate on. I find the change a really good one.”

Dost has four to five vans in stock, but just one does not have ESC.

“I’ll try find a buyer before the rule kicks in.”

Tauranga-based used car dealership Japan Direct director **Jamie Rose** says from his point of view, the change is positive for the car industry.

“We’ve adjusted our model and we can sit tight until there’s a big shakeout,” Rose says. “For certain dealers, undoubtedly there will be a few closures, a lot of closures, because of ESC.”

He says there are not that many dealers in Tauranga in the used cars market.

“Anything that reduces competition is better for dealers that want to stay long-term.”

Rose says the new ESC model will say goodbye to anything under the 10 grand price bracket, except for vehicles with a higher mileage.

At the moment, Rose is hesitant about going hybrids, as his team find that. That they are very slow to sell.

“Hybrids will only sell once, there’s no other option in those popular price points. For us, it just means we’re more than happy to sell $12, $13, $14,000 cars.

“Six, seven thousand – there’s not much point selling that kind of car, there’s no margin.”

“You have to ease into hybrids. Auckland is a bigger city, hybrids are easy to buy at a reasonable price and km, but until the whole market switches off – when people say “I don’t want a Tiida, I want a Prius,” then that’s when they will really start to sell as opposed to being a forced purchase.”

At the moment, Rose says about half of his yard has ESC. He doesn’t have vans, just the small, little cars.

“The one we are going to miss is the Serena van, it’s a popular people mover,” Rose says.

He says it’s whether the customers will spend the extra thousands of dollars for an alternative.

“You won’t turn a $5000 car customer into an eight or nine grand customer.”

He says the used car industry will become a bit harder as the price is higher. For him, it’s hard to say how much, but when regulations like this happen, prices do go up “quite a bit.”

However, it is a highly competitive market place, so people won’t be placing extremely high bids, Rose says.

Because no one will have any Mazda Axelas and Nissan Tiidas, they will go straight away.

As for Aquas and Priuses, Rose says those margins are still highly constrained and won’t increase in those particular vehicles until more of New Zealand are after those cars.

He has been buying a mixture of ESC and non-ESC cars before March 1, 2020 from his supplier.

“The new cars coming in have different technology and are more modern cars,” Rose says. “Hopefully people will accept the different technology and upgrade from their Tiidas.”

AUTOTALK ACKNOWLEDGES THE SUPPORT OF OUR FOUNDATION **SPONSORS:**

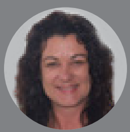
autotalk

AutoTalk Magazine and autotalk.co.nz
are published by Auto Media Group
8/152 Quay Street, Limited.
P.O. Box 10 50 10, Auckland City, 1030.
Ph. 09 309 2444

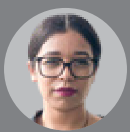
MANAGING EDITOR
Richard Edwards
021 556 655
richard@automediagroup.co.nz

ASSISTANT EDITOR
Geoff Dobson
021 881 823
geoff@automediagroup.co.nz

JOURNALIST
Sophia Wang
021 240 2402
sophia@automediagroup.co.nz



BUSINESS MANAGER
Dale Stevenson
021 446 214
dale@automediagroup.co.nz



RECRUITMENT SPECIALIST / PRODUCTION
Fran Da Silva
021 933 279
fran@automediagroup.co.nz

GROUP GENERAL MANAGER
Deborah Baxter
027 530 5016
deborah@automediagroup.co.nz

PUBLISHER / CHAIR
Vern Whitehead
021 831 153
vern@automediagroup.co.nz

Annual subscription: $84 + gst ($96.60)

Printed by: Alpine Printers.

SEAN STEVENS APPOINTED NEW VINZ CHIEF EXECUTIVE

Acting Vehicle Inspection NZ chief executive **Sean Stevens** has been confirmed as the permanent leader of the company.

As CEO, Stevens will focus on continuing to grow the business in its key areas of in-service inspection testing, entry certification and innovative solutions for its customers.

He is also charged with seeking out strategic partnerships and opportunities to expand VINZ while ensuring the company provides industry-leading service to its customers.

He has been acting in the chief executive role since August 2019 when former CEO **Gordon Shaw** stepped up to an international role within parent company Optimus Group.

Gordon Shaw, Sean Stevens and Euan Philpot

Stevens joined VINZ in August 2015 and was formerly GM Operations and Delivery. He has an extensive automotive industry background having held roles with Ateco and Continental Car Services before joining VINZ, initially as national manager – delivery.

Euan Philpot, director VINZ says, "Sean has led VINZ's operational delivery in a time of change and growth and we know he has the necessary skills to continue to guide the company's growth as an Inspection Organisation."

VINZ was established in 1995 and has been a certified Inspection Organisation by NZTA and its predecessors to provide inspection services for over 24 years.

VINZ employs 200 staff, comprised of full-time, part-time and casual employees. VINZ has testing stations and used vehicle entry compliance inspection staff and facilities in Auckland, Hamilton, Tauranga, Palmerston North, Lower Hutt, Nelson, Christchurch, Timaru, Dunedin and Gore.

automedia

autotalk.co.nz
autotalk.com.au
transporttalk.co.nz
futuretrucking.com.au
evtalk.co.nz
evtalk.com.au
wheeltalk.co.nz
identicar.co.nz

Make the right move

Drive your business further with a real alternative financing partner, drawing from **over 40 years' experience** in this market.

Do the comparison	CFS
Dedicated customer conversion team	✓
Fast online bank statement collection	✓
Secure online e-contract signing	✓
Approved in under two hours & paid the same day	✓

How do you know **you need CFS** as your non-bank lender? By taking our test:

- ☐ I don't get any "2nd tier" business
- ☐ I have a broker for all of that
- ☐ I want to make more than $500 on a finance deal
- ☐ I'm busy doing everything else, I don't have time for non-bank finance
- ☐ I want to grow my sales and F&I performance
- ☐ I need training on non-bank finance

If you answered yes to any of these, then **give us call!** You could be missing out on a $1bn market opportunity.

0800 88 2000 | cfsfinance.co.nz

ROD MILNER MOTORS REINVENTED

Rod Milner

Rod Milner is on a new track.

The managing director of Rod Milner Motors in Greenlane is evolving his business after 57 years in the automotive industry and not yet considering "sitting on the couch watching TV".

Darren and Rod Milner

Indeed, he's taking a change of direction while planning to remain in the job as long as possible.

"I intend to stay as long as it suits me and I get a reasonable earning from it."

Milner has his 4683 square-metre multi-use zoned Rod Milner Motors site at 580 Great South Road on the market and plans to set up shop in South Auckland where he will concentrate on his mobility vehicle specialist business.

"You have to think ahead and look to the future," Milner says. He hasn't had the right offer for the site yet, which he reckons could house 160 apartments.

"It's what this area needs – hubs with high density housing which take more cars off the road."

That's probably a bit ironic considering he's been selling cars most of his life, including more than 37 years as Rod Milner Motors.

And no doubt many other vehicle dealers are weighing up selling their valuable Auckland sites for similar apartment projects, most allowing for an integration with commercial uses, as the value of land in and around the city rises.

Milner says his site is just too valuable to remain as is, with a government valuation around $17.5 million.

"We've had interest in it," Milner adds.

He would like a property twice the size in South Auckland, mostly under cover. "We need a warm and comfortable environment for our disability clients," he explains as part of his aim to put more into that side of the business.

Milner has developed a niche market in providing vehicles and services for people with disabilities – which came about more by accident than design.

His wife, **Lee**, had breast cancer and he struggled to find suitable transport for her while she was in a wheelchair.

After her death, Milner saw some vehicles in Japan which he thought would have been ideal.

Realising the shortcomings in the quantity and quality of vehicles available for the disabled, Milner imported more and established a workshop to install the hydraulic ramps, controls and other parts needed.

That side expanded rapidly and is one of six aspects to Milner's business.

"We have a used trading side [mainly imports from Japan], a new car division [from the United Kingdom], a fabrication and modification division, mechanical workshop and property and rental divisions – all operating independently."

Family members are helping with the running of it all.

Son **Darren** – one of two children from Milner's

Continued on page 9

The Rod Milner Motors property in Greenlane is likely to be used for high density housing

Continued from page 8

marriage to Lee – is the general manager and oversees day-to-day operations.

Reflecting on his long career in the industry, first training as a salesman at Hauraki Plains Motors and becoming a salesman at 18, Milner is proud of what he has achieved, particularly in setting up New Zealand's Japanese vehicle import market.

In that regard, he was the founding chairman of the Licensed Motor Vehicle Dealers Importers Association - a forerunner of the Imported Motor Vehicle Industry Association (VIA).

Commenting on recent developments around the VIA which confirms it will close its Mount Wellington office at the end of February to help reduce operating costs, Milner says there are "too many people who don't pay to get its services".

He still contributes $100 in monthly membership fees.

"I started it on September 8, 1989. It's still OK and is cutting its cloth to fit. The VIA remains respected by the government with **David (Vinsen)** and **Malcolm (Yorston)** as its spokespeople."

In VIA's earlier days, it was mainly run from Milner's office where he says he did the job for three-and-a-half years until Lee became ill and he resigned in 1992.

He subsequently received many awards for his work in the field. Milner admits the work cost him financially but proved very rewarding in other ways.

VIA and Milner also feature prominently in historical records of the trade in New Zealand, particularly the book *From the Rising Sun to the Long White Cloud – the history of used car importing in New Zealand* by **Jackie Russell**.

Milner believes the VIA fulfills an important role in its relationships between the industry and the government. "And it can bring in expertise when needed."

He is willing to offer his own services "at the drop of a hat" where required and says others like **PJ Johnston** also have valuable experience to offer.

One of the biggest challenges facing the automotive industry this year is the electronic stability control (ESC) requirement from March 1 for all light vehicles entering New Zealand, Milner says.

He says that will impact on

Continued on page 10

Continued from page 9

his own business as many vehicles (mainly vans) needed for disability services don't have ESC.

The VIA does have a list of what vehicles are likely to be fitted with ESC.

Renowned for being innovative, Milner says the industry needs to keep on top of the many changes taking place.

He says more business is now coming via the internet and social media, while those in the trade have to look to the future.

Dealerships are changing and more lower and zero emission vehicles are being produced to help counter climate change and comply with stricter emission standards and rules in key overseas cities.

While Milner sees electric vehicles gaining popularity, he says it's still difficult to get electric vans that he needs at the right price and that where their batteries usually sit is often part of the rear end that needs remodeling to suit clients.

He believes hydrogen should be a fuel of the future.

Milner enjoys following scientific developments and is interested in research and development in a variety of fields.

He's even got a small, magnet powered machine in his office which removes airborne radioactive isotopes from the home or office.

In spite of some health concerns in recent years, Milner aims to be around and active for a long time yet.

DAVIE MOTORS IN LINE WITH HOLDEN FOCUS

Holden New Zealand has announced a renewed focus on SUV and LCV models, consisting of Trax, Equinox, Acadia, Trailblazer and Colorado.

Davie Motors Holden in Manukau, Auckland is among one of the first Holden dealerships in the country to upgrade its facilities to align with this direction.

"Davies is a true icon in Manukau with literally thousands of cars sold and serviced since it opened," Collett says. "Davies is a real destination in the Auckland market, with customers that have purchased cars here time and time again."

"We now have a fantastic retail environment for our customers to enjoy," dealer principal **Andrew Collett** says. "The product displays are first-class."

"The upgrade was comprehensive with new signage, new furniture, as well as new internal retail displays. We are now fully up to date with Holden's latest corporate image."

Collett says the team at Davie Motors Holden are "fantastic," and this next phase will have him continuing to strive to make Davies a great place for both

Continued on page 12

Continued from page 11

employee and consumer.

The showroom no longer has any desks, which Collett says is one of the main changes.

"One of the main points of the upgrade was to create a desk-free environment for our customers whilst they explored our products," Collett says.

"Our showroom now is free of desks, we have implemented a paperless sale process, the displays look fantastic and we have modern new furniture to sit down and talk business with customers."

At Davie Motors Holden, the salespeople and customers have said they are enjoying the new environment.

The Holden initiative aligns with the Commodore's axing, as well as the Astra. Holden interim chair and managing director **Kristian Aquilina** says this comes as a result of "decisive action to ensure a sharp focus on the largest and most buoyant market segments".

Holden's SUV and ute range accounted for over 76% of the company's sales last year.

Davie Motors Holden has been in business for 65 years.

"Davies is a true icon in Manukau with literally thousands of cars sold and serviced since it opened," Collett says. "Davies is a real destination in the Auckland market, with customers that have purchased cars here time and time again."

Collett has been at Davie Motors Holden for almost three years. He previously served as a national sales manager dealer principal for opposing brands. He also has a strong fleet sales background.

AUTOCITY BACK HOME AFTER FIRE

The AutoCity New Plymouth service department is back open for business at its Molesworth street location.

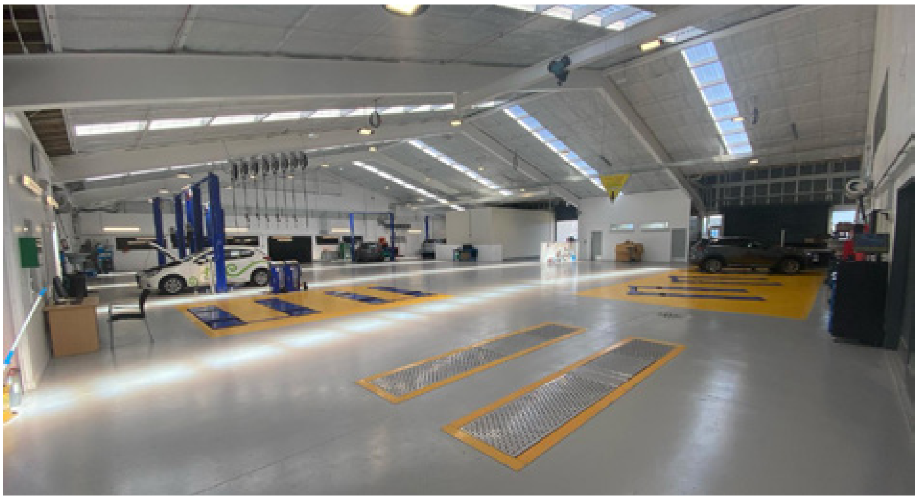
For 18 months, the department has been based in a temporary premises, which Holden and Mazda service manager Brian Heron says was "tough."

"Thanks to all my loyal, dedicated and hard-working service team to help make this happen," Heron said in a LinkedIn post.

The Molesworth Street Max Pennington's AutoCity building suffered from a fire on August 29, 2018.

Firefighters were alerted to the blaze at about 9:30pm.

Black smoke appeared to be coming from the workshop area, then extending through to the showroom.



Dealer principal **Daryn Pennington** told *Stuff* at the time the premises suffered extensive smoke and water damage.

The blaze was brought under control by 10:30pm.

Senior station officer **Jason Crowe** told *Stuff* that the early indicators pointed at a vehicle starting the fire at the time.

NEW PARKING PITCHED FOR CAR TRANSPORTERS

New road designs and safety features are being planned to better accommodate car transporters along Auckland's Great North Rd, home to some of the largest dealerships in the country.

Auckland Transport spokesman **Mark Hannan** says plans are still in the "very early stages" and public consultation on the designs is expected to begin in April with construction set to start at the end of 2020.

"At this point, Auckland Transport is concentrating on Great North Rd which is the major concern for issues with car transporters.

"In time, we will be doing similar work on other arterial roads where car transporters operate.

"As part of providing traffic lanes, bus lanes, bike lanes and footpaths the design incorporates loading zones for vehicles including car transporters.

"Safety features incorporated into the design include raised tables at side roads to manage vehicle speeds and more signalised pedestrian crossings along Great North Rd.

"We are also looking at removing the flush median on the road which will stop the unsafe practice of trucks unloading in the middle of the road," Hannan says.

Auckland Transport says it's received a number of complaints about trucks parked illegally in the area.

Auckland Transport parking services and compliance group manager **John Strawbridge** says the council is "worried about safety issues with transporter operators working around caryards particularly in Grey Lynn and New Lynn.

"Many of these caryards have been there for years and were built without conditions around loading and unloading transporters.

"We have issued tickets but the fines aren't stopping the operators parking illegally, we need to find an answer to this problem.

"We have already put in some special loading bays on side streets but many of the transporters are too long to navigate these side roads. We have to support these businesses but we need to make sure they're operating safely."

In the long term, the Grey Lynn end of Great North Road will be completely re-designed and the needs of pedestrians, bike riders, motorists and local businesses will all be under the spotlight, Strawbridge says.

In 2019, 82 tickets were issued to car transporters for parking violations along Great North Rd. This included 56 infringements for parking on broken yellow lines with a fine of $60 and 26 infringements for parking on the flush median with a fine of $40.

Carr and Haslam Transport director **Chris Carr**, whose company specialises in the transport of vehicles, says he hasn't seen any final proposals yet.

"Great North Rd, at the city end, is a highly concentrated vehicle dealer zone.

"The dealers are the residents of that area, and they need to be respected as residents who contribute heavily to the commercial landscape of Auckland," Carr says.

'Some of New Zealand's largest dealers are in that zone, and they have invested heavily in a commercially zoned area.

"Road design needs to cater for their needs, and other users, but not to the exclusion of the commercial residents.

"We have some concerns that the reduction in road space does not provide safe options for motorists, or pedestrians and cyclists.

"We hope that the consultation process is driven by logic and good practice," Carr says.

Giltrap's head of communications **Shaun Summerfield** says the company, which owns several dealerships in the area, is talking with Auckland Transport about the issue and will be taking part in consultation.

He says Giltrap is only one of a number of large dealerships in the area alongside Toyota, Ford and Mazda, and the company is committed to operating safely and being "a part of the community".

Summerfield says the new Botany dealership where pre-delivery inspection can take place is also helping reduce a large number of vehicles to its Great North Rd sites.

Meanwhile, Toyota NZ marketing manager **Morgan Dilks** says the company won't be taking part in consultation directly, but its transporter Car Distribution Group will be doing so.

EVS AND BEYOND SET TO BREAK DOWN OUR ELECTRIC FUTURE

AutoTalk's sister publication *EVtalk* is set to hold its first conference next month, focussing on the role electric vehicles and alternative energy solutions have in New Zealand's future.

The exclusive event is being help on Waiheke Island on March 16 and 17, in association with Drive Electric, Intelligent Transport Systems NZ, and Electric Island Waiheke Trust.

In a unique format, many speakers will take part in question and answer sessions moderated by Auto Media Group editorial director Richard Edwards.

A broad array of speakers has been confirmed, from the political, scientific and commercial sectors – all important in playing their part in developing the use of future transport technologies.

Both the government and opposition will be given the chance to pitch their plans on how New Zealand can move away from fossil fuel-based transport.

Other speakers will cover topics as broad as future new and used vehicle availability, infrastructure, electric ferries, trucks and bikes, a shift to multi-nodel mobility as a service, automated transport, hydrogen and energy resilience.

In a unique format, many speakers will take part in question and answer sessions moderated by Auto Media Group editorial director **Richard Edwards**.

"The idea of these sessions will be to challenge and probe the speakers on the real story behind their area of expertise, and to balance the often differing positions on what the future will bring.

Auto Media Group publisher, and one of the founders of Waiheke's Electric Island group, **Vern Whitehead**, is excited to bring the event to the Hauraki Gulf.

"Waiheke has been at the forefront of the EV movement in New Zealand, and is the ideal place to test, expand and use electric transport options," he explains. "It makes the ideal place to discuss and develop the future of electric transport for all of New Zealand."

Sponsors for the event include YHI Energy, Autohub, ChargeNet, GVI and Laser Electrical.

Registration includes access to the two-day conference, along with food and beverages (excluding dinner) over the two-days.

Ticket cost is $450 + GST and can be purchased **here**

If you have any further questions, don't hesitate to contact Deborah Baxter, event co-ordinator on **027 530 5016** or **deborah@automediagroup.co.nz**

EVs and Beyond

EVTALK'S INAUGURAL CONFERENCE

co-hosted by Drive Electric & Intelligent Transport Systems NZ

PLATINUM SPONSOR: ENERGY YHI BATTERY • SOLAR • STORAGE • EV CHARGING

GOLD SPONSORS: AUTOHUB FORWARD TOGETHER; FUSO We look after our own

SILVER SPONSOR'S: charge.net.nz; Laser; GVI electric; POLARIS COMMERCIAL SG EQUIPMENT LTD

ELECTRIC VEHICLES AND BEYOND – The Conference

A two-day conference on the role of EVs and the development of alternative energy solutions for New Zealand.

Brought to you by NZ's Number One news source for electric, intelligent and automated transportation - **EVTalk magazine and news website** - in association with Drive Electric, Intelligent Transport Systems NZ, and Electric Island Waiheke Trust.

Waiheke Island Resort
March 16 and 17, 2020

Some exciting topics we will be covering over the two days:

- NZ Vs The World - What the world is doing and what NZ is doing - Is it enough?
- Election year special: The Government and Opposition policies and view on EVs and Beyond
- Progress with EV uptake in NZ-New and Used import vehicles
- Charging for Fleets and EVs in general – Removing the obstacles to uptake
- EVs – More than just cars – progress with other forms of electric mobility – Ferries, Ebikes, Scooters, Heavy Transport
- Enabling alternative forms of mobility – Multi-modal MaaS – Car and Ride Sharing
- Automated transport – reality or pipedream
- Hydrogen – sideshow or main event? Panel discussion
- Developments in EV charging and Batteries in EVs and Homes – exploding the myths
- A look into what the future will be – for Waiheke and communities throughout New Zealand
- Tomorrow's Energy today – towards resilience
- Announcement of Auckland Council's financial initiatives

A new 'super store' located in Manukau City, Auckland

GROWING TRADE BUSINESS WITH A BRICKS AND MORTAR APPROACH

Geoff Dawson

In spite of increased consolidation and digitalisation in the global automotive aftermarket business, Bapcor Group remains committed to expanding its branch footprint within the New Zealand market to better service its customers.

The company operates from more than 80 locations in New Zealand and 2019 revenue exceeded $200 million.

For those people unfamiliar with the Bapcor Group, it is a solely trade focused automotive aftermarket supplier which owns brands such as BNT, HCB Technologies, Autolign, Diesel Distributors, JAS Oceania NZ, The Shock Shop, Truck and Trailer Parts (TATP), Battery Town, and Precision Equipment.

The BNT brand is a general supplier of parts and sundries to the automotive aftermarket, HCB Technologies and Battery Town specialise in replacement batteries for all vehicle types, while Truck and Trailer Parts (TATP) are specialists in heavy commercial vehicles.

The Autolign brand focuses on suspension and under car parts, while JAS is a specialist supplier of automotive electrical and electronics. Diesel Distributors supplies diesel injection and electronic parts to passenger and heavy commercial repairers while Precision Equipment focuses on the supply and installation of workshop equipment from the Rotary and Summit brands.

In the past 18 months Bapcor Group has opened eight additional branches across New Zealand in an effort to get even closer to the customers and meet their requirements.

It has recently co-located BNT and Truck and Trailer Parts (TATP) to new super stores in Manukau and Christchurch. It has opened new BNT stores in Silverdale,

Continued on page 19

Continued from page 18

Cambridge, Taupo, Tauriko, Fielding and Upper Hutt, and also relocated to a new Autolign store in Manukau. BNT Mount Maunganui has been relocated to a new site and the BNT Whakatane and Whanganui sites were expanded to accommodate an increased TATP commercial parts presence.

"We will continue to expand our footprint, particularly where we see a gap in the market where one of our brands ought to be, we will actively seek out a suitable site for that to happen, to ensure we can best service the needs of our customers," Bapcor New Zealand group marketing manager **Geoff Dawson** says.

"We are purely trade focused, we've never entertained the idea of being a retailer, and thanks to our group of specialty businesses we have a very comprehensive offer to the aftermarket," he says.

"Our customers like the ability to walk into any of our branches and know that there is a trusted advisor behind the counter who knows what they are talking about. Our customers value the experience of talking to like-minded people with the technical knowledge to assist them.

"Because of the brands specialisation we can offer a solution to every part of the automotive sectors, and we are continually looking at emerging technology from a product perspective, bringing new ranges to market so we can satisfy customer requirements.

"We are continually evaluating New Zealand car parts because the challenge for the automotive aftermarket is to satisfy the needs of second-hand imported vehicles from Japan.

For example, there may be 10 imported units of one model which takes a unique set of brake pads, and while we will do our best to stock such items, sometimes it's not always possible.

"However, thanks our access to global suppliers we can normally get unique parts sent quickly."

Dawson also points out that the Bapcor Group recognises that there are different needs within the automotive aftermarket and the company endeavours to cover all aspects and price points to meet the needs of its customers.

In 2019 Bapcor expanded its own brand activity with the introduction of Ultima shocks, a widened Trans pad range, Motorgear timing kits and water pumps and the Superiol lubricants range.

The company also extended its range of products in the engine, steering, suspension, and electrical categories.

"We cater to premium service centres who want the best products for their customer's vehicles but we've also catered to the mid-tier by introducing good-quality products but at a lower price point to allow workshops to more easily and affordably service older cars," Dawson says.

Bapcor NZ has further shown its commitment to the trade through its financial support of the Auto Super Shoppes Automotive Academy, which seeks to provide a pipeline of skilled and technically-equipped graduates to the automotive industry.

PROVIDING MORE X-FACTOR FOR THE FORD RANGER WILDTRAK

Retro Vehicle Enhancements (RVE) has decades of experience in developing and producing high-quality accessory packages to enhance and personalise popular mass market vehicles.

Established in 1968 and formerly known as Auckland Auto Trimmers, RVE is a family-owned and operated design company that creates products and packages for popular vehicles that go above and beyond the mainstream constraints of mass production.

RVE is a “one-stop-shop” which designs, consults, develops and supplies unique packages to vehicle distributors and dealerships.

Recognising that the top-spec Ranger Wildtrak has been a phenomenal success for Ford New Zealand, RVE challenged itself to make the best-selling ute, better.

The X Package for the new Ford Ranger Wildtrak ute was developed by RVE to add passion to enhance this vehicle beyond the mainstream offering, by creating a personal statement for the owner.

The Wildtrak X package includes 20-inch wheels and all terrain tyres, the X grille with LED driving lights, the colour coded Sport flares on the wheel arches which are a unique RVE design and the exterior decal kit for $8,299 including GST.

Further options which were fitted to the Wildtrak X demonstration vehicle included a two-inch suspension lift kit, tinted windows, extended aluminium sports bar, Monza style sport seats for the driver and passenger, a removable bed-rug premium bed liner, custom ROC fitted rubber mats, and a remote electrically-operated tray cover.

RVE managing director **David Stanners** says the X package offers Wildtrak buyers a subtle point of difference from other available aftermarket options. He is particularly proud of the design of both the tray cover and sports bar which allow the fitting of bike or ski racks, yet still allow easy access to the ute bed.

Driving impressions

We’ve driven many utes fitted with a bigger wheel and tyre combination and often it results in a degradation of the factory supplied ride quality and handing of the vehicle.

However, there is very little tyre roar from the 285/50R 20-inch Goodyear All Terrain tyres fitted to the Wildtrak X, the steering response is still very crisp and sharp, and the comfortable ride quality and confident cornering ability remains even with the lightly modified ride height.

There’s obviously been a lot of work carried out by RVE to maintain and enhance the integrity of the Wildtrak’s factory dynamics without sacrificing ride comfort and safety. The Wildtrak X might look a bit more intimidating but from behind the wheel it’s pleasant to drive and has lost none of the performance of the standard vehicle.

The rear view from the driver’s seat is not diminished by the sports bar, and being able to remotely open and close the cover of the bed at the click of a button is very useful when you have your hands full of shopping or other items to drop into the tray. It also facilitates secure storage for those valuable items that you want hidden out of sight.

One size doesn’t fit all, and while we can see the X package meeting the needs of many discerning Wildtrak owners, no doubt there will be other buyers who want something a bit more extreme. They needn’t worry, because RVE can help with that too.

SMART DASH TOP BOX IDEAL FOR CLASSIC CARS

The people at OEM Audio have outdone themselves.

New for 2020 is the VCB100, the smartest dash top box ever, making Android Auto or Apple CarPlay possible with any vehicle fitted with an FM radio or AUX input with 3.5mm audio plug.

It's ideal for those vehicles where there are no replacement head units available or perhaps where the CD player has failed.

Think of all those classic models that could benefit from this cool interface.

The seven inch or 180mm screen has great definition and Apple CarPlay and Android Auto means voice control will save you getting nabbed by the law.

VCB100 comes with most fitting needs and mounts easily on dash so no specialist installation work is required.

Basically, once mounted the unit connects to your existing car audio via Auxiliary input [3.5mm mini jack] common since the mid-1980s.

Or you can use the FM broadcast radio with a pre-set channel. In fact, even an old knob tuner could do the job.

This compatibility means it would be hard to find a car the VCB100 won't fit.

Even vehicles without cupholders should be suitable as long as the FM radio works.

Then the world is your oyster with access to Google Maps or Apple Maps, Waze, Spotify, streaming radio and all sorts of other hands-free apps with your mobile synced to the unit.

Whatever your mobile does for you can now be done legally in your vehicle.

With a cost of $499.00 you won't need to touch your mobile or wear earbuds or headphones when you drive. Cost covered by not getting those fines.

Got to be the safest piece of kit to come to the market in years.

For more information going to **https://oemaudio.co.nz**

MITO LAUNCHES NEW EV PROGRAMME

A new programme providing practical skills and knowledge to work with electric vehicles has been released by New Zealand automotive industry training organisation MITO.

The Working Safely with Electric Vehicles Micro-credential (Level 4) allows those to work safely and effectively on or around hybrid electric and battery electric vehicles or machines.

"With increasing numbers of electric vehicles on New Zealand roads, it is vitally important that those working with them have a fundamental understanding of any EV's high voltage systems in order to mitigate the risk of severe electric shock and to ensure they are able to remain safe in their work," MITO chief executive **Janet Lane** says.

Janet Lane

"After the release of MITO's New Zealand Certificate in Electric Vehicle Automotive Engineering [Level 5] programme in early 2019, we're pleased to be able to provide an introductory programme available to all those employed in the automotive industry – not just qualified technicians.

"This micro-credential will be of particular benefit to employers given the accessibility of the programme to those employees who may not carry out service, diagnosis and repair work on EVs, but may still work on them in other capacities such as accident and collision repair, grooming work, or wheel alignment."

The programme includes a mix of practical training and assessment to ensure learners gain safety-critical hands-on experience. It also includes eLearning, allowing course takers to complete theory elements at their own pace, with access to videos, learning activities and assessments.

Micro-credentials certify achievement of a specific set of skills and knowledge and are approved by the New Zealand Qualifications Authority.

The Level 4 micro-credential programme is expected to take two months to complete.

Visit **mito.nz/evmicro** to enrol, or phone 0800 88 21 21, email **info@mito.org.nz** for more information.

CRAWFORD'S CASE

OUR GROWING ENTHUSIASM FOR ELECTRIC VEHICLES

Last year more than twice as many Kiwi car buyers turned to vehicles with some form of electric power than in 2018. That's a massive jump in any market and clearly indicates that electrified vehicles are now becoming a viable option for a growing number of us.

For the point of clarity, I use the term "some form of electrification" to cover (non plug-in) hybrids in addition to plug-in hybrids and pure EVs (BEV).

Last year, nearly 9000 new vehicles powered by some form of electrification were sold here. That's more than double the previous year when fewer than 4000 were sold.

So, what's led to the sudden spike in consumers turning to electric? In my view, much of it is driven by improvements in technology, better pricing, and a big jump in the availability and range of electrically powered options in the past year or two – from hybrid to plug-in hybrid electric to battery electric.

There are now 16 different pure EV models available in New Zealand and this has helped to fuel increasing affordability across a whole range of makes and models. Probably the biggest drawcard, however, has been the arrival of the long range EV battery.

Last year's sales data confirms that the biggest selling models were those that had a driving range of 400 to 450 kilometres between top ups and were reasonably priced at just below $80k. More than half the EVs sold last year were two models – the Tesla 3 and Hyundai Kona – both these go at least 400km on a single battery charge.

Understandably, most of us want to use our EV in the same way that we would use our petrol vehicle – filling up when the tank's near empty instead of plugging in each night or being confined to short stints in between roadside charging stations. It's simple convenience and lifestyle.

And as more makes and models with longer battery life come on stream we can expect to see continued growth in popularity.

However, in all this, the shining stars of the electrification of the car market remain petrol hybrids. Last year 5883 petrol hybrids sold in New Zealand compared to 2140 the year before.

Compare this to the plug-in petrol hybrid which made a modest gain - 926 were sold last year, up from 703 the year before, while total electric jumped from 768 in 2018 to 1881 last year.

This is telling us that, looking towards the future, we won't be confined to one type of electric technology. New car buyers are looking for fuel efficient options that will reduce their running costs, suit their lifestyle, help reduce their carbon footprint and are affordable – in whatever form.

It's clear petrol will be with us for the next few years at least. But already the hybridisation of engines in various forms combined with increased fuel efficiency, means we can continue to reduce emissions in our new vehicle fleet.

As a country, our small market size means we have minimal ability to directly influence manufacturers but we're a fast technology adopter and we can closely follow progressive regions, such as Europe.

This is already reflected in our emissions. Last year's drop in emissions of 2.6% was our biggest single year drop in emissions from new vehicles since 2012. Overall, emissions have reduced from 220.7 grams per km in 2006 to 174.4 grams per km in 2019.

That adds up to an overall drop of 21% since 2006 when the MIA began annual recording of average emissions for new vehicles as they enter the fleet. Not bad given the change in buying habits for more utes and SUVs.

All this leads to the conclusion that the accelerating rate in the reduction of greenhouse gas emissions from the new vehicle fleet calls into question the need for the Government to introduce its proposed clean car policies.

We seem to be heading in the right direction as a fast follower of technology.

However, if the Government feels the need to introduce policies to support the reduction in emission then the proposed clean car discount is all that is needed.

Quite frankly, the fuel economy standard will achieve nothing other than generate an unwanted tax and will inevitably distort the market.

EMPLOYEE EVALUATIONS: CAN SELF-EVALUATION MAKE THE DIFFERENCE?

While employers generally monitor employees' performance throughout the year and provide feedback, mentoring and coaching during that time, employers are also responsible for conducting an employee appraisal, which is usually done at least on an annual basis. Followed up with informal catchups twice or three times between.

Great managers will tell you that employee reviews are critical for having happy and productive employees. Employees need to know what their strengths and weaknesses are if you want them to grow and stay.

The appraisal allows the employer to summarise the employee's performance, gauge job satisfaction, as well as prepare for the future.

Employee self-evaluations may or may not be a part of your company's performance appraisal process.

If it isn't you should consider adding an element of self-evaluation to the appraisal process you conduct with your employees.

Employee self-evaluation helps focus the performance appraisal on improvement and encourages open discussions since it gives employees the opportunity to express their thought, concerns and questions about their own performance.

For self-evaluations to be effective, employees must believe that you will appreciate honest responses and that you'll not use their responses against them.

When this level of trust exists, the process of appraisal performance becomes a partnership between you and the employee.

Employees who feel that they are an integral part of managing their own performance are less likely to respond defensively to your appraisal and more likely to take a proactive approach in their own development.

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

Steps to incorporate self-evaluations

Have employees begin evaluating their own performance well before the performance appraisal discussion takes place.

When you meet with employees to discuss self-evaluations, you should complete the following steps:

Explain self-evaulation

Tell your employees exactly what you want them to consider during self-evaluation. You might want them to think about more than whether they accomplished the goals established in their performance plan.

You might also want them to think about possible goals for 2020 and their career objectives.

- **Encourage self-reflection** - Allow the employee to tell you what they think they do well, and what they think they need to work on. It can not only help your employee learn the value of self-assessment, but also show them how much you value their opinions.

Make sure they know they are number 1 and the customer is number 2

Provide appropriate paperwork

Be sure your employees have the necessary paperwork to complete self-evaluation. You should give them a copy of their job description and a performance plan if they have one. You also need to give them an appraisal form to complete.

Explain how self-evaluation affects the appraisal

You must determine in advance how you'll use the employee's self-evaluation. It can be used as one source you use to develop your own appraisal, or have the employee complete their appraisal and compare with yours.

Tell them how it works and the benefits for them.

Set a completion deadline

It is important to set a completion date for the self-evaluation, so you have a chance to review it before the appraisal discussion. Reviewing the employee's self-evaluation allows you to use it as a resource in your own appraisal if you choose. Then, you will be aware of any discrepancies between the two documents, and you can prepare to address these differences in the appraisal discussion.

Make it safe

- **Two-way feedback** - Give feedback to employee about the areas in which they are excelling and also need work on, but also give them the opportunity to give you feedback on what you excel at and need to work on.
- **Timing!** - When conducting employee evaluations, you should try to make sure you do it within a

Continued on page 25

NEW NELSON KIA DEALERSHIP OPENS

MTA MATTERS

A new Kia dealership has opened up in Nelson, in a new stand-alone location.

Kia Nelson sits at 190 Rutherford Street, closer to the city centre but also serves those from its expanding suburbs of Richmond and beyond.

"It's great – a really nice facility and something we have been working towards," Kia Nelson dealership principal **Alan Kirby** says.

"The development has given us a separate, stand-alone dealership for the first time, and we are delighted to be in our own premises, with all the space and modern facilities that our customers expect and appreciate."

Kirby says the decision to build the new Kia facility in Nelson was driven by Kia's brand and the investment being made by Kia Motors to grow its business in New Zealand in recent years.

"We are fortunate to be aligned with New Zealand's fastest-growing franchise and who knows where they will be in another five years," Kirby says.

"The opening of our new dealership just as the Seltos has gone on sale has been exceptionally well-timed – it's created a lot of attention and is well-deserved."

The redeveloped site is now home to a six-vehicle showroom with a modern lounge for customers. It also includes a designated area in the centre of the showroom where specialist displays are reserved for hero cars in the Kia line-up.

A new service centre, part of the upgrade, allows technicians to attend to five vehicles at the same time.

The new Kia Nelson site is preparing for an expansion of electric vehicles in the future, after Kia Motors announced a plan to develop its EV range.

"The electric future is exciting," Kirby says. "People in the Nelson/Top of the South region are big supporters of the environment and we have quite a strong demand for electric cars – our local

mayor drives a Niro EV."

Kia Motors New Zealand managing director **Todd McDonald** says the Kia brand has been under-represented in the top of the South Island.

"Through the hard work of the Nelson team, we are now seeing a new era of brand representation," McDonald says.

"They are an enthusiastic and very customer-oriented team, who reflect the philosophy and highly professional approach of Kia Motors.

"The opening of the new dealership is certainly cause for excitement for Kia customers in the region."

Continued from page 24

few weeks of their anniversary. It is easy to get sidetracked, but these evaluations are a priority!

- **Encourage venting** - Give the employee the opportunity to address any comments, concerns, or suggestions that they may have.
- **Be straightforward with negative feedback** - Give constructive criticism, it's not always easy, but it will help everyone in the long run.

The prime objective

The prime objective of your review is let them know you care, set goals and plan development.

Two-way feedback is essential today because we can't do this alone - you need the team firing on all cylinders and showing initiative and passion for the work, the business and the customer.

Set the tone, goals and purpose and make 2020 great.

DRAWING UP A DEALERSHIP MARKETING PLAN FOR 2020

by **Peter Aitken**
peter@clearedge.co.nz
or 021 940 318

Sitting down and drawing up an effective marketing plan for the year ahead does require a fair degree of collective staff preparation time as well as ongoing commitment to its execution. Often the difficult part is knowing where to start. **In addition, how detailed does any plan have to be, what areas should be covered? Just like any dealership planning process it identifies the key steps that should be followed to produce a meaningful document.**

Internal or external facilitator

Often dealership size and operational complexity is the determinant as to whether the business requires an external facilitator to assist the planning process.

While many lower to mid-sized dealerships may not have a dedicated marketing person, they can opt for engaging an external facilitator for the planning day or perhaps have the DP or sales manager facilitate.

Review of the dealership's past year results

To look ahead we often need to take a reflective look over the previous year results. What marketing outcomes were on or better than target and importantly those where the dealership results fell behind.

In any reflective review we are endeavoring to identify opportunities where we know we can do better. At the same time, we are attempting to drill down and isolate the very reasons why our marketing efforts failed to realise our targeted aspirations.

For example, did we fail because of lack of process, time allocated to task, financial resource of ineffective management or some other reason?

SWOT analysis

With any planning process it is worth taking the time to conduct in conjunction with your key managers a SWOT exercise. A whiteboard or simple chart write up is all that is required so long as this process is accurately notated and recorded.

All thoughts and ideas should be encouraged and written up as often a seemingly innocent idea can potentially be introduced into a 2020 marketing plan with nominal effort or resource.

For any future marketing plan this SWOT exercise helps you identify what you do well, what you don't do so well, identifies where you can concentrate efforts and at the same time take into account those threats to your plan?

When identifying threats only spend time on those that you can influence. Too often planning groups become preoccupied with external threats they cannot influence. Such examples are national economic or political events.

Writing up the plan

Once the SWOT exercise is completed and there is general agreement on the key marketing activities for the year ahead, these aspirations (points from your strengths and opportunities) need to be transposed into a logical plan format. Any simple format is best.

Expansive detail for a retail marketing plan too often becomes lost in translation and committed to file 13.

A possible simple 2020 marketing plan format

1. Identify your key strategic focus (one word) areas.
2. Against each strategic focus identify a strategic priority.
3. For each strategic focus set no more than three or four objectives.
4. Establish an action plan for each strategic focus.

An example for the above simple marketing plan format

1. Focus areas = (a) Customers: (b) Website: (c) Leads:
2. Strategic priorities: For (a) = Implement customer first practices For (b) = Develop best in class website For (c) = Improve lead volumes & conversion.
3. Objectives set out the primary goals to be achieved.
4. Action plans identifies who does what by when.

Typical areas of possible dealership marketing focus:

Customer Experience/Staff Training/Website Development/SEO/SEM/Video/Lead Management/CRM/Sales Conversion/Facebook Development/Traditional Media/Service Customer Ops/Parts Customer Ops/New Profit Centres

In summary

Writing up an effective marketing plan should not be complicated, as referenced above apply the KISS principal and keep the content short, pertinent and sustainable. The goal is to produce a short document that keeps being referred to no less than every month.

Make it a practice of including the plan in every staff review session where marketing outcomes have to be monitored. Too often businesses let themselves down and their plan lapses due to ineffective and/or irregular follow up in the action plan area.

Be bold, take the time, include key staff and establish your very own workable 2020 marketing plan.

Vinsen's View

The monthly update from VIA chief executive David Vinsen

"IF YOU CAN'T CONVINCE THEM, CONFUSE THEM"

Harry S Truman, the 33rd president of the United States of America, cynically commented about keeping voters and the public informed.

And it seems that his advice has been taken to heart by Julie Anne Genter, the associate minister of both transport and Health, when questioned about an issue that relates to both of her portfolios.

The issue in question is the health risks resulting from emissions from diesel vehicles. In particular, diesels generate dangerous emissions, including carbon particulates and nitrogen oxides, which have been proven to have serious health effects. The worst of these is the particulate matter, which is small particles of carbon...usually seen as the "soot" in smoky diesel exhaust fumes.

The World Health Organisation advises that it is the size of particles that is directly linked to their potential for causing health problems...the smaller the particle, the greater the risk of serious negative effects on health. Exposure to such particles can affect both your lungs and your heart. Numerous scientific studies have linked particle pollution exposure to a variety of problems, including: premature death in people with heart or lung disease.

Some years ago, research indicated that up to 400 premature deaths in New Zealand could be attributed to the health hazards resulting from vehicle exhaust emissions, and this research was used to justify the development and implementation of the Vehicle Exhaust Emissions Rule.

When the Rule was implemented in 2007, it affected both petrol and diesel vehicles, but the most significant influence was on diesels. The Rule effectively prevented used diesels being imported for some years, as very few diesels that met the new standards were economically viable for importation. There are some diesel vehicles now able to be imported, if they both meet the standards prescribed by the rule, and are available at a cost overseas that makes them price-competitive for sale in New Zealand.

From time to time since 2007, various Governments have considered revising the Vehicle Exhaust Emission Rule to ensure that New Zealand gets the benefits of better technology in newer vehicles.

Until recently, it seemed that revising and upgrading the rule would yield only marginal health improvements. Last year, the Ministry of Transport started preliminary research and consultation on revising the Rule, and it seems that their focus will be on diesel vehicles. This is as it should be, because the greatest health gains can be made legislating for improving the quality of diesel vehicles imported into New Zealand.

The topic has come to the fore recently as the result of the *New Zealand Herald's* technology writer researching the issue, and ways in which emissions control equipment on diesel vehicles is being tampered with. During his investigations, he sought comment from the Ministry of Transport and associate minister Genter. As you'd expect, the ministry provided factually accurate information about the situation and the Rule.

On the other hand, ssociate minister Genter didn't address the issue at hand, but obfuscated and confused the situation, conflating two entirely separate issues: the health hazards from exhaust emissions, and the climate change effects of fuel consumption. Two entirely separate issues.

We seldom expect politicians to answer questions in a truthful, transparent way; we have become used to politicians of all political stripes ignoring the questions asked, and answering with their own prepared statements and sound bites that have only marginal relevance to the issue being discussed.

In this case, the minister's portfolios give her responsibility for both areas: transport and health. So we could have expected a factual, accurate answer. Instead, we got a "party political" response, pushing her climate change-focused fuel economy initiatives.

She disingenuously titled the proposals the "Clean Car Discount" and "Clean Car Standard", when she knows full well that they have nothing to do with clean cars or health issues. I have raised this issue with her and her officials a number of times, and the understanding was that the Vehicle Exhaust Emissions Rule and the Fuel Economy ("Clean Car") initiatives were entirely separate pieces of work.

So the minister has no excuse for confusing the two issues in her answer.

She understands, or ought to, the differences between the issues. She was asked about health and diesel emissions, and she replied about fuel economy standards and climate change issues, using the misleading "Clean Car" description.

I'm unsure of the distinction between outright lying and deliberate avoidance and obfuscation, but president Harry Truman was absolutely right in his cynical advice: ***"If you can't convince them, confuse them".***

And our own associate minister of transport and health has attempted to do just that.

Disclamer: These are David Vinsen's personal views and not necessarily the view of VIA

BREAK THROUGH THE NOISE WITH YOUR AD CREATIVE

by **Todd Fuller**
General Manager, AdTorque Edge

The creative component of an advertisement has traditionally been a key part – if not "the" key part – of ensuring a campaign message achieves cut through in print, TV and radio.

This, however, has not always been the case in digital adverting, with the artwork sometimes being secondary to achieving reach, frequency, targeting and – the all-important - lead generation.

As time goes on, however, and we move beyond static banner ads and repurposed 30-second TV spots into more sophisticated digital advertising techniques, we are seeing a fundamental shift in focus, with creative and messaging needing to be tailored to the individual customer.

Digital capabilities have pushed advertising into new and exciting areas and we are finally arriving at the marketing industry's long-time goal: advertising that is highly engaging and incredibly relevant to the consumer. Right message, right person, right time.

Welcome to the age of dynamic creative

Research from Nielsen Catalina Solutions based on nearly 500 studies from 2016 to 2017, shows that on average 47% of a sale can be attributed to the advertising creative, across both TV and digital.

In addition to this, consumers today demand tailor-made content. They expect it to be personal in ways that were unachievable in the past, but are now being unlocked with advances in technology, the proliferation of mobile devices and advancements in data utilisation.

Dynamic Creative is advertising that is developed in real time using customer data, combining and aligning to a myriad of external factors – such as location, the weather at that location, the time of day - to create relevant and personal messages that speak directly to that individual.

The message in our dynamic creative is key. Advertising can reach consumers at the right time and right moment but if the messaging is off then we fall on deaf ears.

For example, running a promotion or retail message to someone just entering their buying journey will have less of an impact than a product awareness advert – that is, selling the features and benefits.

Similarly, pushing entry level small vehicles to new families looking to upgrade is the right audience (we know they are potentially in market), the right moment, but wrong message.

Having an effective creative strategy in place that targets all consumers with exactly the right message takes time, planning and a detailed level of execution, however, it is an investment that can deliver some excellent results.

So, how can dealers get dynamic creative right?

It is fair to say that when aligned with data and technology, the better and more tailored the creative, the more effective the ad.

We start small. Focus on the immediate: The customers visiting your website, engaging with you already. Move away from simply retargeting a set of generic sales messages to everyone who has visited your site.

If they take the time to view your stock then aim to put that specific vehicle (or similar) in front of them again, across the channels we know they will visit: Facebook, news sites and video platforms. By doing that we start to see that right message, right person, right time approach take hold.

Our top tips for digital ceative

- **Data and personalisation**
  Take advantage of data and personalisation. Retarget to consumers the specific vehicle they have looked at on your site or a third-party site like Trade Me.
- **Platform-specific campaigns**
  Make sure your campaigns are customised to the platform you are running on. Want to run the manufacturer produced TVC across social and programmatic? Then keep the central theme (retail offer, message) but tailor the ad to fit the platforms specs.
- **Video ads**
  For video, make sure your message comes across early. Logo/branding, retail message should happen up front.
- **Put your best foot forward**
  Make your creative sing. Consumers are much more responsive to digital messaging. You want your creative to be representative of the expertise, experience and professionalism they can expect when they walk on to your showroom floor.

It is fair to say that when aligned with data and technology, the better and more tailored the creative, the more effective the ad.

Great creative with a good message targeted at the right customer will showcase your product, dealership, and retail offer in the best light, and deliver you the strongest campaign performance in an age where consumers are being faced with advertising messages everywhere they turn.

VANS HARDEST-HIT BY ESC LEGISLATIVE

by **Graeme MacDonald**

As this column goes to press, the final curtain is drawing down on arguably the single biggest change to the requirements for importation of used vehicles in to New Zealand, with the last stage of the Electronic Stability Control legislation taking effect at the Border Check on the stroke of midnight, March 1.

January saw a noticeable lift in the auction pricing for tidy, post-February non-compliant stock, with clean, low-mileage small cars and light vans particularly sought-after and therefore subject to intensive competition from New Zealand bidders.

Vans, the hardest-hit sector under this final legislative phase, were being snapped up with not only higher prices commanded, but inevitably lower-grade, higher kilometres and untidy condition examples now finding their way into the shopping baskets.

If you or your dealer customer business model was van sales, then you simply grabbed whatever you could find - especially the popular models including Nissan NV200, Toyota Hiace, Nissan Caravan and Mazda Bongo.

Higher mileage or rougher grade small cars attracted little more attention during the month, but those low km, nice and clean everyday "family" hatchbacks that consistently show up the top in our import sales statistics certainly proved harder to buy, although even at the inflated pricing, will still no doubt be on the way to New Zealand shortly.

On the ESC-compliant stock front, prices held steady for the month over most models, with a few seeing a decline in value, possibly in part due to the attention (and capital) focused by New Zealand buyers on the last of the non-compliant units.

Nissan bid prices at auction have seen a drop as consumer confidence in the brand, rattled by the accusations in the Press about corporate mismanagement and build quality issues, saw less new Nissan units sold and a corresponding lack of trade-in stock.

Toyota Aqua, the up and coming star of the import sales in 2020, split the values with a bob each way - later model, low mileage high-specification cars proved stubbornly priced at the top of the workable levels, while base-grade cars travelled in excess of 100,000km continued to slide back in Yen bid final prices.

Looking back at the new vehicle market, the top-selling model of 2019 was, predictably, the Toyota Prius, moving 125,590 units, well clear of the second-place holder Nissan Note on 118,470. Future used Aqua buyers can continue to breathe, as 2019 saw 103,800 examples

Vans, the hardest-hit sector under this final legislative phase, were being snapped up with not only higher prices commanded, but inevitably lower-grade, higher kilometres and untidy condition examples now finding their way into the shopping baskets.

delivered for fifth place, behind Toyota Sienta and Toyota Corolla in third and fourth spots respectively.

In five to eight years time, there will be no particular shortage (assuming market conditions and regulations remain moderately static) of used stock eligible for import to New Zealand.

But what does the second half of 2020 hold for model volumes?

Back in 2014, with much of the fleet now ESC-compliant (but by no means all), there was future good news today for Kiwi dealers, with the Toyota Aqua comfortably holding the title as Japan's best-selling new car, with no less that 233,209 examples finding happy homes.

This is a critical statistic - with Aqua likely to be one of the most popular used cars to import later on 2020, can Kiwis be certain that enough cars were sold some six years ago, and are now coming up for trade-in or company fleet replenishment, to ensure adequate volumes are available?

For commercial van buyers, the marketplace is virtually wiped out, with tumbleweeds blowing across the ESC-compliant stock availability lists.

For late-model car buyers, the answer appears to be "yes", even if not all 2014 models were ESC-compliant, with Honda Fit sales of 202,838 in 2014 earning second place in annual sales, Toyota Prius with 183,614 in third, Toyota Corolla on 114,331 for fourth and Nissan Note at 106,765 for sixth place.

There were also plentiful sales of Toyota Vitz, Nissan Serena, Nissan X-Trail and Mazda Demio, all current Kiwi market favourites, and newer models such as Toyota Voxy / Noah, Honda Freed, Honda Vezel (HR-V in New Zealand) and Harrier.

The key to unlocking this potential is the appetite of the Japanese domestic used marketplace, with many of the above 2014-new units finding strong demand from Japanese dealers and out-gunning Kiwi buyer aspirations on the auction floor.

Moving forward in to the second half of 2020, this will be the challenge our marketplace must address - what pricing points will Kiwi consumers bear, for the privilege of choosing a quality later-model Japanese used vehicle?

Given the very small numbers of conventional hatchbacks and sedans sold new in New Zealand each year for the past decade, compared to used marketplace demand from everyday Kiwi family consumers, the answers to our market demands will continue to remain firmly from Japan and the importation of pre-owned vehicles that fit the requirements our customers needs.

It will certainly be an interesting year as a Japanese-based stock buyer.

MENU SELLING A GREAT OPTION

It doesn't seem too long ago that my children went through the phase of not wanting to try food they hadn't eaten before.

When they were toddlers it was easy to get them to eat just about anything.

All you had to do was make some airplane noises and wave the food around in the air. They'd open their mouth and it was mission accomplished.

Then all of a sudden they developed this skill set that allowed them to determine whether or not they wanted to venture into a new food group, by simply looking at their plate.

That process is similar to the one the automotive industry experienced when finance and insurance (F&I) menu option selling was first introduced.

All it took was for business managers to give the concept a chance. Once they did, they learned to like it.

Over time, business managers became more comfortable with the process and saw their product penetration and incomes go up.

They discovered that menu option selling doesn't just help them stay compliant - it's quicker, draws in more revenue and results in higher customer satisfaction.

In the past, it wasn't uncommon for dealerships to present customers with a skewed and limited view of the products on offer.

The temptation was always to present the most expensive product in the hope of persuading the customer to spend more than they needed to, or to present only the easiest to sell products.

Stricter regulations put a stop to that kind of misleading practice, by requiring dealerships to present all finance and insurance products to every customer in every instance.

In fact, from my experience, I can say unequivocally there is a direct correlation between how well the F&I menu option is executed and the overall compliance level of a dealership's sales and F&I departments.

Although necessary, the regulations had the unfortunate effect of forcing customers to deal with large amounts of complex information.

Despite meaning greater transparency, it also created significant customer confusion because they had to assemble an F&I package from long lists of available elements themselves.

Menu option selling was originally an antidote to this overly complex and sometimes misleading structure of finance and insurance sales.

Breaking up the products on offer into convenient packages, streamlines the process significantly so instead of long, rambling, complex lists, customers are presented with easy to understand packages of products from which they select what they need.

Menu option selling helps dealerships stay compliant. It's quicker, increases revenue and customer satisfaction. Can increase revenue by as much as 20%.

An unexpected side effect of menu option selling is a sweeping increase in revenue for the dealerships that use it well.

Rather than being deterred from making purchases, customers are encouraged.

Because they're given clear information, they're more confident, inclined to select more products and sign on the dotted line with less persuasion.

Ironically, a methodology originally developed with regulatory compliance in mind has proven to be a boon for business managers.

mIn menu option selling, all the available products are laid out in a very accessible, easy to understand manner. Customers can clearly see what they are buying and how much each package will cost them.

James Searle is general manager of DPL Insurance Limited

That transparency inevitably reduces the pressure in the relationship between the customer and the business manager.

And the reduction in customer resistance means the pressure to sell is removed.

The business manager is no longer perceived as an antagonistic figure, someone who's trying to lean on the customer to buy a particular product.

Instead, the business manager is more like an equal partner in finding the right solution.

Menu option selling isn't a sales technique so much as a decision-making technique.

Instead of selling, what the dealer is doing is sharing information so the customer can clearly see all of the benefits of every product. That removes the pressure on the business manager to persuade the customer to buy.

Instead, the products themselves do the selling - the business manager's job is simply to present the information and help guide the customers in making the appropriate selection.

We have found using a well-constructed F&I menu significantly boosts revenue.

Some dealerships say it has increased their revenue by as much as 20% per retail unit.

So the old methods of simply presenting only the top-selling products or the most expensive items might actually have been working against dealerships.

Traditional package selling is slow and inefficient, turning off customers and resulting in a loss of potential revenue.

If you want to discover how we can help you increase your F&I revenue while improving customer satisfaction, talk to us today.

AUTOSURE

NEW ZEALAND

www.autosure.co.nz | 0800 267 873

IT'S TIME TO STEP UP AND REVIEW YOUR PERFORMANCE

by **Jaques Grey**
Provident Insurance national sales manager

If you're a business owner, dealer principal or general manager, have you considered how much opportunity your business is leaking?

If you're a business manager or salesperson, have you considered how much your lack of action can affect potential income? Is customer satisfaction and the protection of your customer and your dealership your primary concern? Do you have control, and are you creating opportunity?

If these questions are left unanswered, both your customers, and the potential income that their sales can generate, will be slipping through your fingers.

When market conditions are strong, we are all busy focusing on buying and selling vehicles, and it's easy to forget the fundamentals of maximising the opportunity from every vehicle sold. After all, you're in business to sell cars, right?

The fact is, we're all in business to create opportunities and growth. There's an easier way for you to improve your customer retention and satisfaction, which in turn reflects positively on your bottom-line.

The great news is that it doesn't take a major effort to make a positive change, rather just a more disciplined approach to the offer of finance and insurance products.

Dealer principals:

i. Ensure every customer is "turned-over" to the business manager.
Trust them to do the best job for your business and your customer.

Business managers:

i. **Planning and preparation**
Be a professional and know your products inside and out. Prepare your presentation. Make sure you are correctly disclosing products to your customer. Provide all the relative information, re, the benefits and exclusions of your products. **Your customer can then make an informed decision to accept the appropriate cover, taking into account any possibility of undue hardship.**
Anticipate any customer concerns and respond sincerely and confidently. Use real life experiences to demonstrate the value of your products.
Knowledge is power, power breeds confidence, confidence breeds enthusiasm, which in turn creates opportunity.

Continued on page 33

Continued from page 32

ii. **Commitment**
Are you passionate and creative in your work? Do you have a commitment to personal development?
You need to regularly increase your knowledge by reviewing other industry product offerings. You should always strive to provide an excellent service, transparency, honesty and be ethical in all dealings with your customers.
Commit to protecting your customers and your dealership, by offering 100% of appropriate fit-for-purpose products, to 100% of your customers, 100% of the time.

iii. **Process/organisation**
Take a good look at your office and remove all the clutter.
Follow a tabled process.
Allow adequate time for each customer to feel they have been dealt with professionally, rather than just "processed".

iv. **More effective use of downtime**
In every role there are periods where you aren't busy.
Diligently tidying up loose ends and continuing to prospect using your finance ledger are two great ways to make the best use of your time.

F&I is an important customer retention and income centre in every dealership, and it can always be improved.

Make sure you start 2020 the right way, and make a commitment to step up your performance, stop looking for excuses, and create opportunities.

VIA CLOSES OFFICE

VIA has confirmed it will close its Mount Wellington office at the end of February in a bid to reduce its operating costs and make the association "fit for purpose".

Ongoing budget issues will come to a head with a special general meeting early this year that will see the association's structure change to what chief executive **David Vinsen** describes as more corporate.

AutoTalk reported last year the plans, though since then the intended SGM date of February 18 has been pushed out – with more time needed for solicitors to review and draft the changes.

Vinsen says steps are still required to reduce spending.

"We are working towards a whole lot of stuff to achieving a balanced budget, and one of those things is closing the office at the end of February," he explains.

Staff and officeholders will work from home, with a weekly staff meeting.

Vinsen says it is disappointing they will no longer have access to their board room, which was provided to government organisations for Auckland meetings – reducing the need for VIA always to need to head to Wellington for government access.

"It was nice to have, but a bit of a luxury in the current situation," Vinsen says.

He says no staff changes have been triggered by the office closure, which will save around $50,000 per year.

Also set to be culled are the association's stationery and VIN kit services, though how these will be handled in the future has yet to be decided.

Q JUMPING

Audi has just added three new premium Qs to their NZ SUV family and we were invited down to Christchurch to find out just how big a leap forward these new range-topping vehicles are.

With an excess of 62% of the NZ market now being devoted to SUVs and a whopping 18% (2nd biggest) being the C-segment, suffice to say, the importance to Audi of vehicles such as the Q7 is hardly in question. In fact, it's one of Audi NZ's biggest overall category sellers and just quietly, deemed to be a hero SUV.

So when the opportunity came to facelift it, you can be sure they grabbed it with both hands and then added in a new SQ7 and new SQ8 for good measure.

All three new premium SUVs sport Audi's new design language. The Q7 50 TDI boasts a single-frame grille complete with vertical slats, while both the SQ model's grilles gain a 3D effect thanks to an extended border.

All three models come standard with HD Matrix LED headlights that are now 'laser lit' to literally double their nighttime vision. At the rear, the Q7 receives a new tailgate design that features a flat horizontal section to increase the illusion of a wider road stance and both the SQ models feature quad tailpipes to let you know they mean business.

All three model cabins come fully equipped and connected, with dual infotainment touchscreens and Audi's latest MMI system, Audi Connect with embedded SIM cards, Virtual Cockpit and HUD as standard.

But it's not all cosmetic and tech, the engineering department has had their say too. Air suspension comes as standard across all three models, as does electro-mechanical stabilisation, quattro all-wheel drive plus all-wheel steer.

The Q7 is powered by a 3L V6 turbo diesel and a 48v mild-hybrid belt-driven system that produces 210kW/600Nm. It has combined fuel economy of 6.9L/100km, 181g/km, and goes from 0-100km/h in 6.3 seconds.

However, the SQ models both come with a 4-Litre V8 turbo-diesel with an electric-powered compressor producing 320kW/900Nm and 0-100km/h in 4.8 seconds, while efficiencies and emissions are 7.6L/100km and 200g/km for the SQ7 and 7.8L/100km, 205g/km for the SQ8.

The launch event had us heading south from the airport on a 140km, 5-hour round trip to Annandale farm and specifically Annandale Villas in Scrubby Bay and then back to the airport after lunch in time to catch the early evening flight - no pressure then.

The roads out of the airport are rather nondescript, however, on the plus side it gave us the chance to fiddle with all the dials and switches. The MMI system is easy to navigate around, is very intuitive and when combined with the virtual cockpit, you can personalise the screens and information until your heart's content.

For the first leg, I had opted for the facelifted Q7 and it's really very upmarket inside. There's a horizontal theme to the layout, leather throughout, with piano blacks and chromes that span the expansive 7-seater cabin. The 3L engine felt powerful and torquey even in comfort mode but the off the mark speed felt a shade compromised with a hint of turbo lag.

On the main road towards Hoon Hay, the 21-inch alloys and softer suspension absorbed any and all bumps in the road and the cabin felt quietly sheltered from the outside world.

At the rest stop, we changed it up a gear (or 20) to the SQ7 and with the windy roads of Dyers pass to cover, engaged Dynamic to let the 900Nm of torque go to work. For a sizable SUV, the SQ7 sure danced well in the curves. Quattro, air-suspension and all-wheel steer join forces to offer a confident and powerful drive, it's surprisingly great fun.

Last but not least, the move to the SQ8 and quite frankly my pick of the three. It somehow felt more nimble than the SQ7 and the electric-powered compressor/ two turbo combination was in my opinion, what the regular Q8 was/is missing.

The final drive to Scrubby Bay included over half an hour of soft-road/gravel driving. The "All Road" drive mode selection raised the SQ8's chassis a little and softened the ride just the right amount. We drove respectfully (by which I mean we didn't treat it as a rally stage) but I feel we could have gone twice as fast and still barely raised a sweat, in fact, we did increase the pace later on the gravel roads around Port Levy and the driving confidence remained unwavering.

The Q7 50 TDI comes in at a base price of $144,900, the SQ7 is $184,900 while the SQ8 tops the charts at $194,900. They all come with 5-year warranty and Roadside assist plus 3-year Audi Cover Motoring Plan. The only question you really need to ask yourself now is, do I need five or seven seats?

MERCEDES-BENZ AXES THE X-CLASS

The Mercedes-Benz X-Class is officially on the chopping block and will be removed from the market globally in May.

Production of the model will come to an end in May 2020, less than three years since its launch in 2017.

Mercedes-Benz Vans Australia and New Zealand communications manager **Blake Vincent** says the ute was a "niche product" within the global product portfolio.

It was heavily targeted towards the Australia, New Zealand and South Africa markets.

From 2018 onwards it sold 3671 units in Australia and 644 units in New Zealand.

"We continuously check our product portfolio. With the X-Class launch in 2017, Mercedes-Benz entered into a new segment and presented a mid-size pick-up. We drew in a lot of attention with this vehicle," Vincent says.

"Notwithstanding the end of production, our focus is on continuing to serve the current demand for the X-Class with the remaining stock we have.

"What's more, service and warranty coverage will continue to be assured by Mercedes-Benz Vans," he says.

Rumours about the end of the X-Class emerged in 2019 with reports that Mercedes-Benz' parent company Daimler was looking to ditch the model in order to reduce costs amid profit warnings.

Daimler downgraded its earnings outlook by up to 4% for the 2019 financial year sighting costs associated with the diesel emissions breach and Takata airbag recall.

The ute was manufactured at the Nissan plant in Barcelona, Spain, alongside the Navara and this points to one area of criticism surrounding the vehicle.

It was marketed as a high-end premium ute and was the most expensive amongst the competition – consumers would soon realise they could match it with the Navara at a better price.

X-Class and Navara shared the same 2.3-litre twin-turbo four-cylinder diesel engine, however, there was around a $10,000 cost saving with the latter.

The X-Class was also up against some heavy competition in the New Zealand market with the Ford Ranger registering 9492 units in 2019 and Toyota Hilux registering 7142 units. The Navara saw 3319 registrations for the year.

The X-Class launched with 13 variants ranging from $53,300 for the Pure six-speed manual rear-wheel drive up to $69,000 for the Power seven-speed automatic.

The 3-litre V6 model X350d soon followed featuring 190kW (258 hp) and completing a sprint from 0 to 100 km/h in 7.5 seconds.

Pricing started at $81,205 for the Progressive range and $88,325 for the Power range.

A spokesperson for Daimler dealer Keith Andrews Trucks, which has been selling the X-Class, told *TransportTalk* it is "disappointing" to see the ute come to an end.

"We all felt it was starting to gain acceptance in the New Zealand market," the spokesperson says.

TransportTalk previously reviewed the X-Class and we were impressed with its level of refinement within the light commercial segment.

Its interior was also well-designed with dash and door trims covered in a stitched, leather look along with comfortable seats and a smooth driving performance.

Safety features included seven airbags, the standard lane keeping assist in the 4-cylinder model and active lane keeping assist in the six-cylinder , meaning if a driver unintentionally departs from the lane not only will pulsed steering wheel vibrations occur, but one sided braking is also applied to manoeuvre the vehicle back into its lane automatically.

Additionally, there is ESP trailer stabilisation, a tyre pressure monitoring system, cruise control, and a reversing camera. A 360 degree camera comes as standard in the Power line.

CHANGING MARKET DICTATES ADDITIONS TO COROLLA RANGE

New Zealand's appetite for crossover and SUV models is reflected by the fact that of the top 15 selling new vehicles in 2019, only four were passenger cars.

The Toyota Corolla remained New Zealand's No 1 selling new passenger vehicle with 6804 units registered, the Suzuki Swift took 5th place with 2877 units registered, the Toyota Yaris was 12th with 1802 registered, and the Holden Commodore 13th with 1647 registered.

In 2019 the Corolla was the top-selling vehicle to the daily rental fleets with the Palmerston North-based distributor shifting more than 3990 units. In December 2019 alone there were 691 recorded sales of the Corolla to daily rental fleets.

Toyota New Zealand expanded the Corolla range in mid-December 2019 with the addition of an all-new sedan and station wagon which at face value would no doubt appeal to the fleet and daily rental markets.

Outside of the United Kingdom, New Zealand is one of the few markets that all three new Corolla models are sold.

However, Toyota New Zealand chief operating officer **Neeraj Lala** says since the launch of the Corolla hatchback in 2018 the company has deliberately reduced its total sales into rental as private demand for the Corolla and Corolla hybrid has grown.

Lala says that sales of the newly introduced wagon and sedan will represent around 15% to 20% of new Corolla sales but he wouldn't comment on whether these new variants would improve on the sales of their predecessors and he also wouldn't comment on the percentage of expected private/fleet sales in 2020.

The one-size-fits-all Corolla 1.8-litre GX wagon with CVT automatic has a drive-away price of $29,990, while the new sedan is offered in SX grade with a 2-litre with CVT automatic for $32,990 or a 1.8-litre Hybrid e-CVT automatic for $34,990.

Both the Corolla wagon and sedan come equipped with Toyota Safety Sense technologies including pre-collision system with autonomous emergency braking, dynamic radar cruise control, lane tracing assist (sedan), lane departure alert (wagon), road sign assist, automatic high beam, seven airbags and a reversing camera.

Lala says at present the Corolla hybrid wagon is only available for the Japanese domestic market.

"We are negotiating the possibility of introducing it to our line-up, but with the global shortage of battery supply

Continued on page 37

Continued from page 36

across all hybrids and electric vehicles, the challenge is prioritising our requests to align with demand across our hybrid models," he says.

Lala says the line-up strategy for the Corolla sedan acknowledges that over the past five years private customers have migrated to high-grade SUVs which are much easier to get in and out of, as well as providing improved visibility and a high front ground clearance.

"The Corolla and Camry have continued to provide customers with a full range of sedan choices for the traditional car buyer despite many competitors abandoning this important segment. We felt that the mid-spec SX grade for the Corolla sedan was the best value and offering for our customers," he says.

Wagon capability

Thanks to the Toyota New Global Architecture (TNGA) platform which it shares with the hatch and sedan, the new Corolla GX wagon is 95mm longer than its predecessor, 50mm wider, and the wheelbase has increased by 40mm.

A 1.8-litre four-cylinder petrol engine with 104kW and 171Nm on tap provides adequate power and performance, especially when carrying four adults and their luggage. Toyota quotes combined fuel efficiency of 6.8L/100km but we hovered between 8L/100km and 10L/100km during our test which combined urban commuting and some long-distance driving.

The all-important luggage capacity has increased to 392 litres with the rear seats in place and 800 litres when the rear seats are folded down. We managed to fit the overflowing contents from two Pak'N Save shopping trolleys into the back of the Corolla wagon, albeit using our best Tetris skills. The rear seat has a 60/40 split which allows greater load flexibility when needed.

There's a much greater feeling of space inside the cabin, and thanks to production scheduling, the Corolla GX wagon is the first New Zealand-bound vehicle to feature Apple Car Play and Android Auto capability operated through the new 7-inch touchscreen.

In standard trim the Corolla GX wagon looks fairly innocuous but the press car provided by Toyota New Zealand for evaluation was fitted with a TRD body kit and 18-inch TRD alloy wheels fitted with Michelin Pilot Sport low profile tyres.

The combined price of the TRD front spoiler, side skirts, front bumper garnish, side garnish, rear side spoiler and tailgate spoiler came to $4429.68 plus painting charge. The combined price of the TRD wheels, Michelin tyres and locking nut set came to $4740.21.

That's a reasonable amount of cash to spend on accessories but it certainly did add up to a sharp looking vehicle, and the lower profile wheel and tyre package certainly provided sharper steering and more cornering grip, but at the expense of greater road noise and more noticeable vibration and harshness on chip-sealed state highway.

Hybrid sedan

The Corolla SX Hybrid sedan offers a more dynamic look and feel than its predecessor as overall height was reduced by 25mm to give a more athletic stance as well as better aerodynamics for fuel efficiency.

There's an almost "Son of Camry" vibe around the new Corolla SX Hybrid sedan, while it has a noticeably smaller footprint, it has a big-car feel in a small car body.

Combined with low rolling resistance tyres, the SX Hybrid sedan offers combined fuel consumption of 3.5L/100km and C02 emissions of 81g/km. A lower mounted engine, accommodated by the TNGA platform, also allowed for a lower hood line for better forward visibility.

Being a hybrid the driving characteristics of the sedan are quite different to the wagon, it is much more of a quiet operator, but it still offers responsive steering and comfortable, yet precise handling on urban and rural roads.

Despite the sleeker design, the Corolla SX sedan still offers plenty of room for front and rear occupants. It also has a completely redesigned interior with new ergonomically designed meters, newly developed fabric seats, single zone air conditioning, smart key entry and Qi wireless device charger.

Both the petrol and hybrid versions have an 8-inch touchscreen display with satellite navigation and SUNA traffic channel. The hybrid has a 7-inch colour multi-information display while the petrol version has a 4.2-inch display.

The sedan also has a 2018 5-star ANCAP safety rating which will further endear it to those few traditional fleet and private buyers who are looking for a comfortable and spacious SUV-alternative.

IONIQ: THE WORKHORSE OF THE NZ-NEW EV FLEET

When Hyundai originally launched the Ioniq range of plug-in vehicles, they did it in the Queenstown area.

The electric version, with its 28kWh battery made it around the day's drive route without needing to charge - impressing journalists and beginning its rather successful run as the workhorse of the NZ-new EV fleet.

The Ioniq became popular with firms wanting to either reduce emissions or green up their look. It had sufficient range, around 200km if you were careful, solid specifications and for fleet buyers a price that kept it within a viable range.

But with the launch of the Kona EV, it arguably slipped into the background. The Kona offered more range, and arguably broader market appeal.

"A lot of fleets have felt they have wanted the extra range, or needed the extra range," Sinclair notes. "And the majority of EV sales have been driven by business."

But Hyundai has returned to Queenstown with an update to the Ioniq range. The looks are refined, specifications update, and in the case of the full BEV there is a larger battery and more motor power. Range is also up, so rather than just hang around town, Hyundai decided to stretch their legs as well, with a two-day trip via Te Anau to Milford Sound. Though in fairness only half of the trip would be in Ioniqs, the rest in the Kona and the hydrogen-fuelled Nexo model. More on those next month.

Numbers all up

So what is different about the Ioniq?

We will focus on the EV one. Firstly, the battery has grown from 28kWh to 38kWh (38.3 to be precise). Range rises to a little over 300km. Keep in mind that our past testing has shown Hyundai seems to get more out of their batteries and drivetrains efficiency-wise than other EVs - definitely more than the Nissan Leaf.

Motor power is up to 100kW and 295Nm, not surprising really as this matches the drivetrain in the entry-level Kona with the same battery. Many will complain that the battery is not actively cooled. Considering most users will rarely fast charge more

Continued on page 39

Continued from page 38
than once in a day I am not sure it is much of an issue.
When you do fast charge, the maximum rate rises to 100kW, though on AC you are still limited to 7.2kW.

I have driven so many SUVs in the last year, including the excellent Kona EV, that I had kind of forgotten how nice a "normal" car can be. Compared to the Kona, the larger Ioniq feels light, airy and spacious. It's simple, yet clean and very functional.

A type-2 to type-2 charger and EVSE are supplied with the Ioniq, while Hyundai encourages the fitment of a level 2 unit in the buyer's home.
Hyundai New Zealand general manager **Andy Sinclair** says the increased range is going to appeal to their main buyer set.
"A lot of fleets have felt they have wanted the extra range, or needed the extra range," Sinclair notes. "And the majority of EV sales have been driven by business."
The concerning number that comes with the update is the price. The entry level BEV cost rises from $59,990 to $65,990, while the Elite is now $71,990, just a few thousand off the start price of a Tesla Model 3 - which offers more performance and a battery twice the size.
Even a 40kWh Nissan Leaf is cheaper at $59,990.
That is also out of step with the BMW i3, which has seen two significant step-ups in battery size, with little variation in price.
In fairness to the brand, Hyundai NZ are an independent importer, and unlikely to have the same flexibility the factory-owned BMW and Tesla operations have.
Sinclair says they have little choice but to raise the price - the poor performance of our dollar being the culprit - and it could get worse.
"If the dollar keeps depreciating we will have price rises again," he notes, at the same time suggesting we could see the same for other brands.

A new look
Styling revisions for Ioniq include redesigned front and rear lighting, front grilles, and new alloy wheels. Inside there is a new dashboard, ambient lighting and a new, tablet-style multimedia unit.
The larger, 10.25-inch satellite navigation multimedia system on Elite models headlines the equipment upgrades, and incorporates satellite navigation and Apple CarPlay/Android Auto smartphone connectivity.

Continued on page 40

Continued from page 39

connectivity.

Hyundai's extensive Smart Sense system now includes high beam assist and an upgraded driver attention warning system featuring leading vehicle departure alert.

The chassis tuning has been updated, with fine-tuning in Australia to work better with local conditions.

For your extra money the Elite offers quite a lot. Externally, the differences include chrome trim, LED headlights, automatic folding mirrors and a different alloy design. Inside you get leather seats, electric seat adjustment for the driver, heated front seats and steering wheel, premium Infiniti speakers, wireless smart phone charging, and of course, the larger infotainment system.

The Elite gets blind spot and rear cross traffic collision warning on top of the Smart Sense system. It also has front parking sensors.

Simply refreshing

I have driven so many SUVs in the last year, including the excellent Kona EV, that I had kind of forgotten how nice a "normal" car can be. Compared to the Kona, the larger Ioniq feels light, airy and spacious. It's simple, yet clean and very functional.

The partially digital dash is easy to read and the new infotainment system in the Elite is pretty easy to use. The spaciousness extends to the boot, which is 18 litres bigger than a Kona, although I suspect more useful in day-to-day use.

The additional power easily seems to offset the extra weight of the larger battery. The Ioniq is no sports car but it has that usual well-planted feel EVs gain from their battery weight. The steering is nicely responsive, I definitely feel its "Australasian" tune is nicer than that of a Leaf.

With our car topped off in Te Anau before driving to Queenstown, the 170km distance was little trouble for the Ioniq - even with some spirited driving through the Devil's staircase. The Kona's smart regeneration was welcome when tailing along behind tourist traffic, while the additional power was welcome when overtaking.

Overall the Series II Ioniq is a welcome upgrade, and it will still no-doubt find fleet business attracted by its solid reputation and not wanting the "look-at-me" nature of the Model 3. Still, the price is a bitter pill to swallow.

The Ioniq became rather popular with firms wanting to either reduce emissions or green up their look. It had sufficient range, around 200km if you were careful, solid specifications and for fleet buyers a price that kept it within a viable range.

FLAT START TO IMPORT YEAR

The used import passenger car market is about to take a massive electronic stability control hit. Still, the year has started in a relatively "steady as she goes fashion".

Car registrations were up just 0.8% to 11,693 units from 11,598 in January 2019.

Commercial registrations fared worse, down 9.6% to 847 vehicles from 937 the year before.

In passenger cars, **Toyota** was the most popular brand on 2936 units, up 19.8% for a 25.1% share of the market. The gains for the **Toyota** brand are largely down to dealers shifting to ESC-fitted hybrid models available in volume in Japan.

In second, **Nissan** was down 3.5% to 2246 units, with a 19.2% share, while in third **Mazda** tallied 1925, down 2.8% for a 16.5% share. Fourth for the month was **Honda** on 1174, down 7.6% for a 10% share, while **Subaru** was fifth on 795, up 21.7% for a 6.8% share.

Suzuki was sixth on 536,

Continued on page 42

20 TOP USED IMPORT PASSENGER MAKES

MAKE	JAN '20	JAN '19	Movement	% Change	Market Share
TOYOTA	2936	2450		19.8	25.1
NISSAN	2246	2328		-3.5	19.2
MAZDA	1925	1873		2.8	16.5
HONDA	1174	1270		-7.6	10.0
SUBARU	795	653		21.7	6.8
SUZUKI	536	653		-17.9	4.6
MITSUBISHI	480	552		-13.0	4.1
BMW	353	417		-15.3	3.0
VOLKSWAGEN	335	391		-14.3	2.9
AUDI	185	177		4.5	1.6
MERCEDES-BENZ	120	149		-19.5	1.0
LEXUS	116	104		11.5	1.0
FORD	86	90		-4.4	0.7
VOLVO	67	64		4.7	0.6
CHEVROLET	40	44	↑ Up 1	-9.1	0.3
HOLDEN	29	31	↑ Up 3	-6.5	0.2
JAGUAR	29	41		-29.3	0.2
LAND ROVER	29	50	↓ Down 3	-42.0	0.2
MINI	24	24	↑ Up 2	0.0	0.2
DODGE	21	37	↓ Down 2	-43.2	0.2
Other	167	200		-16.5	1.4
Total	**11693**	**11598**		**0.8**	**100.0**

USED IMPORT COMMERCIAL MAKES

MAKE	JAN '20	JAN '19	Movement	% Change	Market Share
TOYOTA	345	399		-13.5	40.7
NISSAN	200	206		-2.9	23.6
FIAT	66	30	↑ Up 5	120.0	7.8
MAZDA	41	40		2.5	4.8
FORD	40	58	↓ Down 2	-31.0	4.7
HINO	26	35		-25.7	3.1
ISUZU	26	39	↓ Down 2	-33.3	3.1
MITSUBISHI	25	35	↓ Down 1	-28.6	3.0
HOLDEN	14	19	↑ Up 1	-26.3	1.7
CHEVROLET	11	19	↓ Down 1	-42.1	1.3
Other	53	57		-7.0	6.3
TOAL	**847**	**937**		**-9.6**	**100.0**

TOP 10 USED IMPORT COMMERCIAL MODELS

MAKE	MODEL	JAN '20	MAKE	MODEL	JAN '19
TOYOTA	HIACE	266	TOYOTA	HIACE	296
FIAT	DUCATO	65	NISSAN	CARAVAN	66
NISSAN	CARAVAN	55	TOYOTA	DYNA	38
NISSAN	NV350	48	NISSAN	NV200	36
NISSAN	NV200	44	NISSAN	NV350	32
TOYOTA	DYNA	33	ISUZU	ELF	30
MAZDA	BONGO	30	MAZDA	BONGO	29
NISSAN	VANETTE	23	NISSAN	VANETTE	29
HINO	DUTRO	21	NISSAN	ATLAS	27
TOYOTA	REGIUS	20	TOYOTA	REGIUS	26

Continued from page 41

followed by **Mitsubishi** on 480, **BMW** on 353, **Volkswagen** on 335 and **Audi** on 185.

The top passenger model was the **Mazda Axela** on 628 units. Second was the **Toyota Corolla** on 532, followed by the **Honda Fit** on 521. The **Mazda Demio** took fourth spot before the **Suzuki Swift** on 456.

In sixth for the month is the car likely to show massive growth in coming months, the **Toyota Aqua**, also the top hybrid. The **Subaru Legacy** was top large car on 269, the **Mitsubishi Outlander** top SUV on 268, the **Nissan Leaf** the top EV on 265 and the **Toyota Wish** the top MPV on 236.

"I always have customers asking me for hybrid cars," Dost says. "Hybrids are looking good. People look at the petrol prices and think hybrids."

In commercials, **Toyota** topped the trade on 345 units, down 13.5% year-on-year for a 40.7% market share. **Nissan** took second on 200, down 2.9% for a 23.6% share, followed by motorhome-king **Fiat** on 66, up 120% for a 7.8% stake.

Mazda took fourth on 41, followed by **Ford** on 40.

The **Toyota Hiace** topped the commercial charts on 266 units, a figure set to dive in coming months as the sourcing of ESC stock becomes tricky.

The **Fiat Ducato** was next on 65, followed by the **Nissan Caravan** on 55, **Nissan NV350** on 48 and **Nissan NV200** on 44.

As for **Zab Dost**'s used import dealership Jap Imports Ltd in Auckland, his target was met.

"I always have customers asking me for hybrid cars," Dost says. "Hybrids are looking good. People look at the petrol prices and think hybrids."

The Toyota Aqua was his standout vehicle in January, leading him to speculate that this year will be a great year for hybrids.

Car arrivals down

Commercial vehicle arrivals are holding steady but passenger vehicles have dropped sharply for the start of the year.

Continued on page 43

AROUND THE COUNTRY
PASSENGER REGISTRATIONS

DIST	JAN '20	JAN '19	% CHANGE
WHA	242	260	-6.92
AUC	5215	5232	-0.32
HAM	767	744	3.09
THA	107	103	3.88
TAU	443	458	-3.28
ROT	186	152	22.37
GIS	79	71	11.27
NAP	252	306	-17.65
NEW	142	186	-23.66
WAN	108	121	-10.74
PAL	311	392	-20.66
MAS	61	85	-28.24
WEL	856	849	0.82
NEL	269	245	9.80
BLE	63	71	-11.27
GRE	29	31	-6.45
WES	8	8	0.00
CHR	1476	1519	-2.83
TIM	492	127	287.40
OAM	37	23	60.87
DUN	359	400	-10.25
INV	191	215	-11.16
TOTAL	**11693**	**11598**	**0.82**

USED IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

	CHEVROLET	DODGE	FIAT	FORD	HINO	HOLDEN	ISUZU	MAZDA	MITSUBISHI	NISSAN	TOYOTA	VOLKSWAGEN	OTHER	TOTAL
20-Jan	11	5	66	40	26	14	26	41	25	200	345	8	40	847
19-Jan	19	1	30	58	35	19	39	40	35	206	399	6	50	937
% diff	-42	400	120	-31	-26	-26	-33	3	-29	-3	-14	33	-20	-10
YTD 20	11	5	66	40	26	14	26	41	25	200	345	8	40	847
YTD 19	19	1	30	58	35	19	39	40	35	206	399	6	50	937
%diff	-42	400	120	-31	-26	-26	-33	3	-29	-3	-14	33	-20	-10

20 TOP USED IMPORT PASSENGER MODELS

MAKE	MODEL	JAN '20	MAKE	MODEL	JAN '19
MAZDA	AXELA	628	MAZDA	AXELA	633
TOYOTA	COROLLA	532	SUZUKI	SWIFT	563
HONDA	FIT	521	NISSAN	TIIDA	551
MAZDA	DEMIO	462	HONDA	FIT	547
SUZUKI	SWIFT	456	MAZDA	DEMIO	446
TOYOTA	AQUA	440	TOYOTA	PRIUS	336
NISSAN	TIIDA	427	MITSUBISHI	OUTLANDER	328
TOYOTA	PRIUS	418	TOYOTA	WISH	286
SUBARU	IMPREZA	297	NISSAN	LEAF	281
SUBARU	LEGACY	269	SUBARU	LEGACY	266
MITSUBISHI	OUTLANDER	268	VOLKSWAGEN	GOLF	258
NISSAN	LEAF	265	MAZDA	PREMACY	252
MAZDA	ATENZA	241	TOYOTA	VITZ	244
NISSAN	NOTE	238	SUBARU	IMPREZA	226
TOYOTA	WISH	236	MAZDA	ATENZA	217
MAZDA	PREMACY	221	NISSAN	NOTE	212
TOYOTA	VITZ	218	NISSAN	DUALIS	187
VOLKSWAGEN	GOLF	218	NISSAN	X-TRAIL	169
NISSAN	DUALIS	214	TOYOTA	AQUA	169
NISSAN	X-TRAIL	188	HONDA	STREAM	148

Continued from page 42

A total of 20,825 vehicles arrived in the country in January, including trucks and buses, compared to 23,737 in December, New Zealand Customs Motor Vehicle Statistics show.

A total of 17,208 cars hit the wharves in January compared to 20,312 in the previous month.

Used car imports were down with 10,173 units compared to 12,121 in the previous month.

New car imports were down with 7035 units compared to 8191 in the previous month.

Total new and used truck and van imports were up in January with a total of 3547 units hitting the wharves in January compared to 3331 in December.

New trucks and vans were up with 2851 units in January compared to 2613 in

Commercial vehicle arrivals are holding steady but passenger vehicles have dropped sharply for the start of the year.

December. This includes 2556 under 3500kg GVM and 295 over 3500kg GVM.

Used trucks and vans were down with 696 units for the month compared to 718 in December. This includes 661 under 3500kg GVM and 35 over 3500kg GVM.

The total number of buses and coaches was down in January with 70 arrivals compared to 94 in December. This includes 56 new buses and coaches and 14 used for the month.

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
20-Jan	185	353	40	2	86	29	1174	18	1925	120	480	2246	12	795	536	2936	335	421	11693
19-Jan	177	417	44	8	90	31	1270	23	1873	149	552	2328	2	653	653	2450	391	487	11598
% diff	5	-15	-9	-75	-4	-6	-8	-22	3	-19	-13	-4	500	22	-18	20	-14	-14	1
YTD 20	185	353	40	2	86	63	1174	18	1925	120	480	2246	12	795	536	2936	335	421	11693
YTD 19	177	417	44	8	90	31	1270	23	1873	149	552	2328	2	653	653	2450	391	487	11598
%diff	5	-15	-9	-75	-4	103	-8	-22	3	-19	-13	-4	500	22	-18	20	-14	-14	1

NEW VEHICLE SALES DOWN FOR FIRST MONTH OF YEAR

New vehicle sales in January 2020 declined by 6.2% from the previous year to 13,078 registrations.

The top models for the month of January were the **Ford Ranger** (885 units), followed by the **Toyota RAV4** (569) with the **Toyota Hilux** in third place (473). The top selling passenger and SUV models for the month were the **Toyota RAV4** (569) followed by the **Kia Seltos** (430) followed by the **Suzuki Swift** (289).

"As expected, the new year has continued the downward trend set during 2019," Motor Industry Association chief executive **David Crawford** says.

"Expectations for the 2020 year is for it to be about four to five per cent down on 2019,

Continued on page 45

NEW PASSENGER MODELS

MAKE	MODEL	JAN '20	MAKE	MODEL	TOTAL
TOYOTA	RAV4	569	TOYOTA	COROLLA	669
KIA	SELTOS	430	MAZDA	CX-5	364
SUZUKI	SWIFT	289	SUZUKI	SWIFT	351
KIA	SPORTAGE	280	MITSUBISHI	ASX	347
NISSAN	QASHQAI	270	KIA	SPORTAGE	339
MAZDA	CX-5	254	MITSUBISHI	OUTLANDER	304
TOYOTA	COROLLA	245	MAZDA	MAZDA3	260
MITSUBISHI	OUTLANDER	232	TOYOTA	RAV4	240
MITSUBISHI	ASX	199	TOYOTA	HIGHLANDER	237
HYUNDAI	KONA	185	HOLDEN	COMMODORE	204
NISSAN	X-TRAIL	145	FORD	FOCUS	198
HOLDEN	ACADIA	142	VOLKSWAGEN	TIGUAN	191
HOLDEN	TRAX	139	HYUNDAI	KONA	187
HYUNDAI	TUCSON	137	NISSAN	QASHQAI	167
VOLKSWAGEN	TIGUAN	137	HONDA	JAZZ	165
HYUNDAI	SANTA FE	136	NISSAN	X-TRAIL	146
SUZUKI	VITARA	131	SUBARU	XV	141
HONDA	HR-V	118	TOYOTA	CAMRY	135
HONDA	JAZZ	118	TOYOTA	LANDCRUISER PRADO	132
HONDA	CRV	117	HOLDEN	ASTRA	127

NEW PASSENGER MAKES

MAKE	JAN '20	JAN '19	Movement	% Change	Market Share
TOYOTA	1220	1718		-29.0	13.4
KIA	964	710	Up 2	35.8	10.6
MAZDA	674	1052	Down 1	-35.9	7.4
SUZUKI	596	592	Up 3	0.7	6.6
HYUNDAI	592	551	Up 3	7.4	6.5
MITSUBISHI	588	803	Down 3	-26.8	6.5
HOLDEN	534	689	Down 2	-22.5	5.9
FORD	510	606	Down 2	-15.8	5.6
NISSAN	467	370	Up 3	26.2	5.1
HONDA	413	450	Down 1	-8.2	4.5
VOLKSWAGEN	293	374		-21.7	3.2
SUBARU	291	382	Down 2	-23.8	3.2
MERCEDES-BENZ	272	247		10.1	3.0
BMW	237	130	Up 1	82.3	2.6
AUDI	145	111	Up 2	30.6	1.6
SKODA	145	113		28.3	1.6
LAND ROVER	132	179	Down 3	-26.3	1.5
MINI	107	65	Up 5	64.6	1.2
JEEP	90	110	Down 1	-18.2	1.0
PEUGEOT	88	107	Down 1	-17.8	1.0
Other	741	583		27.1	8.1
Total	**9099**	**9942**		**-8.5**	**100.0**

Continued from page 44

with the month of January coming in a bit softer than anticipated."

Pure electric vehicles were softer with 140 units sold in January, with PHEV's up slightly at 88 units and 647 hybrid vehicles, continuing their strong sales for the month.

Registration of 9,099 passenger cars and SUVs for January 2020 were down 8.5% (843 units) on 2019 volumes. The top three segments for the month were SUV medium vehicles with 19% share followed by SUV Compact also with 19% market share and the Pick Up/Chassis 4×4 segment with 14%.

Toyota started the new decade as it almost always does as the overall market leader with 15% market share (1903 units), followed by **Ford** with 12% (1534) and the **Kia** third spot with 7% market share (964).

Toyota was also the market leader for passenger and SUV registrations with 13% market share (1220 units) followed by **Kia** with 11% (964) and then **Mazda** with 7% market share (674).

Aussie sales in decline

The Australian new vehicle sales figures for January this year shows a decline in sales

Continued on page 46

NEW COMMERCIAL MODELS (UNDER 3500KG)

MAKE	MODEL	JAN '20	MAKE	MODEL	JAN '19
FORD	RANGER	885	FORD	RANGER	837
TOYOTA	HILUX	473	MITSUBISHI	TRITON	445
HOLDEN	COLORADO	373	TOYOTA	HILUX	434
MITSUBISHI	TRITON	366	NISSAN	NAVARA	338
NISSAN	NAVARA	274	HOLDEN	COLORADO	335
TOYOTA	HIACE	184	ISUZU	D-MAX	179
MAZDA	BT-50	180	MAZDA	BT-50	163
FORD	TRANSIT	139	TOYOTA	HIACE	128
ISUZU	D-MAX	117	HYUNDAI	ILOAD	74
HYUNDAI	ILOAD	74	ISUZU	F SERIES	62

NEW AROUND THE COUNTRY PASSENGER REGISTRATIONS

DIST	JAN '20	JAN '19	% CHANGE
WHA	183	185	-1.08
AUC	3881	4831	-19.66
HAM	668	604	10.60
THA	103	98	5.10
TAU	426	422	0.95
ROT	166	169	-1.78
GIS	46	47	-2.13
NAP	259	231	12.12
NEW	144	157	-8.28
WAN	97	82	18.29
PAL	229	260	-11.92
MAS	102	106	-3.77
WEL	796	729	9.19
NEL	124	107	15.89
BLE	52	67	-22.39
GRE	18	12	50.00
WES	1	1	0.00
CHR	1180	1299	-9.16
TIM	146	82	78.05
OAM	12	7	71.43
DUN	341	302	12.91
INV	125	144	-13.19
TOTAL	9099	9942	-8.48

NEW IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

	FIAT	FORD	FOTON	FUSO	GREAT WALL	HINO	HOLDEN	HYUNDAI	ISUZU	LDV	MAZDA	MERCEDES-BENZ	MITSUBISHI	NISSAN	SSANGYONG	TOYOTA	VOLKSWAGEN	OTHER	TOTAL
20-Jan	56	1024	8	61	47	52	380	76	197	73	180	95	367	274	46	683	119	241	3979
19-Jan	51	888	32	73	33	53	353	76	283	120	163	84	445	338	33	594	99	278	3996
% diff	10	15	-75	-16	42	-2	8	0	-30	-39	10	13	-18	-19	39	15	20	-13	0
YTD 20	56	1024	8	61	47	52	380	76	197	73	180	95	367	274	46	683	119	241	3979
YTD 19	51	888	32	73	33	53	353	76	283	120	163	84	445	338	33	594	99	278	3996
%diff	10	15	-75	-16	42	-2	8	0	-30	-39	10	13	-18	-19	39	15	20	-13	0

Continued from page 45

once again.

Totalling 71,731, this number is a 12.5% decline from this time last year, and comprised of 20,494 passenger vehicles, 35,393 SUVs and 14,035 light commercial vehicles.

January 2020 marks the 22nd month of declining sales.

The results from the Federal Chamber of Automotive Industries (FCAI), the peak body for the automotive industry in Australia, confirms these results.

"Given the broad range of environmental, financial, international and political issues facing Australia during January, it is no surprise to see the new vehicle market has reported a conservative start to the year," FCAI chief executive **Tony Weber** says.

Toyota lead the chase in January with 14,809 sales and 20.6% market share, followed by **Mazda** with 6695 sales and 9.3%, **Hyundai** with 5443 and 7.6%, **Mitsubishi** with 5108 and 7.1%, and **Kia** with 4705 and 6.6%.

The **Toyota Hilux** was January's top selling vehicle, with 2968 sales, closely followed by the **Ford Ranger** with 2624.

The **Toyota Corolla** was third with 2370, fourth was the **Toyota RAV4** with 2290, and the **Mitsubishi Triton** with 2075.

NEW COMMERCIAL MAKES (UNDER 3500KG)

MAKE	JAN '20	JAN '19	Movement	% Change	Market Share
FORD	1024	888		15.3	25.7
TOYOTA	683	594		15.0	17.2
HOLDEN	380	353	↑ Up 1	7.6	9.6
MITSUBISHI	367	445	↓ Down 1	-17.5	9.2
NISSAN	274	338		-18.9	6.9
ISUZU	197	283		-30.4	5.0
MAZDA	180	163		10.4	4.5
VOLKSWAGEN	119	99	↑ Up 1	20.2	3.0
MERCEDES-BENZ	95	84	↑ Up 1	13.1	2.4
HYUNDAI	76	76	↑ Up 1	0.0	1.9
Other	584	673		-13.2	14.7
TOTAL	**3979**	**3996**		**-0.4**	**100.0**

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
20-Jan	23	145	237	0	0	0	510	0	534	413	592	90	964	132	76	674	272	107	588	467	88	61	145	70	291	596	1220	293	64	447	9099
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
% diff	35	31	82				-16		-22	-8	7	-18	36	-26	0	-36	10	65	-27	26	-18	2	28	-3	-24	1	-29	-22	-6	54	-8
YTD 19	23	270	237	0	0	0	1329	0	534	413	1993	90	964	132	151	674	272	190	588	467	88	94	306	70	291	596	1220	293	64	447	9099
YTD 18	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
%diff	35	143	82				119		-22	-8	262	-18	36	-26	99	-36	10	192	-27	26	-18	57	171	-3	-24	1	-29	-22	-6	54	-8

DEALERS BUYING MORE SECONDHAND, PUBLIC BUYING LESS

Dealers are purchasing more secondhand vehicles, but the public are buying less from dealers, according to the latest registration statistics. Dealers purchased 12,808 used cars in January, up 2.2% on the year before.

They sold 17,313 which is down 2.2%. Public-to-public trading was up only slightly – 0.5%.

In bikes, sales by dealers were up 7.1% at 410, while dealer purchases and public transactions were also up by 7.1% and 15.9% respectively. Dealers purchased 410 bikes and the public purchased 2370 from the public.

In the truck market, dealers sold 3354 which is a 30.4% increase on last year, and purchased 2185 which is up 22%.

SECONDHAND REGISTRATIONS – JANUARY 2020

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 2020																							
Public to Trader	218	5012	1006	259	506	120	55	398	209	132	675	102	1159	205	85	40	1	1885	84	7	418	232	12808
Public to Public	2005	13558	3479	617	2154	1027	433	1531	978	678	1744	547	3275	1141	429	192	31	5627	834	145	2210	1181	43816
Trader to Public	522	5600	1286	254	801	364	152	664	355	235	753	183	1662	327	154	62	7	2169	515	61	756	431	17313
Cars 2019																							
Public to Trader	226	4865	995	189	531	103	64	418	226	161	655	119	1019	203	100	42		1779	117	4	418	296	12530
Public to Public	1924	14141	3363	669	2172	983	417	1593	1025	672	1718	508	3255	1088	452	180	37	5298	544	130	2220	1225	43614
Trader to Public	555	5756	1412	265	819	308	180	661	409	252	803	247	1734	338	180	69	5	2223	171	48	749	518	17702
Cars % Change																							
Public to Trader	-3.5	3.0	1.1	37.0	-4.7	16.5	-14.1	-4.8	-7.5	-18.0	3.1	-14.3	13.7	1.0	-15.0	-4.8		6.0	-28.2	75.0	0.0	-21.6	2.2
Public to Public	4.2	-4.1	3.4	-7.8	-0.8	4.5	3.8	-3.9	-4.6	0.9	1.5	7.7	0.6	4.9	-5.1	6.7	-16.2	6.2	53.3	11.5	-0.5	-3.6	0.5
Trader to Public	-5.9	-2.7	-8.9	-4.2	-2.2	18.2	-15.6	0.5	-13.2	-6.7	-6.2	-25.9	-4.2	-3.3	-14.4	-10.1	40.0	-2.4	201.2	27.1	0.9	-16.8	-2.2
Motorcycles 2020																							
Public to Trader	2	137	46	8	35	8		7	1	5	23	2	52	19	1			46			17	1	410
Public to Public	87	642	176	53	141	42	15	95	69	42	98	25	223	81	30	10	2	332	30	5	101	71	2370
Trader to Public	9	122	28	9	29	11	2	17	11	7	20	10	46	14	2	3		51	4	1	22	5	423
Motorcycles 2019																							
Public to Trader	5	147	31		26	2	2	13	10	3	19	2	65	8	2			26			13	7	381
Public to Public	76	582	176	21	118	48	9	94	74	23	90	11	160	58	30	7	4	272	29	10	111	41	2044
Trader to Public	13	139	33	3	24	6	1	13	10	6	18	4	39	10	4	1		43	4	1	15	8	395
Motorcycles % change																							
Public to Trader	-60.0	-6.8	48.4		34.6	300.0	-100.0	-46.2	-90.0	66.7	21.1	0.0	-20.0	137.5	-50.0			76.9			30.8	-85.7	7.6
Public to Public	14.5	10.3	0.0	152.4	19.5	-12.5	66.7	1.1	-6.8	82.6	8.9	127.3	39.4	39.7	0.0	42.9	-50.0	22.1	3.4	-50.0	-9.0	73.2	15.9
Trader to Public	-30.8	-12.2	-15.2	200.0	20.8	83.3	100.0	30.8	10.0	16.7	11.1	150.0	17.9	40.0	-50.0	200.0		18.6	0.0	0.0	46.7	-37.5	7.1
Trucks 2020																							
Public to Trader	60	767	213	57	68	44	18	100	28	35	144	34	97	47	33	9		255	23	1	84	68	2185
Public to Public	387	1766	542	147	388	184	99	290	205	117	301	95	367	199	92	40	7	896	112	24	380	224	6862
Trader to Public	186	828	271	63	165	119	50	189	90	67	183	60	243	69	63	30	2	317	76	8	160	115	3354
Trucks 2019																							
Public to Trader	51	550	207	32	85	22	33	76	37	27	122	23	77	66	32			210	31	2	64	44	1791
Public to Public	320	1652	524	85	342	121	99	264	184	77	282	70	348	169	70	41	22	780	104	42	305	161	6062
Trader to Public	129	618	243	52	140	58	39	134	83	40	150	31	160	68	56	26	7	287	39	15	123	75	2573
Trucks % change																							
Public to Trader	17.6	39.5	2.9	78.1	-20.0	100.0	-45.5	31.6	-24.3	29.6	18.0	47.8	26.0	-28.8	3.1			21.4	-25.8	-50.0	31.3	54.5	22.0
Public to Public	20.9	6.9	3.4	72.9	13.5	52.1	0.0	9.8	11.4	51.9	6.7	35.7	5.5	17.8	31.4	-2.4	-68.2	14.9	7.7	-42.9	24.6	39.1	13.2
Trader to Public	44.2	34.0	11.5	21.2	17.9	105.2	28.2	41.0	8.4	67.5	22.0	93.5	51.9	1.5	12.5	15.4	-71.4	10.5	94.9	-46.7	30.1	53.3	30.4

BIKE SALES ALREADY LOOKING DIFFERENT IN NEW YEAR

New motorcycle registrations this year started off better year-on-year, totalling 955 units, up 10.4%.

New year and new top spot – **Yamaha** breaks **Suzuki's** seven-month streak as number one in the new bike market, with 143 units sold, up 30% for a 15% market share.

Suzuki drops to second, with 116 units, down 36.3% for a 12.1% market share.

Harley Davidson stays in the top three with 107 units, up 40.8% for an 11.2% share.

Yamaha's XTZ690 L took out the top-selling model last month, selling 54 units, followed by the **TNT Motor Roma 2T** on 36 and **Forza Ciclone** on 29.

In the used motorcycle market, **BMW** beat the unbeatable **Harley Davidson** after jumping a whopping 496.4% to take 44.4% of the market and selling 167 units.

Harley Davidson dropped to second with 77 units, down 33.6% year-on-year for 20.5% of the market. **Triumph** is third with 24 units, down 33.3% for 6.4% of the market share.

Christchurch's First European managing director **Andy Burchall** says January sales were "definitely a bit down".

"This is the time where people go out of Christchurch for holidays," Burchall says.

"We're trying to get them back. We were a bit flatter than normal."

He says it's taken a bit of proactive work to keep things moving, as sales are a "bit sluggish".

"I think the economy has softened again, and it's going to need continuous work and push to keep our target.

"New bike enquiries have softened and I think it will continue to stay a little soft."

But Burchall says used bikes are reasonably buoyant.

The new **Royal Enfield Himalayan ABS** bike was a stand out at First European.

Urban Moto Imports sales and dealer representative **Simon Buchanan** is on the hunt for dealers.

"We're expanding our dealership network New Zealand-wide," Buchanan says.

Urban Moto Imports is the importer of six brands, including Royal Enfield, Agusta MV, Benelli, Gasgas, Super Soco and Peugeot Motorcycles. Buchanan says Royal Enfield is New Zealand's fastest growing motorcycle brand "by a big shot."

NEW BIKE MAKES

MAKE	JAN '20	YTD '20	JAN '19	% Change	Market Share %
YAMAHA	143	143	110	30.0	15.0
SUZUKI	116	116	182	-36.3	12.1
HARLEY DAVIDSON	107	107	76	40.8	11.2
HONDA	85	85	69	23.2	8.9
TRIUMPH	83	83	35	137.1	8.7
FORZA	47	47	34	38.2	4.9
TNT MOTOR	40	40	33	21.2	4.2
KAWASAKI	36	36	61	-41.0	3.8
BMW	35	35	48	-27.1	3.7
ROYAL ENFIELD	34	34	16	112.5	3.6
KTM	30	30	34	-11.8	3.1
VESPA	25	25	22	13.6	2.6
INDIAN	22	22	14	57.1	2.3
FACTORY BUILT	20	20	20	0.0	2.1
DUCATI	19	19	11	72.7	2.0
MOPED	11	11	26	-57.7	1.2
HUSQVARNA	10	10	6	66.7	1.0
SYM	10	10	4	150.0	1.0
KEEWAY	9	9	4	125.0	0.9
APRILIA	8	8	14	-42.9	0.8
Other	65	65	46	41.3	6.8
Total	955	955	865	10.4	100.0

NEW BIKE MODELS

MAKE	MODEL	JAN'20
YAMAHA	XTZ690 L	54
TNT MOTOR	ROMA 2T	36
FORZA	CICLONE	29
HARLEY DAVIDSON	STREET 20 STREET 500	21
SUZUKI	GSX150 FDZA GIXXER	19
FORZA	CAPRI LX	18
HARLEY DAVIDSON	SOFTAIL 20 LOW RIDER S	17
SUZUKI	UZ50	17
YAMAHA	MT03LA K	17
YAMAHA	YZF-R3A L	17

USED BIKE MAKES

MAKE	JAN '20	JAN '19	% CHANGE	MARKET
BMW	167	28	496.4	44.4
HARLEY DAVIDSON	77	116	-33.6	20.5
TRIUMPH	24	36	-33.3	6.4
HONDA	21	19	10.5	5.6
DUCATI	19	19	0.0	5.1
KAWASAKI	11	12	-8.3	2.9
YAMAHA	9	12	-25.0	2.4
SUZUKI	8	8	0.0	2.1
KTM	7	5	40.0	1.9
HUSQVARNA	5	1	400.0	1.3
Other	28	25	12.0	7.4
TOTAL	376	281	33.8	100.0

TRUCK SALES DOWN FOR START OF THE YEAR

Commercial vehicle registrations have taken a dip for the start of the year with both new and used truck sales down for January year-on-year.

Total registrations of new trucks and buses over 3500kg GVM sits at 470 units for January. This is down 9.3% compared to the same period last year which saw 518 registrations of new commercials for the month.

Isuzu is market leader for January with 80 units registered and a 17% market share. The brand was down 23.1% compared to the 104 units registered in the same period last year.

Fuso is in second spot for the month, down 16.4% with 61 units registered and a 13% market share.

Hino is third, down 1.9% with 52 units registered and an 11.1% market share.

Mercedes-Benz follows, up 135.3% with 40 units, **Volvo** down 25% (39), **Fiat** up 27.3% (28), **Scania** up 133.3% (28), **Iveco** up 46.7% (22), **Kenworth** unchanged (22) and **UD Trucks** down 11.8% (15).

Total used imported truck and bus registrations were down 27.7% year-on-year with 133 registrations in January compared to 184 in the same period the previous year.

Toyota leads the used commercial import market for the month with 28 units registered and a 21.1 market share. This was down 26.3% compared to the 38 units registered in the same period the previous year.

Hino is in second spot in the used market, down 25.7% with 26 units registered and a 19.5% market share.

Isuzu is third, down 41.7% with 21 units registered and a 15.8% market share.

Mitsubishi follows, down 33.3% with 14 units registered, **Nissan** down 54.5% (10), **Mazda** up 133.3% (7), **Mercedes-Benz** (5), **Fiat** up 100% (4), **Fuso** down 57.1% (3) and **Ford** down 33.3% (2).

Foley Trucks director **Thomas Church** says the market is not making record sales like it was in recent years but it's still "steady as she goes" .

"This year has started quite slowly and everyone is down a little ... it's pretty average at the moment," he says.

Foley Trucks is also on the move from its leased Auckland site in Leonard Rd, Mt Wellington, and will be purchasing its own property in Hamilton.

It will move in May and will eventually have a new purpose-built truck yard open by the end of the year.

In the meantime, Church says the new government infrastructure announcement will certainly boost truck sales once the work gets underway.

"But do they have the people to build it and when will it begin? When that happens, sales will definitely go up but the question is when the work begins," Church says.

NEW TRUCK MAKES (over 3500kg)

MAKE	JAN '20	JAN '19	% Change	% of Market	YTD '20	YTD '19
ISUZU	80	104	-23.1	17.0	80	104
FUSO	61	73	-16.4	13.0	61	73
HINO	52	53	-1.9	11.1	52	53
MERCEDES-BENZ	40	17	135.3	8.5	40	17
VOLVO	39	52	-25.0	8.3	39	52
FIAT	28	22	27.3	6.0	28	22
SCANIA	28	12	133.3	6.0	28	12
IVECO	22	15	46.7	4.7	22	15
KENWORTH	22	22	0.0	4.7	22	22
UD Trucks	15	17	-11.8	3.2		17
Other	83	131	-36.6	17.7	98	131
TOTAL	470	518	-9.3	100.0	470	518

USED TRUCK MAKES

MAKE	JAN '20	JAN '19	% Change	% of Market	YTD '20	YTD '19
TOYOTA	28	38	-26.3	21.1	28	38
HINO	26	35	-25.7	19.5	26	35
ISUZU	21	36	-41.7	15.8	21	36
MITSUBISHI	14	21	-33.3	10.5	14	21
NISSAN	10	22	-54.5	7.5	10	22
MAZDA	7	3	133.3	5.3	7	3
MERCEDES-BENZ	5	0		3.8	5	0
FIAT	4	2	100.0	3.0	4	2
FUSO	3	7	-57.1	2.3	3	7
FORD	2	3	-33.3	1.5	2	3
Other	13	17	-23.5	9.8	13	17
TOTAL	133	184	-27.7	100.0	133	184

LEAF BATTERY BASES

GRIBBLE V Z MOTORS LTD

In June 2019, the purchaser acquired a 2012 Nissan Leaf from the trader for $10,080.

The vehicle was listed on the *Trade Me* website, and the purchaser contacted the trader asking how far the vehicle will go "on full charge on ECO drive".

The trader replied in an email advising that the vehicle had just been charged to 100%, and the dashboard showed the range as 115 km.

In a follow up email, the trader qualified the range.

"However, the exact range of full charge really depends on the driver's driving style, road conditions, average car's speed, temperature, the air conditioner's working situation, and many other factors."

The tribunal noted that information is correct, because the battery capacity and SOH (and therefore the range) of an electric vehicle is dependent on such factors — and others, including the way in which the battery is charged.

"In that regard, I consider that a reasonable person reading the email from [the trader] dated May 2, 2019 would have understood that, although the dashboard display indicated that the vehicle's range was 115 km, the range that could be obtained by the driver was ultimately dependant on many unquantifiable external factors," the adjudicator noted.

"Accordingly, by providing this qualifying information, I consider that [the trader] ensured that a reasonable consumer would not have been misled into believing that the vehicle's range would always be 115 km, or that the 115 km range would ever be attainable once factors such as the particular purchaser's driving style, the road conditions and battery charging habits are taken into account."

The trader also supplied the buyer with a copy of a 'Leaf Spy' report for the vehicle that showed the SOH was 72.15%.

"I consider that this report would have put a reasonable consumer on notice that the vehicle's battery capacity (as demonstrated by the SOH reading) was reduced and that the vehicle's range may therefore be diminished."

Having made a deposit, the purchaser emailed the trader saying he was concerned with the state of the battery of the car, noting it was deteriorating quickly and he would not make any further payments until the issue was resolved. He claimed he could buy a car for the same money with a higher SOH elsewhere.

The trader responded, saying that the

battery will degrade over time, expressing hope that the transaction could be completed and noting they would refund his deposit if he chose not to purchase the vehicle. The purchaser said he would feel more comfortable with a newer Leaf, but despite the offer of a refund, went ahead and purchased the car anyway.

The adjudicator noted this process indicated the buyer was aware of battery degradation issues.

"I do not accept [the purchaser's] evidence that he did not know about the state of the vehicle's battery before he purchased it and that he simply concocted concerns about the vehicle's battery health to use as a bargaining chip to drive the price down.

"I consider it likely that the information provided by [the trader] led [the purchaser] to understand the true state of the vehicle's battery capacity and that he may not obtain the range he considered ideal. He nonetheless decided to purchase the vehicle."

The adjudicator felt the buyer had not proven the vehicles range as represented was less than a reasonable consumer would expect - something fatal to the claim. In fact the purchaser had the car assessed by a Nissan dealer who found the battery was in good condition. The adjudicator rejected further evidence provided that was not an assessment but a question to another trader through a *Trade Me* listing.

Even the purchasers oral evidence failed to indicate the vehicles deficiencies were a problem. He noted the best he could get from the car around town was 75km, though he also acknowledged he would recharge at 20%, giving a range closer to 90km.

"Further, it could well be that [the purchaser]'s own use of the vehicle is a significant contributing factor to the vehicle's range being much less than he may have anticipated. [The purchaser] gave evidence that he fast charges the battery about half of the time. **Mr Haynes**, the Tribunal's Assessor advises that fast charging to this extent will inevitably reduce the vehicle's battery capacity and range. Likewise, Mr Haynes advises that **Mr Gribble**'s habit of frequent fast charging of the battery when it is not fully depleted will also lead to a deterioration of the battery health and reduction in the vehicle's range."

The tribunal dismissed the claims.

HYDROGEN FUEL NETWORK WILL AID LOW EMISSIONS TRANSPORT

The proposed development of New Zealand's first nationwide hydrogen refuelling network will provide an important step in the journey towards a low emissions transport sector, the Motor Industry Association says.

This is an exciting prospect and New Zealand has a lot of scope to produce clean hydrogen, MIA chief executive David Crawford says.

"We need to reduce emissions from our vehicle fleet and hydrogen can play an important role."

Crawford says that producing hydrogen from renewable electricity backed up by abundant gas resources in Taranaki will have a big impact on transport emissions and help to lower its carbon footprint.

"We need to be prepared to use all forms of low emission fuels, and not just focus on electricity."

New car distributors are very supportive of the prospect of a clean green transport future, Crawford says.

"It's clear that there are good business opportunities for hydrogen development and distribution, as demonstrated by the proposed partnership between Hiringa Energy and the Waitomo Group.

"A comprehensive hydrogen production and a refuelling network would provide an important new source of fuel, not only for heavy vehicles, but increasingly for cars.

"We need to reduce emissions from our vehicle fleet and hydrogen can play an important role."

"Hydrogen vehicles are already in use in the UK, USA, Japan, Korea and Europe, and last year Hyundai unveiled its hydrogen-powered SUV at Mystery Creek Fieldays."

TRADE DIRECTORY

The comprehensive guide to every service a dealer could use

FINANCE & INSURANCE

PROVIDENT INSURANCE
0800 676 864 | info@providentinsurance.co.nz
Contact: Steve Owens, Chief Executive Officer
Helping dealers "Make Profits Grow". Specialist F&I training, support and products to retail motor vehicle traders.

provident insurance

UDC FINANCE
0800 500 832 | www.udc.co.nz

INFORMATION SERVICE PROVIDER

VTNZ
0800 88 88 69 | Sales@vtnz.co.nz

IT MANAGEMENT SYSTEMS

SYSTIME
NZ +649 5832424 | AU 1800 221 654
info@systime.co.nz
Autoline – Dealer Management & Distributor Manufacturer Systems – The Most Globally used DMS

SYSTIME
AUTOMOTIVE MANAGEMENT IT

ORION
NZ +649 5832455 | AU 1800 875149
sales@sam.co.nz
Mid-range Dealer Management System installed in 500 business operations. Sales Workshop, Parts, Fleet, Rental, CRM

ORION

SAM
NZ +649 5832455 | AU 1800 875149
sales@sam.co.nz
The ultimate specialist Workshop Management System suite. Range of options to suit.

SAM