

# autotalk

MARCH 2020

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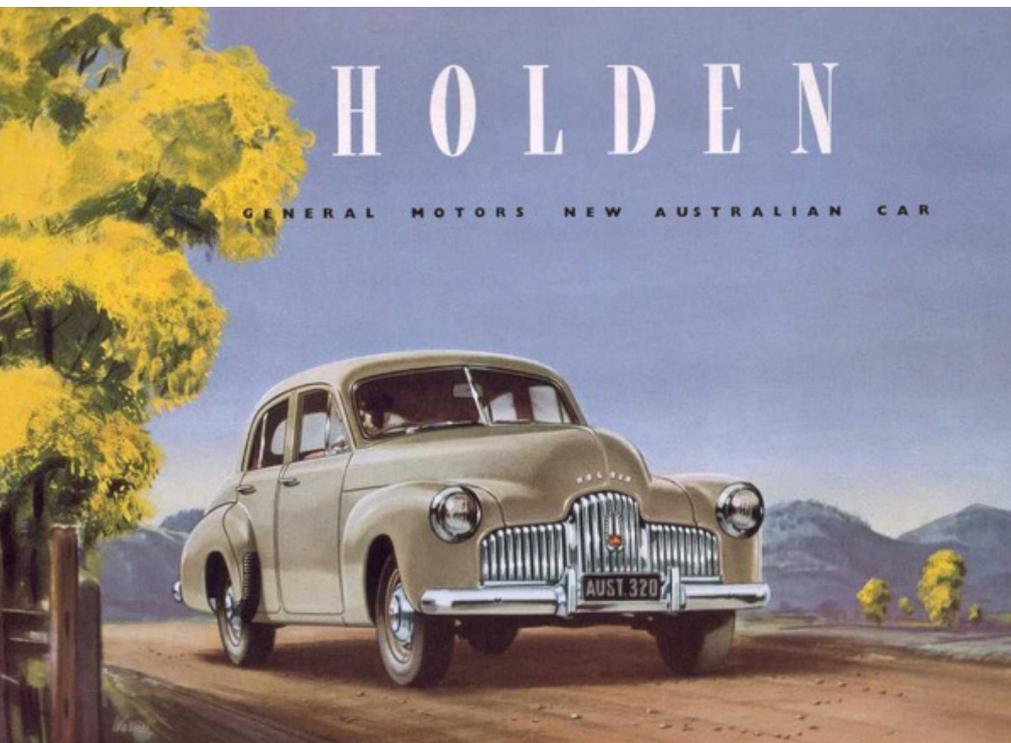
# HOLDEN DEPARTURE A TOUGH HIT

Over recent weeks I have fielded a few calls from the broader media - you may have heard me on the radio or seen me on *One News* - regarding the end of the Holden brand. My first reaction was that while the announcement was a surprise, it was hardly unexpected.

I felt Holden had started to turn a corner. Getting out of traditional vehicles, most of which were good but not great, and focusing on hot-selling SUVs and utes was a smart move. The US-built Acadia was also a good sign, not so much for its own talents, but that it indicated a willingness to



by **Richard Edwards**  
Managing Editor



The brand has been in a sales free-fall in Australia, fast heading out of the top 10 brands from once being a market leader. Yes, here the distributor and dealers have been doing better, though our volumes are not enough to justify the enormous overhead maintaining such a brand require. Where did Holden go wrong? The bones will be picked over for a long time to come. A few thoughts from my relatively uneducated mind are that they spent too long trying to prove the brand's Australian-credentials; product that was well engineered but perhaps a little unexciting, and from some reports getting offside with the "passionate" Aussie motoring media.

tap into some of the interesting GM product on offer from its home market - rather than relatively run-of-the-mill and politically troublesome European options. **Bringing the contracts to a close will be no easy task, especially considering the investments Holden encouraged its dealers to make in the last couple of years.**

Where could Holden have gone? We will never know now, as GM shifts to dismantle 140 years of history.

What will happen to those left behind? In New Zealand, the signs are good that many of the talented staffers will remain in the trade. On the dealership side, indications are most will either be absorbed by the dealer groups they now work for or picked up by others - salespeople, technicians and most ancillary staff remain in hot demand. **For those at the head office, I know at least a few other distributors eyeing up options. It will be interesting to see the outcome of negotiations on dealer compensation. Reports indicate Kiwi dealers have been offered a better deal than their Aussie counterparts - they were doing better so perhaps they should.** Bringing the contracts to a close will be no easy task, especially considering the investments Holden encouraged its dealers to make in the last couple of years. Everyone has a story about a Holden and I have a few of my own. I remember riding in my grandfather's EH wagon, my uncle's Kingswood with an HZ front grafted on. I was at the Sydney Motor Show when the new Monaro was announced, struggling to understand the frenzied crush of the Australian media over what was a Commodore - and understood it when it became the first car people on a sidewalk bowed down for when I drove it up Queen Street on a Friday night. **Most recently I toured the Chatham Islands in a fleet of Holdens - a Kiwi experience if ever there was one. And late last year my newborn daughter came home in the back seat of a Holden SUV. Farewell Holden. I am not sure if you will be missed, but you will definitely leave a mark. ■**

# KIWI HOLDEN DEALERS MOVE FORWARD WHILE AUSSIES PREPARE FOR FIGHT

**G**M ending the Holden brand, announced last month, looks set to be messy for dealers across the Tasman. But for Kiwi dealers things appear to be running more smoothly.

**There are 800 Holden employees across Australia and New Zealand, with 185 dealers in Australia and 31 in New Zealand. AutoTalk understands most head office staff, and the majority of dealers, will have business wrapped up by the end of June.**

Australian dealers are going on the offensive in preparation for a battle with General Motors (GM) regarding adequate compensation as the company terminates new Holden vehicle sales in the Australasian markets. Here in New Zealand things appear to be more cordial, though one of the bones of contention for Australian dealers could explain that - an Australian dealer told *AutoTalk* the belief is that the New Zealand Holden dealers were getting a better deal. We spoke to a number of Holden dealers, with no one willing to go into the details of their exit negotiations.

Johnston Ebbett managing director **David Johnston** says the settlement process with Holden New Zealand is going well.

**"It is good, we are working well with head office," Johnston explains.**

**"Holden have always been a good distributor to deal with and nothing has changed in regards to that. Progress is good."**

The dealer, which currently has dealerships in Wellington and Porirua - including a new facility at the latter site - will continue as a service agent following the wind down.

Johnston says customers have been understanding and supportive - with an increase in enquiry and no negative feedback.

"We were very quick to communicate with our database of customers - they are our second biggest asset after our team," he



says, explaining they sent out information soon after the announcement through email and social media. "I had a number of positive replies, along the lines of 'great team, great brand, it's a sad day'."

**Johnston says it's business as usual for their staff. He notes they have the Kia franchise in Porirua and are in discussion regarding other opportunities.**

"Everyone who currently works for us at Johnston Ebbett has a job to do. We are talking to our team regularly, they are just getting on with it - they are amazing."

Johnston says he expects Holden sales to be wrapped up around the end of June

- though they are still working through what production is in the pipeline to be sold.

He notes they have support from head office to sell the stock, and "we have some great deals in the market."

**Holden New Zealand was unwilling to comment on the exit process, or how the remaining stock on hand will be handled. "The discussions are our primary focus at this stage," a spokesman told us.**

## **Aussies on the offensive**

Australian dealers are going on the offensive in preparation for a battle with

GM regarding adequate compensation as the company terminates new Holden vehicle sales in the Australasian markets. A group of unhappy dealers led by the Australia Automotive Dealer Association (AADA) met with prime minister Scott Morrison on February 26, telling him that the Holden compensation offer was "grossly inadequate".

**AP Eagers boss Martin Ward says there are 943 dedicated GM employees who will be affected across his dealerships.**

**He said there is also GM stock, leases and property that will all be directly affected, and GM needs to take responsibility for this.**

He says although it is early days in relation to the actual financial cost of the Holden brand closure on the Australian economy and more directly the impact on the Holden car dealers, it is certain that the cost will be significant.

But Holden Australia feels the dealers are being treated fairly.

"Holden is doing the right thing by its dealers during this difficult time. We believe the offer is fair," says a Holden Australia spokesperson.

"In most cases Holden dealers will receive compensation to a factor of four times the average Holden new car profit/unit of all dealerships over the 2017-2019 fiscal years. This number includes

*Continued on page 4*



**David Johnston**



**Martin Ward**

Continued from page 3

the sale of highly profitable domestically produced Commodore units in 2017/18.

**“The compensation formula Holden is using is applied consistently for all dealers and covers reasonable earning expectations from the new Holden sales department over the remaining portion of the dealer agreement.**

On February 27, the Senate referred GM’s announcement on February 17, to withdraw the Holden brand and operations from Australia to the Education and Employment references committee for enquiry and report by the first sitting day in May 2020. The closing date for submissions is March 20, 2020.

**Dealership staff should be in demand**

While many Holden dealership staff may end up on the move following the brand’s closure, one recruitment agent suggested there will be some demand for their skills.

**“There are over 600 vacancies broadly advertised under the banner of vehicle sales alone and up to 700 automotive technicians’ roles nationally that we estimate are vacant,” Automotive Employment NZ’s Russell Phillips explains.**

“Employees in these primary categories should largely all find employment if worse comes to worse.”

Russell noted many will be redeployed within the dealer groups they currently work for.

“The big impact will be in more senior roles and support roles,” he explains.

“The dealer principals, the sales managers, the after-sales managers. There are only a certain number of jobs available at one time and they will all be competing with each other.”

**As for head office staff, Phillips suggests many will be sought by other national distributors.**

“Logic tells me that there is going to be a considerable lolly scramble to pick up the marketshare that Holden leaves behind,” he explains. “They will be looking at ways to capture that marketshare, and I think there will be a few jobs in the offering accordingly.”

We have full history of the Holden brand - all 140 years - on page 39 and 40 of this magazine.

**Isuzu Trucks NZ to remain in GM hands**

Holden’s demise is expected not to impact the distribution of Isuzu Trucks in New Zealand, currently part of General Motors local operations.

**“We would like to assure you and your readers that the situation for Isuzu Trucks in New Zealand, following the announcement, remains unchanged and is ‘business as usual,” spokesperson Edward Finn says.**

“It is our intention to continue to honour our obligations under the current Isuzu distribution agreement as we believe the current Isuzu sales and aftersales operations in New Zealand will augment our remaining Holden aftersales network operations.”

**Why close Holden?**

GM International Operations senior vice president **Julian Blissett** says GM had taken the difficult decision after implementing and considering numerous options to maintain and turn around Holden operations.

“Through its proud 160-year history, Holden has not only made cars, it has been a powerful driver of the industrialisation and advancement of Australia and New Zealand,” says Blissett.

“Over recent years, as the industry underwent significant change globally and locally, we implemented a number of alternative strategies to try to sustain and improve the business, together with the local team.”

The company says it undertook a detailed analysis of the investment required for Holden to be competitive beyond the current generation of products. Factors impacting the business case for further investment included the highly fragmented right-hand-drive markets, the economics to support growing the brand, and delivering an appropriate return on investment.

**“After comprehensive assessment, we regret that we could not prioritise the investment required for Holden to be successful for the long term in Australia and New Zealand, over all other considerations we have globally,” says Blissett.**

“This decision is based on global priorities and does not reflect the hard work, talent and professionalism of the Holden team.”

GM intends to focus its growth strategy in Australia and New Zealand on the specialty vehicles business and plans to immediately work with its partner on developing these plans.

While details remain unclear, that is likely to mean its burgeoning business selling American sports cars converted to right-hand drive through Holden Special Vehicles – a partnership with Walkinshaw Performance.

GM Holden interim chairman and managing director **Kristian Aquilina** says that given the significance of Holden through its history, it was critical the company worked with all stakeholders to deliver a dignified and respectful wind-down.

“Holden will always have a special place in the development of our countries. As Australia and New Zealand grew, Holden was a part of the engine room fuelling that development,” says Aquilina.

“The announcement will be felt deeply by the many people who love Holdens, drive Holdens and feel connected to our company which has been with us for 160 years and is almost ubiquitous in our lives. “Unfortunately, all the hard work and talent of the Holden family, the support of our parent company GM and the passion of our loyal supporters have not been enough to overcome our challenges.”

**“We understand the impact of this decision on our people, our customers, our dealers and our partners – and will work closely with all stakeholders to deliver a dignified and respectful transition.” ■**



**Kristian Aquilina**



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# SMITH AND BROWN TAKE OVER AS HARRIS DEPARTS

Following the departure of **Glenn Harris** to the Warriors, Mazda New Zealand is appointing **Terrienne Brown** as marketing general manager and **James Smith** as sales general manager. Previously a Mazda brand manager, Brown will oversee the running of the marketing department and the implementation of brand and retail campaigns.

**Smith was previously a Mazda dealer business manager and will work alongside the dealer network to help drive new vehicle sales in New Zealand.**

“Terrienne and James are both passionate about the Mazda brand and I know they will do an outstanding job as the industry enters an exciting period of change over the next few years,” Mazda New Zealand managing director **David Hodge** says.



**Harris had a 15-year tenure with Mazda New Zealand rising to the position of marketing and sales general manager.** Both Smith and Brown will be based at Mazda’s head office ■

# COLONIAL NOTES DOWNTURN

Listed car, truck and rural machinery dealer group Colonial Motor Company has warned of a sales decline in its latest results.

**The company reported a 25% decline in trading profit to \$8.031 million, though kept its interim dividend at 15 cents per share.**

In the report, it notes the new vehicle market is down 4.3%, and its two main brands – Ford and Mazda – had lost

market share.

It also notes truck sales through its Southpac division have declined, although it expects increased orders in the coming six months following the launch of DAF Euro 6 trucks. It continues to expand and update its facilities, with new developments in Cromwell, Wanaka, Christchurch, Lower Hutt, Manukau, Botany and Nelson. ■

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# VIA WIND UP VOTE IF NEW RULES NOT ACCEPTED

**V**IAs members will put the wind up of the association to a vote - if proposed changes to the association's rules are not made at a special general meeting to be held March 17 are not accepted.

**The agenda for the meeting was released to members this week, with two resolutions on it - one to change the rules distributed, and if not to vote on a second resolution for the wind up.**

In the notes attached to the agenda, the North and South Island chairmen, **Graeme Macdonald** and **Lloyd Wilson**, explain the changes - which aim to reallocate some control of the organisation from the trader members to the supply chain that provide the bulk of its funding.

"This restructure involves disestablishing the separate North and South Island branches and creating two tiers of governance, with ultimate authority vested in a Board of Directors. This board will be appointed by the newly created council and will be responsible for the authority over the financial affairs, policy directives and management oversight of the association.

"The Council is the core of the Association's Member representation and is established to provide industry participation and

consultation on matters such as, but not limited to; Government interaction, submissions and policy positions and working groups as well as providing strategic direction to the CEO and board. The council works with the board to ensure the effective governance of the association. Tiers of membership will be created, and each tier will have representation on the council proportional to the level of membership subscriptions received from that tier. This means that members who choose to belong to a higher tier will pay a higher subscription and will either have a seat at the council as of right or have a higher chance of being elected to a position on the council."

"These changes do mean there is the possibility of lower representation

**Chief executive David Vinsen, who will not play a role in the meeting, is encouraging members to vote - and strongly advocating for a yes vote on the resolution.**



David Vinsen

for ordinary members to the council. However, the national executive believes this restructure is the only option for members to retain any representation on a relevant Industry body working to 'keep the doors open'."

Chief executive **David Vinsen**, who will not play a role in the meeting, is encouraging members to vote - and strongly advocating for a yes vote on resolution.

**"I am encouraging everyone to vote yes, to adopt the new rules, it will be a fresh start for the organisation," Vinsen says.**

He notes work has already been underway to bring the finances of the association back into line, with the dropping of its office and shedding of ancillary services like stationery. He understands he will remain in his position.

"They want me, **Kit (Wilkerson)** and **Malcolm (Yorston)** to be able to get on with focussing on advocacy and technical issues."

**Only financial members of VIA will be eligible to attend the meeting, with the public and media excluded. ■**

# TRADERS STILL BUYING ESC CARS

**R**eports out of Japan indicate Kiwi buyers are still purchasing vehicles without Electronic Stability Control fitted, in the hope they will still be able to comply them. But according to VIA chief executive **David Vinsen** that is not going to happen.

**"They are buying them as they say they are so cheap, and are going to try and get an exemption," Vinsen says. "These are not purchases that were made in error."**

"Unless there is some sort of force majeure, our understanding is there will

be no exemptions," Vinsen says.

Vinsen says otherwise the transition into the new rule appears to be going relatively smoothly.

He understands the supply chain is not seeing a large downturn in volume, and sales remain relatively steady. ■



Tuam Street, 1958

# FROM FISH 'N CHIPS TO FORD

Following in his grandfather's and father's footsteps,

**John Hutchinson** has spent his entire automotive career at Team Hutchinson Ford in Christchurch central – that's 27 years, 14 of them as dealer principal.

**Hutchinson came from an accounting, share-broking and banking background.** Then he ran his own fish and chip shop for three

**“I never really considered [the automotive industry]. Especially for school leavers, I think it's a fantastic career. There are so many pieces to it. I don't believe everyone should be going to university and getting degrees.**

years, before his father and former dealer principal **Ormond Alexander “Hutch” Hutchinson** came to him and said, “what about the car industry?”

“It was pretty random,” Hutchinson laughs. “I'd been living in London, then came back and wanted to buy a business. I bought a fish and chip shop and worked about 70 hours a week. I stunk of fish and chips!”

After he sold the business, Hutchinson intended taking a break, but that idea was ridiculed by his father.

**“You can't afford to take a break,” Hutch said at the time, before suggesting his son apply for a sales job at Team Hutchinson Ford.**

The dealership's name comes from Hutchinson's grandfather, also named **Ormond** and nicknamed “The Chief” who ran it for 39 years.

Renowned for pioneering tractor sales in New Zealand, he retired in March 1973 after 53 years in the automotive

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Tractors were a major profit centre in 1957

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industry. Hutch joined the dealership in 1953, later running it for many years.

**The dealership has always been owned by The Colonial Motor Company, a Wellington-based property and car dealership group, which Hutch was chairman of when he died in 2000.**

“I never paid any interest whatsoever [to the automotive industry], I used to love the cars dad would bring home but that was it,” Hutchinson says. “My father had just retired from Team Hutchinson Ford (THF). I still had to formally apply for the job – I put on a pin-stripe suit and came in on a Saturday morning for a job interview.

**“For 132 years, there’s been at least one Hutchinson here,” Hutchinson says. “That’s pretty cool.”**

His son **Nick Hutchinson** is the fourth-generation Hutchinson to be working at THF, in fleet sales.

“I love working with my son and all our staff, the different ideas everyone comes up with, especially some of the free thinkers and ones that really question our processes, always looking for a better way. I don’t think I think old, but I don’t think as progressively as they do. I

wish I did.”

Born in Christchurch, Hutchinson went to London on his overseas experience (OE) for three years, before returning and buying his fish and chip store.

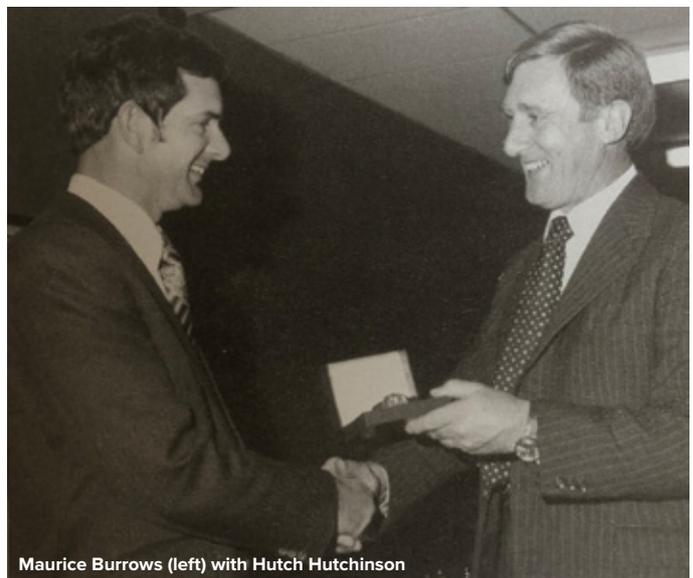
“I enjoyed it,” he says of the fish and chip shop. “I learnt so much about business and human nature. It was a full-on little business.”

four hot-dogs, two donuts and chips - why is he in that queue?

“He probably just liked both shops or maybe their queue was shorter.”

**Hutchinson calls that time in his life “fascinating” but says his dealership principal position is the “best job in the world”.**

“I genuinely love my job. I



Maurice Burrows (left) with Hutch Hutchinson

He recalls driving past other fish and chip shops on a Friday night, leaving his part-timers in charge, to see if his customers were in his competitors’ queues.

“I was constantly quietly paranoid. I would see them and be devastated. Six fish,

absolutely love it. You never know what’s coming up next. No two days are the same.”

He plans what to do each day, but that could all go out the window in a heartbeat.

“I’m hit with a lot of surprises. You’ve just got to take your

*Continued on page 11*



John Hutchinson

Continued from page 10

head from one place to another. It's fun, it's fantastic. I never get bored."

**He raves about the car industry, calling it "under-rated".**

"I never really considered [the automotive industry]. Especially for school leavers, I think it's a fantastic career. There are so many pieces to it. I don't believe everyone should be going to university and getting degrees.

**"I genuinely love my job. I absolutely love it. You never know what's coming up next. No two days are the same."**

"I think apprenticeships are under-rated. A mechanical apprentice is paid from day one. It's technical, it's good work with fantastic on-going



job prospects."  
**Hutchinson pays condolences to Holden dealers and employees after the news the Holden brand is exiting Australasia.**

"It's incredibly sad for the Holden people. People invested in their dealerships, massive amounts of money – all to be taken away."

As for THF, it is undergoing a major redevelopment which began in February. A laneway will be built through the site, dividing the sales side and

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*Continued from page 11*

the workshop.

“There will be a coffee shop in the laneway, we’re going to have some fun with it,” Hutchinson says. “This has been nine years in the planning. To have it actually started feels really good.”

**Hutchinson says selling cars these days is much faster than his sales days.**

“Customers are incredibly well-informed. It’s easy to get information. You don’t always get that time to build a relationship with the customer. “Now it’s someone saying I want this exact car, I want it tomorrow afternoon, and it’s all online. ‘Do you have this colour, and what price?’ We’ll phone them and tell them we do, there’s a little negotiation, and then it’s done.”

**Hutchinson says colour is an important factor in choosing a vehicle – and there’s not much wriggle room.**

“If they want dark grey, they might get a light grey one. Sometimes they’ll change the model to get the colour they want.

“A guy wanted a white Endura and wanted it in the mid-spec model. But we didn’t have the white one - we had the white in the top of the range, and he bought it.”

One of Hutchinson’s favourite parts of his job is that it is unpredictable.

“We can’t tell from one day to



Henry Cross (left) with Orm Hutchinson

the next, which day will be better, there’s no rhyme or reason,” he says. “We’ll gear up for a really busy day, and it’ll be quiet.” He recalls a recent Friday being especially busy, selling 12 cars instead of the standard three to four.

Perhaps that was because it was Valentine’s Day.

**“Maybe people think, ‘I’ll dump them tonight, so I better have some wheels,’” Hutchinson jokes.**

“One great model in our extensive range is the Ford Ranger - it’s a business vehicle and a private vehicle and they lease so well because of the high residual value. We love leasing because we can supply a new vehicle every three years.

“One great thing about coming here is that if you’re away for a

day, the business doesn’t stop,” Hutchinson says. “I couldn’t be sick at the fish and chip place. There’s always that pressure. Whereas here, if you had to take two days off, the business won’t suffer.

“A few things might not happen, but we’re so connected you could be anywhere. But at the fish and chip store, you had to be there – to make your chips, talk to customers and slice your fish nice and thin because that’s where the profit was.”

**Hutchinson went from having three part-timers at his fish and chip business to now running one of the two Ford dealerships in Christchurch with 63 staff. He says he’s in the automotive industry now for life.**

**“I can’t even imagine doing anything else.” ■**

# ARMSTRONG WINS MERCEDES AWARD FOR EIGHTH TIME

**M**ercedes-Benz Cars has named Armstrong Prestige Christchurch as its Retailer of the Year for the eighth time.

The annual awards recognise the performance of New Zealand's Mercedes-Benz Cars and Vans retailers and their staff, acknowledging new vehicle sales, used vehicle sales, and service and parts.

The Christchurch dealership's accolade follows wins in 2015; for four years running from 2012; and in 2002, 2003 and 2010. It's New Zealand's most-awarded Mercedes-Benz retailer. Armstrong Motor Group managing director **Rick Armstrong** accepted the award on behalf of his team in Melbourne.

Mercedes-Benz North Shore won the Vans Retailer of the Year for the second consecutive year. It has generated continued growth in commercial sales following the first full sales year of the new-generation Sprinter van.

"Armstrong Prestige Christchurch has proven once again it is the best retailer in the country," says Mercedes-Benz Cars New Zealand's **Lance Bennett**.

"Successfully taking the title from the Mercedes-Benz North Shore team was no small feat, which is a testament to its brand dedication and a strong commitment by **Brendon Mearns** and his team to deliver the best customer experience over the last 12 months.

**"In 2019, Mercedes-Benz once again demonstrated its position as the number one luxury brand in New Zealand, delivering more than 2000 new vehicles. This result ensures Mercedes-Benz remains the top luxury car brand for a fifth year in a row."**

"We are incredibly proud to recognise the achievements of both Armstrong Prestige Christchurch and Mercedes-Benz North Shore, and look forward to another successful year ahead." ■



Lance Bennett (MBNZ general manager), Brendon Mearns (APC dealer principal), Rick Armstrong (Armstrong Group managing director), Jarrod Buchanan (APC sales manager), Veronica Armstrong (APC senior business manager), Horst von Sanden (Mercedes-Benz Australia/Pacific chief executive)



Rick Armstrong



Lance Bennett, Craig Innes (Mercedes-Benz North Shore managing director), Horst von Sanden

# SOUTH CANTERBURY TOYOTA TAKES TOP HONOURS AT TOYOTA DEALER AWARDS

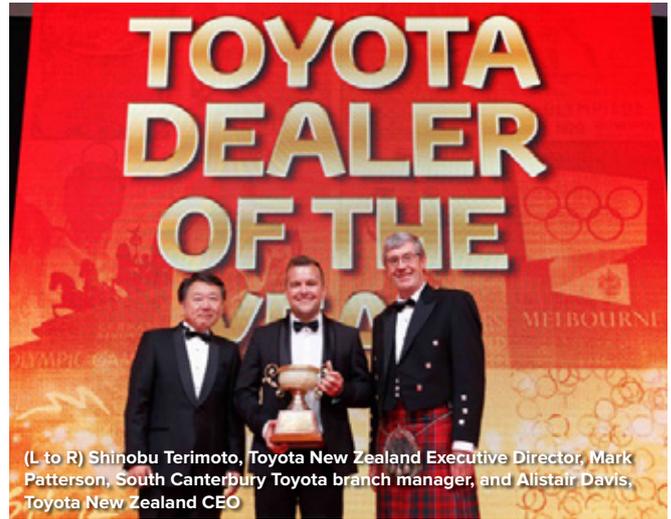
South Canterbury Toyota, based in Timaru, was named Toyota Dealer of the Year at Toyota the New Zealand's Annual Dealer Awards for 2019, held in Dunedin on Saturday. The Dealer of the Year is awarded for overall excellence in dealership operations, market leadership and dealership facilities. There is stiff competition for the supreme Dealer of Year Award among the 64 Toyota and Lexus dealers, spread from Whangarei to Invercargill. South Canterbury Toyota, which is part of the McDermid Auto Collective that operates four other South Island Toyota dealerships, employs 36 people who are committed to delivering the best sales and service experience every day. "The Toyota Dealer of the Year award really reflects all the hard work the team have put in over the last year," **Craig McDermid**, chief operating officer of McDermid Auto Collective says.

"We are proud to be part of our local community and are so glad that we were able to bring this award home for them." **Steve Prangnell**, Toyota's general manager franchise development and used vehicles, says "the awards celebrate the vital contribution of the dealerships to the ongoing trust and loyalty in the Toyota brand in New Zealand". "With the Dealer Awards we acknowledge the support of the dealers across the network. What is really satisfying is that, despite the change of sales model, our dealers delivered a record sales year in 2018 and another

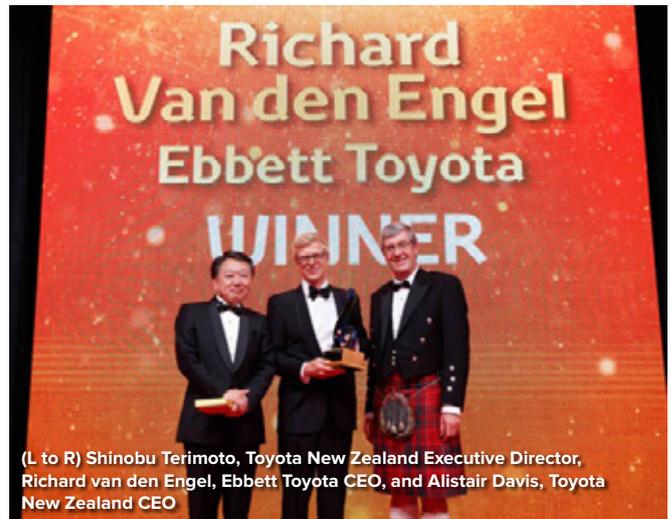
strong year in 2019," he says. South Canterbury Toyota also won the President's Trophy for outstanding customer service. The Excellence in Leadership Award was awarded to Ebbett Toyota for exemplary leadership in the advancement of the dealership's people and the franchise.

**The Dealer of the Year is awarded for overall excellence in dealership operations, market leadership and dealership facilities. There is stiff competition for the supreme Dealer of Year Award among the 64 Toyota and Lexus dealers, spread from Whangarei to Invercargill.**

Other awards went to Bowater Toyota for Parts & Accessories Excellence; Tasman Toyota for Service Excellence; Hawke's Bay Toyota for Toyota Financial Services Dealer of the Year; and New Vehicle Excellence; King Toyota for Branch Dealer of the Year; Manukau Toyota for Used Vehicle Excellence and Lexus of Wellington was named Lexus Dealer of the Year. "Having clear awards criteria gives dealers targets to aim for, and every year the competition seems to be more intense as dealers aim for continuous improvement," Prangnell says. ■



(L to R) Shinobu Terimoto, Toyota New Zealand Executive Director, Mark Patterson, South Canterbury Toyota branch manager, and Alistair Davis, Toyota New Zealand CEO



(L to R) Shinobu Terimoto, Toyota New Zealand Executive Director, Richard van den Engel, Ebbett Toyota CEO, and Alistair Davis, Toyota New Zealand CEO



(L to R) Spencer Morris, Toyota New Zealand General Manager, James Crighton, Tasman Toyota CEO, and Neeraj Lala, Toyota New Zealand COO

# FORD DEALERS HEAD TO FIJI FOR AWARDS

Ford New Zealand announced the winners of its annual President's Awards last week at a gala dinner hosted in Fiji and attended by Ford dealer principals.

**“The President’s Award winners, the entire dealership teams, should absolutely be proud of what they’ve achieved. They’re running fantastic dealerships with happy, satisfied Ford customers and that’s what it’s all about.”**

The six winners are comprised of two dealerships from each market category - metro, rural and provincial. The winners for 2019 were, North Harbour Ford, Auckland, Ocean Ford, Whakatane, Team Hutchinson Ford, Christchurch, McKendry Ford, Blenheim, Dunedin City Ford and Regional Ford, Gore

**“This year’s winning dealerships have embodied what it means to Go Further,” says Simon Rutherford, managing director, Ford New Zealand.**

“With more than 30 dealerships around the country they’re not easy to win.

These are our top awards and winning them recognises an incredible amount of investment in time, effort and training to improve and be the best at every aspect of dealership operations across parts, service and sales.”

The largest weighting for President’s Award criteria this year was for top marks in the Ford Customer Experience measured by customer satisfaction scores. The Ford Customer Experience has been a key business priority for the Company and Ford has been working closely with all of its dealerships to improve all aspects of that experience; whether it’s a first time buyer or a dyed in blue Ford owner returning for a service or looking to trade into their next Ford.

“The Customer Experience is absolutely critical which is why we’ve weighted it so heavily for this year’s awards,” says



Pictured left to right: Steve Fraser, NHF, Stephen Hermansen, Ocean Ford, Simon Rutherford, FNZ, Paul McKendry, McKendry Ford, John Hutchinson, Hutchinson Ford, and Robert Bain, DCF, (missing: Nathan Abernethy, Regional Ford)

**Jerry Delaney**, Ford New Zealand sales manager.

“The President’s Award winners, the entire dealership teams, should absolutely be proud of what they’ve achieved. They’re running fantastic dealerships with happy, satisfied Ford customers and that’s what it’s all about.”

**“The Customer Experience is absolutely critical which is why we’ve weighted it so heavily for this year’s awards,” says Jerry Delaney, Ford New Zealand sales manager.**

In addition to meeting or exceeding several key targets and measures, Ford dealerships must first be active participants in Ford Service Brand program to qualify for the award.

**The Ford Service Brand programme includes service loan cars, service price estimates, vehicle report cars, roadside assistance and free yearly satnav map updates for vehicles equipped with SYNC2 or SYNC 3 through Ford’s MapCare. ■**

# PROVIDENT INSURANCE HOSTS CHRISTCHURCH GOLF CLASSIC

The Provident Insurance annual Golf Classic was held at the Russley Golf Club in Christchurch on February 20, 2020.

The sun wasn't shining to begin with – which was the perfect golf weather for the 86 dealers and other members of the trade out on the field for this year's tournament.

Later, the sun shone out, and

the refreshment cart was busy delivering drinks from the first to the 18th hole and back. The BBQ was running hot back at the clubhouse.

Major winners from the day are listed below:

Award	Recipient
Winning Team	Crediflex (Defending Champions)
2nd Place	Aceomatics
3rd Place	Armstrong Motor Group
Longest Drive – Men -	Jonno Trent
Longest Drive - Ladies	Vanessa Johns
Closest To Pin - Men	Lawrence Harvey

**Defending champions Crediflex retained their number one title, edging out Aceomatics (2nd) and Armstrong Motor Group (3rd).**

Provident Insurance had a bit of fun and presented “less than serious” awards. The Greenkeepers Award for the most divots was rewarded to **Stu** from Euromarque for the



Defending champions Crediflex won again

second year in a row. “At this rate we think he’d be better with a Home and Garden subscription than a set

*Continued on page 17*

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**iBC**  
aut●



Aceomatics, second place



Armstrong Motor Group, third place

Continued from page 16 of clubs!" Provident Insurance national sales manager **Jaques Grey** says. "The saddest story of the day also goes to Stu from Euromarque, who, on the 17th tee, managed to have 11 air balls, before taking four divots that each managed to get past the ladies!" Provident Insurance thanks

co-sponsor UDC and its team who provided refreshments at the event and a place for tired golfers to rest under the shade half-way down the course. **"To all our partners who attended this event, and to all of our sponsors who added to the success of the day, we thank you all and eagerly look forward to doing it again in 2021," Grey adds.** ■



Enjoying a sausage and a beer at the BBQ stop



Jaques Grey and Owens enjoying themselves



Andrew Farrow, Rob Marlow and Aaron McCloy



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# HOW “FIT AND PROPER” COULD IMPACT DEALERS

New Zealand’s vehicle finance lenders continue to prepare for the raft of changes to lending laws that came with the Credit Contracts Legislation Amendment Bill last year.



by **Lyn McMorran**  
Executive Director, Financial Services Federation (FSF)

**But for vehicle dealers themselves, the latest requirement could hit a lot closer to home than perhaps expected.**

Currently up for discussion as to how it will work is the requirement that all directors and senior managers of lending companies must be certified by the Commerce Commission that they are “fit and proper” persons to run such businesses.

And while responsible lenders will of course comply as they do with any new law, three things remain murky – who, how and what.

The “who” is perhaps of most interest to motor vehicle dealers, particularly those who work with lenders using the “assignment” model.

This is of course where a lender provides credit through a dealer or retailer on the basis that the dealer then assigns the credit over to the lender within 24 hours of writing the loan.

**As it stands, directors and senior managers of dealerships under this model could also be hit by the new certification requirement.**

It is also possible they will have to register on the Financial Services Providers Register and therefore belong to a dispute resolution scheme – a requirement from which they are currently exempted.

Dealers and retailers that work under the “agent” finance model however, (where dealers or retailers obtain credit from their lender merely acting as the lender’s “agent”) will not require their directors and senior managers to be certified.

The second significant source of murk is “how”.

Namely, how many applications the Commerce Commission will be faced with whether they will be sufficiently resourced to deal with this.

We believe it is significantly underestimated how many individuals will be caught up in this.

Estimates provided in previous consultation on fees that will be charged to obtain the certification showed that the expected average number of applications was three directors and four senior managers from each entity. Given that the Institute of Directors recommends that boards alone should be made up of between six to eight directors, we believe the number of applications being planned for is insufficient. The “how” also concerns timing.

Applications open on 1 September 2020 and all certifications must be completed by 1 April 2021 when the law takes effect.

If there are inadequate resources to handle the demand, some responsible lenders could be left out in the cold through no fault of their own.

Lastly is “what” this requirement is going to achieve.

While we the FSF support intentions to protect vulnerable consumers, what material effect this will have remains to be seen.

Responsible players will comply, but any new requirements will only make a difference in stamping out irresponsible lenders if they are adequately enforced. FSF is submitting on behalf of members and encourages others to do so also before submissions close 5pm, March 8. ■

## PROFILE OF THE PERFECT SALESPERSON

The “perfect” salesperson is every sales manager’s dream:

- High personal sales production, eager to come to work on time, excited about the dealership reaching target, tactful, polite, and well behaved at Christmas parties.
- Seldom drinks, never embarrasses anyone.
- Rarely questions the sales manager.
- Always the most co-operative person on the showroom floor.
- Excellent rapport with existing customers.
- Eager to prospect for new business.
- Dresses and grooms professionally at all times.
- Rarely asks for a house deal.

### But is this just a dream, or could you have a team of “perfect” salespeople working at your dealership?

For as long as there have been salespeople, there have been “good” ones and “bad” ones. For just as long, sales managers have been looking for the “perfect” salesperson – the one who not only meets sales targets, but who co-operates without being a prima donna. Someone who will stay loyal to the dealership for years and be highly productive in sales and profits for that entire time.

Based on observations around the country both in dealerships and during our Autosure vehicle sales courses, top flight salespeople typically possess these characteristics:

### A strong drive to be successful

A top-flight salesperson dislikes periods of inactivity. They always need to be doing something. They have persistence and tenacity that helps them succeed over the long-run.

### High levels of energy

The real pros take care of their health. They exercise regularly, watch their weight, eat properly, and maintain themselves in excellent physical condition. They know their high energy level contributes to their success.

### Anticipation of success

They have positive expectations of results. They realise that their attitude and mental outlook have a great deal to do with the results they create.

### Sensitivity combined with boldness

Top-flight salespeople have a keen awareness of where the customer is relative to buying, as well as the confidence to guide them towards doing business. They know when to back off as well as when to move forward. They possess the delicate balance of empathy and ego drive.

### Ability to think and act quickly

They’re spontaneous in their thoughts and actions. They know their customers and their stock so they are more relaxed and comfortable than the salesperson who can only perform should the customer just want to buy. Their spontaneity and openness builds credibility and trust with customers.

### High self esteem and independence

Top performers don’t need to look to others for emotional support. They can function well if left alone to plan and work their prospects, and follow up with their customers. They’re self starters. Others admire their self-esteem.

### Skilled in the art of persuasion

They quite naturally want to persuade prospects and customers to move forward and make buying decisions. They capture attention quickly, arouse interest, listen well to customer’s wants and needs and make presentations based on both the logical and emotional wants of their customers. Their human relations skills enable them to develop positive relationships with everyone.

### A need to succeed

Top performers thrive on challenges. Their driving ambition is to “win”. Because they recognise that establishing “win/win” relationships is the key to creating more long-term profitability. They constantly seek ways to “solve” for customers so both parties actually win.

### Focused on goals

Top performers set goals which challenge them to stretch and grow professionally and they’re persistent in their drive to achieve and surpass their goals. They don’t easily quit. They dress and groom to create a professional image so they can reach their goals faster.



**James Searle**

is general manager of DPL Insurance Limited

### Honesty with themselves

Self-evaluation enables them to maximise use of their inherent and learned talents, while not being unrealistic in their expectations of success.

### Optimism

They anticipate achievement of their goals, almost to the point of having a “vision”. They avoid negative people, destructive pessimism and cynicism. Positive expectation of success enables them to overcome obstacles along the way toward their goals.

### Comfort with the title ‘salesperson’

The best salespeople see themselves as true professional salespeople. They don’t hide behind titles like vehicle consultant, product specialist, etc. The real pros have a strong belief in sales as an honourable profession.

### Belief in their product and services

Because persuasive communication requires congruent expression of words, tone of voice, and non-verbal messages; total belief in their product enables these special salespeople to produce at high levels. If there is any doubt or hesitancy in the sales message, or any lack of belief in the value being offered, the sales opportunity may be lost.

### Use these pointers as a guide with your current team or if you are recruiting.

### Not everyone is a born salesperson.

### Most people need the right amount of invested time, training, practice, self-control, a positive work environment and a professional management team to take them to the next level.

Feel free to talk with your Autosure account manager about our bespoke vehicle sales training programmes – they’re a great place to start with developing your team into “perfect” salespeople.

**Remember, there’s one thing worse than a well-trained, motivated individual who quits. It’s an untrained, unmotivated employee who stays. ■**



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## WHAT DRIVES STEVE OWENS?

CHIEF EXECUTIVE OFFICER

“When we opened the doors of Provident Insurance five years ago we had a spacious office to fill. And a blue sky vision.

To harness our experience to bring what we understand really matters to New Zealand motor vehicle dealers.

A partnership rather than a business ‘relationship’. To standing shoulder to shoulder with our dealers. We are clear that as we grow we want to remain true to our principles of thinking beyond the horizon. That no matter the size of the company, we know all our business partners by name. And flexible so that when they need us to work weekends, create lateral training solutions, or develop nimble ways to respond to their needs, it’s all in a day’s work. It’s just what we do.

**5 years. Almost 500 business partners. And counting.**

After five years I’m proud to say that we have one of the strongest teams I’ve ever had the privilege to work with. Some of us have been together for longer than I can remember. On the dealer and company side. Inspiring, challenging, outstanding.

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# THE VALUE OF BREAKDOWN INSURANCE

In the past year, I’ve written about how important it is for you as a dealer to provide a professional process when offering insurance to your customers.

**That process includes the requirement to disclose fully the benefits, features and exclusions of a product, so customers can make an informed decision to buy or decline cover, and then if purchased accept the premium as a clear value proposition.**



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

I’ve also talked about the function of the business manager to add value to the sales process, and the benefit of holding a strong relationship with your customers. It’s also imperative that you gain their trust and always have a true focus on the best possible outcome for your customer in any dealings.

In this article I would like to talk about the value of mechanical, electrical and hybrid vehicle breakdown insurance, and the way customers pay for that product.

We all know that mechanical, electrical and hybrid breakdown insurance is a product that most customers know exists, But do they see value in it?

**It’s an intangible item, and it may never be used, but it’s better to have it and not need it, than need it and not have it. Everyone wants it, but to want to pay for it, they must see its value .**

Let’s look at the value proposition and principal benefits that mechanical, electrical and hybrid breakdown insurance provides:

- **Customer Protection.** Protecting against the cost and inconvenience of their vehicle being off the road. It’s budgeting today for tomorrow’s repair bills, at today’s price. Sadly, some vehicles do break down, that’s why this type of protection is also offered on a new vehicle. It’s a legal requirement to point out to your customer the protection they have under the Consumer Guarantees Act and the additional cover provided by this type of product.
- **Dealership Protection.** This is customer-funded protection for your dealership against your customers’ vehicles suffering a mechanical or electrical failure. Who does your customer blame when something goes wrong with a vehicle bought from you, and how many times will they tell others about the outcome of that experience?
- **Finance Company Protection.** There’s a term, “bonnets up, wallets shut”. The last thing you or your finance company want is for your customers to default on their payments. Customers need their vehicles on the road, and the cost of a repair will often take preference over their finance commitments – and when your finance company is placed at risk, your reputation is also placed at risk.

This type of Insurance is regarded as one of the most well-accepted after sale products that the motor industry provides.

*Continued from page 23*

Continued from page 22

Through its dealers, Provident offers cover for many different types of vehicles, through many different levels of protection. That gives your customers choice when finding a plan to suit their individual needs. Customers expect – and it’s a regulatory requirement to make sure – that all insurance products are “fit-for-purpose.”

**Products must be presented in plain language, and initial disclosure offered by way of a summary, noting the main benefits, features and exclusions, with the full policy terms and conditions being made available to your customer.**

Provident is noticing a steady increase in the sale of our new electric and hybrid vehicle insurance policy. This new policy offers great cover and is helping support the growth of electric and hybrid vehicle sales.

**Payment options for mechanical, electrical and hybrid breakdown insurance**

**Offering different payment options for insurance premiums is another key factor in helping lift the level of your dealership’s sales.**

Provident dealers offer breakdown insurance with three different payment platforms:

- **Premium paid in cash**
- **Premium included in a loan (credit contract).** This is a way to roll the payment for this insurance in with the vehicle, as one easy and affordable payment method.
- **Premium payment by MotorCover.** MotorCover is a unique payment method Provident offers to a customer who may be cash-strapped or may not be paying for the vehicle using a loan. MotorCover is avail-

able in weekly, fortnightly or monthly payments. The payment term is spread over 12 months, without any additional loan fees or interest. It’s a simple time-payment option, not another loan/credit contract. Offering Motorcover is another opportunity to provide cover for a customer who can’t afford the initial up-front cost of the policy. It also ensures protection for your dealership.

In closing, it’s important to remember that all add-on insurance products must be offered at a premium that includes a “reasonable” dealer commission, and where a customer will see true value.

**For any further information about the exclusive benefits, features or payment options offered by Provident’s insurance products, or our in-depth dealer training, give me a call.**

Jaques Gray **021 944 885** ■

# CLEAN CAR PLAN ON HOLD UNTIL ELECTION

The government’s ‘Clean Car’ plan, which involved a feebate scheme to subsidise low-emitting vehicles by taxing higher emitters and an average emissions cap vehicle importers would have to stick to, has reportedly been parked until after the election

**The scheme recently came under fire from Treasury officials who felt it would only have a small impact on overall emissions, but according to *Stuff.co.nz*, it was opposition from coalition-member New Zealand First that was the nail in the coffin.**

Green co-leader **James Shaw** has previously said if NZ First blocked the policy it would make it an election issue.

“We can confirm NZ First are holding up the rollout of policy that would mean cheaper electric and hybrid cars for New Zealanders,” Shaw told *Stuff*.

The plan was championed by associate minister of transport **Julie-Anne Genter**, who even fronted the import trade at a dinner last July over the plan.

“Fuel economy standards, they are not a crazy, radical idea. New Zealand is one of only three countries in the OECD that does not have fuel economy standards,” Genter said at the time.

Genter impressed on the crowd that while the industry may not agree with the moves, in the long term it is something that must be done for future generations.

VIA’s **David Vinsen** is a strong opponent of the plan, and in the wake of the latest update, slammed Genter over the process.

**“The whole exercise had been a huge waste of time and money. Genter refused to listen to industry concerns and suggestions, and now it’s come back to bite her,” he explained.**

He does not feel the issue going to the election will push it further.

“The public won’t change their votes. on such an issue,” he says. “In fact, making it an election issue would just harden and entrench the positions of supporters of both parties.

“But it won’t change the decision.” ■

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# MONROE DEVELOPS NAVARA N-TREK WARRIOR SUSPENSION PACKAGE

**D**RiV Incorporated brand's Monroe Shock Absorbers and Monroe springs were integrally involved in the development of the four-wheel-drive Nissan Navara N-TREK Warrior launched in late 2019.

**Melbourne- based vehicle engineering company Premcar was enlisted by Nissan to develop and manufacture the Navara N-TREK Warrior to OEM standards. This specially enhanced Navara model is being assembled at the company's new 6300 square-metre production facility located in Epping (VIC).**

Monroe Australia's ride performance product engineers worked together with Premcar to locally design, develop and rigorously test this significantly enhanced suspension system.

Combined with several Warrior model exclusive additions, Nissan now has a formidable competitor in the dual cab 4x4 market, which accounts for 60% of all utes sold in this country.

The Monroe Australia engineering team developed a new suspension set-up for this top of the range Nissan Navara with dual-rate springs and upgraded premium Rancho dampers that have been designed to improve handling, ride comfort, stability, steering response and ground clearance.

The Nissan Navara N-TREK Warrior is equipped with unique 17-inch wheels, (which are smaller than the N-TREK's standard 18 inch wheels) to accommodate larger 32.2-inch 275/70 Cooper All Terrain Tyres. These increase the ride height by 25mm and combined with a 15mm lift from the new springs and dampers, ground clearance has been increased by a total of 40mm (to 268mm).

Track has been boosted to 1600mm across both the front and rear, giving the new Nissan Navara N-TREK Warrior an instantly visible taller, wider and tougher stance.

The Navara's standard dampers were replaced by Monroe Australia specially

developed Rancho 4WD shock absorbers that feature a larger outer tube diameter containing greater oil volume for better cooling and rough-road capability.

These locally developed 4WD shock absorbers include a thicker piston rod for increased strength, as can be found in all Monroe TDT Gas Magnum 4x4 and Rancho 4WD replacement shock absorbers, but with the added feature of a Premcar specified internal valve code to match the springs and tyres, including more compression damping for quicker response.



**Jointly the Monroe Springs engineers worked closely with Premcar to design, develop and manufacture the front and rear coil springs to achieve the desired, fine-tuned ride performance for Nissan.**

Building on more than 90 years of designing and manufacturing springs in Australia to OE standards with expertise in both on and off road segments, namely with Rancho, Monroe Springs was integral to meeting the project's demanding timing and OEM quality standards.

**The end result was a softer primary spring rate to improve ride comfort and off-road articulation, coupled with a higher but more progressive secondary rate. This was done to maintain composure and performance for cornering, heavy duty off-roading and for towing.**

The upgraded suspension set-up also improves the Navara's off-road ability without reducing comfort, safety or its 3500 kg towing capacity. The detailed suspension modifications also improve the vehicle's approach, departure and ramp over angles.

Development testing of this locally engineered Nissan Navara model took place on varied road surfaces at the Australian Automotive Research Centre (AARC) and on sandy tracks, gravel roads and rough Mallee terrain between Ouyen in Victoria and Pinnaroo on the South Australian border across several months.

According to DRiV South East Asia Pacific marketing manager **Brydon Tweddell**, the suspension package is an outstanding example of the skill and expertise of the Monroe Australia shock absorber and Monroe Springs engineering and manufacturing teams.

"Our engineers worked closely with Premcar to develop a 4WD suspension solution that is unrivalled in the dual cab 4x4 market in this country. We are very proud to bring our Australian based engineering and manufacturing expertise to the Navara N-TREK Warrior and look forward to the opportunity to contribute to other local developments that come in the future," says Tweddell.

"The market has shifted considerably in the last two years with Ute sales leading the way, but buyers are looking for a higher grade with more features that make their vehicle stand out," says Nissan Australia managing director **Stephen Lester**.

"We expect this to be a strong addition to the Navara line-up," says Lester. ■

# DOUBLE REWARDS FOR SUZUKI NZ TRADE CUSTOMERS

In partnership with Waikato-based Smart Loyalty, Suzuki is boosting sales of genuine Suzuki parts by offering double points to its mechanical trade customers.

**Since January 2020, standard GetGenuine reward points for eligible mechanical trade customers have increased from 1.5 points per dollar spent, to three points per dollar.**

All mechanical trade customers connected to a participating GetGenuine Suzuki NZ dealer are eligible for the increased points offering, provided they meet standard programme conditions. "Suzuki NZ pricing on service parts is

extremely competitive," says Suzuki New Zealand parts and accessories assistant manager **Marty Billing**.

"Offering a higher reward to mechanical trade customers is an added benefit..." GetGenuine Group account manager, **Stacey Kearins**, says genuine parts "fit first time and are supported by the manufacturer, which gives peace of mind to both repairer and customer."

The GetGenuine programme is supported by Smart Loyalty's unique approach to rewards. Programme members earn points for sales activity, and although they can choose to spend the points in a curated online rewards shop that

offers more than 4000 products, they can also request any reward they want. Redemptions have included spa pools, cars, engagement rings, travel and even maths lessons.

Part of the global Marque Group's automotive technology companies, Smart Loyalty is a multi-industry loyalty solutions provider that has worked with New Zealand businesses since 2002. Smart Loyalty has offices in Hamilton and Sydney.

For further information on the GetGenuine programme, please visit: [getgenuine.co.nz](http://getgenuine.co.nz). ■

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Driving Dreams

# RVE DEVELOPS MONZA SEAT UPGRADE

**R**VE, which specialises in upgrading automotive interiors, has developed a new seat design, Monza, which is available for most vehicle models and the all-important ute category.

**RVE says original equipment seating in many vehicles can be compromised as it tends to be made to a price point for the vehicle's specification. That isn't to say the standard seats won't do a good job, but there are limitations when in use.**

After decades reworking seating and interiors, RVE has taken a step further, re-engineering seat design with the Monza range.

Monza designs are based on the original seat frame and then fresh elements are added to provide a much higher standard of comfort and quality, says RVE. Existing seats are hand-crafted using high-quality OEM specification automotive leathers and custom-made componentry designed to integrate with the original equipment.

**Key features include increased shoulder bolstering for maximum comfort, support and a performance seat feel.**

Leather colour and texture options are available with a choice of stitching colours, and there are silver or black shoulder accents for owners wanting their vehicles to stand out from the crowd. Leather has a unique feel and smell, is tough and it can handle the rough and tumble of work or play applications, says RVE. It can be wiped down and retreated to return it to a fresh-looking finish.

The race car-inspired sport seats are unique to RVE and have vehicle-specific airbag safety seam compliance for all vehicle brands.

**Monza seats have design protection and are available globally with commercial partners in both hemispheres.**

If seat time is going to be considerable or comfort is important, RVE seats and interior options should be a vehicle purchase consideration, says the company.

Further information go to <https://www.rve.co.nz/leatherinteriors>

Or <https://www.rve.co.nz/vehicle-configurator> ■



Ford Ranger standard interior



Ford Ranger with Monza seat upgrade



# TOYOTA AUSTRALIA THWARTS SUPPLIER SELLING COUNTERFEIT GRILLES

Toyota Australia has succeeded in stopping a large body parts and panels supplier from importing, advertising and selling counterfeit grilles in contravention of Australian laws. **Investigation and quick action by Toyota led to SSS Auto Parts withdrawing the counterfeit grilles from sale, offering a refund to purchasers, forfeiting remaining stock and paying compensation to Toyota.**

**"The best way to avoid purchasing a counterfeit item is to buy Toyota Genuine parts and accessories directly from an authorised Toyota dealer," she says.**

Toyota Australia's brand protection manager **Fabiola Dos Santos** says consumers could have been misled into believing the grilles were genuine, especially as they illegally displayed the Toyota trade mark.

Dos Santos says SSS Auto Parts had also breached Toyota's copyright through the unlicensed use of Toyota-owned images on its website.

"Toyota will act decisively whenever counterfeit parts are being sold to Australian consumers, and to prevent the use of forged Toyota packaging, markings and branding," she says.

"We devote significant financial, technical and human resources to develop genuine parts and accessories that offer optimal performance, durability and safety benefits to customers.

**"Our grilles are designed, engineered and tested to allow sufficient air flow to the radiator, protecting the engine from overheating. They are manufactured to Toyota's stringent quality and durability standards - an assurance that cannot be offered by anyone selling counterfeit parts.**

"Some people mistakenly think that buying counterfeit auto parts is harmless and a simple way to get components at a lower price.

"But the impact can be far worse than people realise as there is zero testing,

no legal regulation and very little recourse for consumers if the part is ineffective or unsafe."

**"Toyota will act decisively whenever counterfeit parts are being sold to Australian consumers, and to prevent the use of forged Toyota packaging, markings and branding," she says.**

Dos Santos says Toyota Australia is working with the Australian Border Force to identify and seize counterfeit parts given the growing number entering the Australian market.

"Consumers should not assume they are buying a genuine part, even if it comes in a branded box or has a Toyota label.

**"The best way to avoid purchasing a counterfeit item is to buy Toyota Genuine parts and accessories directly from an authorised Toyota dealer," she says** ■

# NEW LAMPS MAKE WORKSHOP LIFE SAFER

**N**arva has just introduced a pair of new workshop lamps designed for safer working conditions when under the bonnet of car, ute, van or truck.

**The new lamps are part of the Advanced Lighting Solutions (ALS) workshop range designed by Narva to improve visibility and safety in poorly illuminated situations.**

The two new LED under bonnet / scene lights offer users a pair of feature-packed alternatives to Narva's already popular and proven See Ezy rechargeable LED under bonnet lamps (part numbers 71230 & 71228) that have

become hugely popular with many workshops and motor racing teams across Australasia. These latest lamps boast a powerful, adjustable light output supported by a lightweight, sturdy construction and a multitude of accessories that deliver seamless, hands-free lighting across an entire engine bay. With selectable output/brightness, users can choose from 2-to-4 hours operating time with 3-to-4-hour charging time. Both units offer adjustable



lengths that range from 1.2 metres up to 2 metres, which enables them to fit most vehicle bonnets, using detachable brackets for easy mounting and storage.

"Narva has been very thorough with the design of these lamps, making sure that they address the needs of a busy workshop, where better light leads to a faster and more accurate job – they are every bit as important as a good ratchet spanner or torque wrench," says Griffiths Equipment national sales manager **Tim Paterson**.

Aside from Narva's precision build quality, where the ALS under bonnet lamps will truly stand out, is the inclusion of some advanced features. The 1,000 lumen model (part number 71430) has a detachable light head and battery, as well as a 2-in-1 charge base that doubles as a powerful flood (800lm) and spot (400lm) torch. An optional UV torch charge base (part number 71484) provides a powerful UV output that is ideal for air con leak detection.

**Meanwhile, the more powerful 2,000 lumen lamp (part number 71432) can operate by battery or via its included 5-metre 240V AC cable so workshop users are never left without light.**

"The new Narva ALS under bonnet lamps aren't just made for the workshop," says Paterson.

"These lamps also function well as scene lights and are lightweight enough to be used on awnings or roof racks for camping and leisure. They also produce a high CRI index, meaning the lamps are ideal for checking paint for imperfections and scratches on paintwork."

**Optional extras include two heavy-duty tripods (with or without wheels), multi-functional fasteners, spare chargers and batteries, along with the UV charge base and torch for model 71430.**

Narva's new ALS under bonnet lamps and the rest of its premium ALS range of workshop lighting are available from automotive outlets throughout New Zealand. ■



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## CRAWFORD'S CASE

# ROAD INVESTMENT IS GREEN

I'm curious that some, usually on the left of the political spectrum, argue that if we're to be green or environmentally friendly, we need to cut spending on roading. I've been thinking about this I don't believe it is necessarily true.

**If done right, my view is good quality roading won't mean that our emissions from vehicles will increase. Investment in our roading network will mean a safer, more efficient and more environmentally friendly transport system.**

The big impact on our transport emissions will be our shift towards increasingly fuel-efficient vehicles, including electric and hybrid. And that's something that is starting to happen.

In 2019 we saw a sizeable decrease in greenhouse gas emissions from new vehicles entering our fleet. New vehicles are becoming more fuel efficient and we are at the start of a significant increase in the number of EVs, PHEVs and hybrids coming into our fleet.

While I really hope I will be proved wrong, I'm far from convinced that the Government will get its Clean Car policies right judging from what I've seen coming from the ministries and the beehive.

**But if it did happen to get the right mix of policies, we would expect to see an accelerated rate of fuel-efficient vehicles coming on to the market. And we need to if we want to see our transport system become increasingly decarbonised.**

The increased uptake of fuel-efficient vehicles in 2019 is a good start but it is still not a fast enough rate of change.

At the Motor Industry Association, we've made it clear we want to see a clean efficient transport system. That's why we support sensible and workable initiatives that will reduce emissions from the country's transport system – including light vehicles.

But a clean green transport system doesn't mean less investment in roading. While investment in public transport makes loads of sense, especially in urban environments, the fact is that we will continue to need roads to connect communities.

Even once we're all driving our EVs, or vehicles powered some other form of other renewable energy, sometime in the more distant future.

**It is this point that I've been thinking mostly about, how does roading effect energy consumption?**

We all know that a good road transport system is inextricably linked to a good economy. You can't have a developed and thriving economy if we fail to improve the quality of our roading network.

We also know that our roading network affects our ability to participate in employment, as well as recreation and social activities. Making access to it not just a matter of economic and social importance, but also one of equity across the community.

But just as importantly, good roads, designed well, means as vehicles travel along them, they use less energy to get from A to B. Smooth driving is important to energy conservation when driving.

It does not matter what propels your vehicle, good roads minimise energy consumption.

**I'm concerned that too often Governments have taken funding from one part of the transport sector in order to invest in another part, usually to suit they own particularly ideology. That's unfortunate because we need both - good efficient and safe roads, as well a public transport system that works for people.**

And for the past decade, we've been playing catch up when it comes to roading.

So, I was pleased to see roading being one of the big winners in the Government's recently announced infrastructure spend-up.

But we need continued commitment, not just in election year lolly scrambles. So, I would urge the government not to ease off the accelerator once this is in place. We need more spending for the sake of our economy and the safety of our users, even while we're in electric vehicles.

**Electric vehicles in particular benefit from a good roading network, where the gradients, surface and corners are designed for safe usage. Safely driven vehicles also happen to be fuel (energy) efficient vehicles.**

And while I'm talking about the need for roading investment, if our roads are to truly be about connection, we need to ensure they are designed so that all road users, including bicycles, motorbikes and pedestrians can be safely provided for. ■



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# OUT WITH THE OLD



**D**on't get me wrong – there are some good things about ageing: Wine gets better and the kids leave home (hopefully). But our vehicle fleet is not really something that needs to get older.

**Ministry of Transport research has reported that, in a two-car crash, the fatality is more likely to be in the older car.**

There are people who say that a well-maintained 20-year-old car is as good as a new one. And there are some who say that MTA repairer members earn their bread and butter on old cars. Some dealers cater to a big section of the population who can't afford new or near-new cars.

The problem is that we know that consumers are not maintaining their cars. We continue to recycle and over-repair older vehicles and limit the future potential of the industry. How will the industry show it is progressive, modern, and technologically advanced if we don't encourage customers to have the best vehicles they can afford?

The fleet has been growing in size and in age – it's over 14 years on average now, compared with around 11 years in Australia and the US, and around eight or nine in many European countries (excluding the former Soviet countries). There's no single answer to the reason for our road toll – speed, alcohol, safety ratings, maintenance, age, road design,

more people, more cars. Is age the reason that 41% of vehicles failed their WoF first time last year? Is age the reason that vehicle factors are linked to a growth in fatal crashes from 5% in 2015 to 15% in 2018?

While we can't fix all those problems, perhaps we can chip away at some of these issues, especially the age of the fleet. We can look at how we shift old cars out and restrict the age of the cars coming in.

**The fleet has been growing in size and in age – it's over 14 years on average now, compared with around 11 years in Australia and the US, and around eight or nine in many European countries (excluding the former Soviet countries).**

The Government is again looking at a vehicle scrappage scheme. Few details have been released, but MTA will be advising the ministry to learn from past mistakes: ie, limiting it to cars that had a current WoF and rego, stopping wreckers from using them for parts, and the only incentive for owners was some bus vouchers or similar rewards.



by **Greig Epps**  
MTA advocacy and strategy manager

**There is some agreement in the industry about the benefits to New Zealand of a rolling age limit for imported vehicles. We've been increasingly hearing the idea raised in conversations with dealers; many MTA members have openly stated their support.**

The clash of opinions is around the limit – eight, nine or 10 years? Currently, the average age of an imported vehicle is just under 10 years. The only time we get a reset on our import age is when a new standard is introduced: In 1997, it was the frontal impact rule; in 2004, it was the emissions standard. Each time, vehicle importers were locked into vehicles of a certain age that met those rules. The final implementation on March 1, 2020 of the ESC import standard might give us some direction. Generally, ESC was not widely implemented in the Japanese market until around 2012 or 2013.

**We will now have a reset of the import age to around eight years. Perhaps that could be our starting point?**

**This is one of the issues MTA will be raising with government over the coming year. ■**

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# LEADS, TEST DRIVES AND SALES BY SOURCE

## JANUARY 2020 (VS DECEMBER 2019)



After a quiet December 2019, January saw a return to normalcy with Leads increasing by 17.6% and Test Drives increasing by 15.9% from December 2019 to January 2020 as dealers returned to work and the focus on generating leads was renewed. Despite these notable increases, January 2020 was still a quiet month for Sales with only a small 0.2% increase from month-to-month. With such increases in Leads and Test Drives it is highly likely that next month we will see a flow on effect to Sales despite the short calendar month in February.



**Matt Darby** works for AutoPlay which specialises in pre-sale lead management tools. To find out more about AutoPlay services email [sales@autoplay.co.nz](mailto:sales@autoplay.co.nz) or visit [www.autoplay.co.nz](http://www.autoplay.co.nz)

that customers visited dealerships more often in January as 'Web – Classified' (up 9.6%) and 'Web – Dealer' (up 16.5%) both increased by smaller margins.



A large reason for the jump in Leads from December to January was that 'Web – Dealer' leads increased massively by 41% - making leads from the dealer's own website once again the most common source of leads. Leads from 3rd party sites also increased with 'Web – Dealer' leads increasing by 11% from December. 'Brand' leads remain the third most common source of leads for NZ franchise dealers and after decreasing by 26.4% in December, rebounded to increase by 24.7% in January.

Sales only increased by 0.2% in January, and this was mirrored by the top source of sales – 'Web – Classified' which also marginally increased (up 0.3%). Despite sales increasing overall from December, sales attributed to 'Web – Dealer' and 'Repeat' sources decreased significantly by 13.2% and 10.3% respectively. It will be interesting to watch this space in February to see if sales from this source rebound – something likely for 'Web – Dealer' leads which are now the most common source of leads in NZ.



With Test Drives increasing by 15.9% in January we saw increases across the board in Test Drive sources in January. In particular the 'Direct' source saw a significant increase of 23.4% - making it the most common source of Test Drives in January (up from 3rd in December). This seems to indicate

Make sure to check back next month to see the top sources of leads, test drives and sales in February 2020 ■

**Top 3 Sources for Leads, Test Drives and Sales - New Zealand Dealerships January 2020 (vs December 2019)**

LEADS	TEST DRIVES	SALES
Web - Dealer ↑ 41%	Direct ↑ 23.4%	Web - Classified ↑ 0.3%
Web - Classified ↑ 11%	Web - Classified ↑ 9.6%	Web - Dealer ↓ 13.2%
Brand ↑ 24.7%	Web - Dealer ↑ 16.5%	Repeat ↓ 10.3%

# KIWI HOLDEN DEALERS HAVE RIGHT TO BE DISMAYED



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

**W**hen I read Holden’s official Australian press release saying it would “retire” the brand from sales, design and engineering, financial services and the ride-sharing company Maven, I thought it was a totally inadequate way to describe the demise of a brand that’s an icon in this part of the world. **This month, I’m switching from digital marketing to a matter close to my heart, and the downstream consequences of international arm’s-length financial decisions.**

Customers, dealership staff and dealership investment suffer very real and lasting consequences in smaller far-flung markets where raising a voice of protest can be brushed aside too easily for the so called greater corporate good.

Many industry pundits may have read the writing on the wall for Holden in Australia and New Zealand, and Chevrolet in Thailand. Their assessment was that it was never a matter of “if” but importantly “when” the final call to shut down the operations would come from America.

**GM chairman and chief executive Mary Barra’s statement was telling: “I’ve often said that we will do the right thing, even when it’s hard, and this is one of those times.”**

But the right thing for whom? Try preaching that rationale to current - even former - Holden owners, Holden staff, and Holden dealers’ staff. Will they buy into Barra’s sentiment? It would appear the real beneficiaries are GM’s stockholders, certainly not people

impacted Down Under. On a global scale, this shutdown is another example of the major disruptive actions international vehicle groups have to take to remain viable. In this regard Holden is about to join retired former GM brands like Saab, Pontiac and Hummer.

When a parent new vehicle company faces the reality of competing in the new order of EVs and AVs – and finding that the cash to do so is in short supply – then inevitably the weakest limbs on their worldwide structure are the first to be cut off. Unfortunately for Holden, it was the next in line.

**In 2004, Holden recorded a record net profit of \$A300.4 million; however, over the intervening 11 years through to 2015 the company didn’t record a profit.**

Holden, just like Ford and Toyota, had to face not only the challenges of the global financial crisis (GFC), but also had to close its Australian-based manufacturing operations and incur closure costs. However, just as was the case with New Zealand’s CKD vehicle assemblers, when manufacturing or assembly operations wind down and replacement CBU supplies ramp up there can be a comparatively quick return to profit. But concurrently with the demise of Holden’s Australian manufacturing and the beginning of CBU replacement, its share of the market declined significantly. In the early 2000s, the brand’s share exceeded 20% with annual sales of more than 200,000 units. By comparison, Holden’s Australian 2019 market share

was 4.1%, and as recently as this January sales had fallen to just 2611 units for a 3.7% market share.

**The challenge for dealers within the franchise network then becomes how can they realistically achieve an adequate return on the capital invested in their Holden franchise?**

When you run comparisons with the Australian Holden dealer network, New Zealand Holden dealers have more reason to be dismayed by the American decision to “retire” the Holden brand and their new vehicle franchises.

On a simple sales-per-dealership-per-annum, the average annual Holden sales for the 185 Australian dealers were 508 units. By comparison New Zealand Holden dealers sold 388 units.

Though sales per dealer still favour Australia, you have to take into account that all makes’ annual sales in Australia were almost seven times that of New Zealand’s: 1,062,867 versus 154,763. Holden’s 2019 full year market share in Australia was 4.1% for 10th place; Holden New Zealand’s share was 7.8% for third place in the market.

**If I were a New Zealand Holden dealer, right now I’d feel very aggrieved, and rightly so. Their customer, staff retention and return on capital will understandably be to the forefront during this year as the brand winds down.**

Ford’s comment said it well: “Thanks to the Lion for keeping us on our toes and inspiring us to keep aiming higher; we will miss you.” ■

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# Vinsen's View

The monthly update from VIA chief executive David Vinsen



## “MAY YOU LIVE IN INTERESTING TIMES.”

It's said that an old Chinese curse was to hope that your enemy or opponent experienced “interesting times”, meaning that you wished them to undergo continual challenges, threats and difficulties. The alternative is to live a safe, secure, and arguably boring existence.

I'd argue that we are indeed living in interesting times, not through anyone placing a curse on us, but because of a number of significant incidents and events: international and local, business and personal. The result of these external events is different for each of us personally, according to how we handle the respective challenges we face. And how we deal with things affects our individual stress levels. Stress is not necessarily related to what happens to you, but how you handle it. The same events can affect people in different ways.

**One of the major stressors is uncertainty, doubt, and not knowing what's going to happen. Once you have a clear understanding of the threat, you can prepare to deal with it. And preparing a plan to deal with even the most adverse of events, and then taking action, helps reduce stress.**

Apart from uncertainty, another significant causer of stress is change, and how we deal with it.

As the English writer **Arnold Bennett** so accurately said: “Any change, even a change for the better, is always accompanied by discomfort”. The industry, and VIA, are certainly going through changes at the moment, and those changes are definitely bringing a measure of discomfort.

From VIA's perspective, we have been facing an existential dilemma for the past couple of years: will we have the funding to be able

to continue? As I've reported recently, there have been some very positive developments come out of that dilemma, with a group of key sponsors and stakeholders working together to ensure that the industry continues to have an effective voice to advocate for it. And VIA is that voice.

The upshot of this initiative is that VIA is being restructured to ensure that we are “fit for purpose” for the current business environment. This will mean significant changes to the association, with a review of our functions, and responsibility for direction and governance being spread more widely than at present. We have already implemented some of the proposed changes, including closing the physical office and relinquishing our ancillary services, such as supplying stationery and technical equipment. We will be strictly focusing on our core role: political advocacy for the used vehicle import industry.

VIA's staff will be working remotely, with regular team meetings to maintain our sharing of knowledge and information, and our collaborative work practices. “Working remotely” will mean working from home, and although Kit and Malcolm have been doing that for some time, I'm sure that the change will take some adjusting to...it will for me anyway, after 17 years of driving out to our Mt Wellington office each day. Although it will take a bit of adjustment, I'm looking forward to the change; I'll save at least an hour's driving each day.

The changes to the association will require our Rules to be amended. The draft new Rules have been circulated to all members, and will be discussed and voted on at a special general meeting on Tuesday 17th March. **I encourage all VIA members to attend the SGM, and to debate and vote**

**on the proposed Rules.** The new Rules will enable VIA to move into a new phase of representing the industry.

As well as our internal concerns, we are dealing with a number of external issues.

**Airbag recall.** The Compulsory Takata Alpha Airbag Recall has been pretty much completed, with almost 100,000 vehicles subject to the recall having been remedied. Last week, Minister **Kris Faafoi** formally thanked the industry for their work and collaborative effort in resolving this safety and consumer confidence issue...but there are still another 300,000 or so vehicles to be fixed...but on a progressive, voluntary basis, not as the result of the compulsory order. The pressure is off.

**ESC.** The final phase of the ESC Rule came into effect on Saturday 29th February, with non-compliant vehicles no longer able to be Entry Certified. Although the industry has had years of advance notice of this Rule and despite all of the publicity and information, some importers have still ignored it, and have purchased non-compliant vehicles after the cut-off date. You just can't help some people!

The requirement for ESC will markedly change the range of vehicles we are able to import. It will be interesting to see the effect that ESC has on the volume of used vehicles being imported.

**Biosecurity.** The third “Stink Bug Season” is just about over, with very few problems or disruptions to the supply chain. This should be considered a success, and is an excellent example of the benefits of industry and Government working collaboratively on a critical issue...as was the airbag recall.

**Feebates and Fuel Economy Standard.** Government officials have been working

*Continued on page 34*

# FROM FRENZY TO QUIET



by **Graeme MacDonald**

**F**rom frenzy to quiet - February was a distinctly two-pedal month for New Zealand buyers in Japan, with the first week or so seeing the last of the non-ESC compliant stock being secured from the auction lanes and whisked away to the bonded areas on wharves for their border check.

**The second half was a decidedly muted affair by comparison, and although buyers were still out in force trying to identify and secure ESC stock, the overall numbers appeared down for the month.**

It is difficult to give an accurate breakdown of compliant vs non-compliant stock that landed during February, as will be this month, but given that a lot of the independent dealer stores in New Zealand still demanded high standard and lower mileage cars under the maximum cut-off 2014 barrier, it has been suggested that exporters and shipping agents were actively processing non-ESC stock in the final few weeks for the initial NZTA Border Inspection process, regardless of any actual shipping date. Meanwhile, the Japanese domestic market for both new and used cars continued unabated.

**There are two major issues in the background that may yet change those trends and apply pressure.**

Covid-19, or coronavirus, has had little-if any- impact upon everyday consumer spending and shopping in the new car marketplace. Most commentators believe that Coronavirus will peak for

managed presentation at the GPs and hospitals within a matter of a month or two, before losing traction in the media as containment measure take hold.

However, Covid-19 has the ability to change Japanese consumer behaviour, with the large-ticket items such as new cars a possible contender for a steady decline in spending. Naturally, the Japanese auction halls require a steady flow of units traded in on new car sales to provide the volumes that the global marketplace requires, so any changes as a result of quietened activity will have New Zealand buyers worried, right at the time when we are already competing for stock in a shrinking model availability pool. In contrast, stock volumes presented at auction during March are traditionally at a high point, coupled with lower prices as the Japanese trade seeks to offload assets prior to EOFY taxation liabilities. This could prove a particularly valuable lifeline to Kiwis hunting in the auction lanes, offering greater variety and buying power right at the time when options are seen as somewhat limited.

As one Kiwi buyer we spoke to said: "we can't all just buy bloody Aquas and Demio SkyActives", so the chase is on to find a point of difference in stock offerings to our New Zealand consumers, avoiding a sea of compliant, but identical, white Toyota Aqua L-Specs and Mazda Demios.

With that in mind, there have been a number of buying opportunities

presented over the past few weeks that have given Kiwis some flexibility.

**A large Japanese corporate appears to be selling down a fleet of over 500 2017 model Nissan Note X-DIG non-hybrids, appearing in numbers across the Japanese auction halls, attractively priced and already making their way in to the Kiwi exporters stocklists.**

And base-level Aquas, most likely to be the doyen of the import top-selling lists for a few years to come, are appearing in plentiful numbers, although tempered a little by slightly higher attained bid prices due almost certainly to upwards pressure placed by Kiwis looking for ESC-compliant volume stock.

So far, no-one appears to have cracked the magic bullet to find ESC compliant, under \$15,000 retail vans - the small handful of NV200 high-spec seat-based models with ESC are proving to be priced out of reach, while Hiace vans - as predicted - are going to be off the menu for the average van buyer for some years to come.

Mazda Bongo/Nissan Vanette models still show no sign of ESC fitment as new vehicles any time soon, so those are also removed from the shopping lists.

**March arrivals to New Zealand are anticipated to be strong, given the buying that took place to secure non-ESC units before the cut-off, a trend likely to continue well in to April until the stockpiles are exhausted. ■**

*Continued from page 33*

on these two initiatives, which have been separated, with Feebates now slated to be implemented first. There was a lack of support from NZ First, so the political issues will need to be negotiated and resolved before further progress can be made. Meanwhile, work continues on the development of a Fuel Economy Standard. These Fuel Economy proposals would seriously affect the range of vehicles, both new and used, that would be able to be

imported and offered for sale. Watch this space!

**Coronavirus.** And while we're dealing with these association and industry issues, we have the looming spectre of the COVID 19 coronavirus epidemic. Although no-one can be sure of its likely effects, there are a number of ways it could affect our industry:

- Supply in Japan being seriously affected: already, there is discussion about closing auctions

- Foreign exchange fluctuations, leading to reduced buying power
- Disruptions to logistics and the supply chain
- The NZ economy, with loss of public confidence and reduced demand.

Once again, watch this space to see how it plays out.

So, although I don't think anyone's put a curse on us, we are indeed "living in interesting times"! ■



## HSV CONFIRMS SILVERADO 1500

Following the introduction of the Chevrolet Silverado 2500 heavy duty pickup truck in 2018, HSV has confirmed the Silverado 1500 LTZ premium edition will arrive in dealerships in March 2020.

**The arrival comes as GM pulls the Holden brand from market - with its likely future presence in Australasia to be niche American products of this kind.**

The 1500 propelled by a 313kW/624Nm 6.2-litre EcoTec3 V8 engine mated to a 10-speed automatic transmission, offering a maximum towing capacity of up to 4.5 tonnes using a 70mm ball.

The Silverado 1500 features tow/haul mode, trailer swap control, hill start assist and auto grade braking. Everything needed to simplify towing is found in the available advanced trailering package: hitch guidance with hitch view, integrated trailer brake controller, trailer theft alert, and in-vehicle advanced trailering system. Active safety features include: front and rear park assist, lane change alert with side blind zone alert and rear cross traffic alert. In addition there is forward collision alert, low speed forward automatic braking, front pedestrian braking, IntelliBeam automatic headlamp control, following distance indicator and safety alert.

The suite of passive safety features include dual-stage frontal airbags for driver and front outboard passenger; set-mounted side-impact airbags for driver and front outboard passenger; and head-curtain airbags for front and rear outboard seating positions. In addition there is StabiliTrak electronic stability control with rollover mitigation technology, trailer sway control and hill-start assist.

Inside the 1500 boasts perforated leather-

appointed upholstery plus heated driver and front outboard passenger seats with 10-way power and driver memory, plus a heated steering wheel. The Chevrolet Infotainment 3 Plus system, multi-touch display and advanced voice recognition is included, as is a high-definition rear vision Camera. Two USB ports provide power and connectivity for mobile devices, while two

Performance options will include HSV tuned suspension for those seeking more driver feedback and performance airbox/exhaust and a complete range of performance upgrades.

The Silverado 1500 has a longer wheelbase, and more cargo volume than the previous generation, yet it is up to 205kg lighter. It features high-strength



in the rear support charging devices. To optimise the steering feel and the turning radius of the Silverado, the size of the electric power steering motor was increased to develop higher output. A drive mode selector allows the choice of different drive modes that alter the transmission shifts, throttle and traction systems to better handle varying road conditions. Tour is for everyday driving; Sport increases responsiveness; Tow/Haul aids in trailering; and Off-road is helpful in slippery conditions.

steel in the frame, bed and safety cage and lightweight aluminium in the doors, hood and tailgate.

The all-new frame is 40kg lighter than its predecessor, but has 10% greater torsional rigidity according to HSV. As much as 80% of the frame is made of high-strength steel varying from 2mm to 5mm in thickness.

**Vehicles will be available at HSV dealerships in March 2020 and recommended retail pricing is still to be confirmed. ■**



# PLUG-IN HEADLINES NEW ESCAPE RANGE

**F**ord has confirmed two plug-in hybrid models will headline the new Escape SUV range when it arrives here later this year.

**The front-wheel drive Escape PHEV will retail at \$58,990 while the ST-Line X version will come in at \$58,990.**

The petrol-only versions start at \$42,990 for the front-wheel drive 2.0 EcoBoost model, the ST-Line is \$47,990 or \$50,990 with all-wheel drive, while the ST-Line X is \$50,990.

The plug-in model features a 14.4kWh liquid cooled battery, with Ford claiming an electric-only range in excess of 50km. It is paired with a 2.5-litre Atkinson-cycle petrol motor, for a combined output of 165kW and a combined fuel economy rating of 1.5-litres per 100km.

Drivers can choose when and how to deploy battery power using EV Auto, EV Now, EV Later and EV Charge modes.

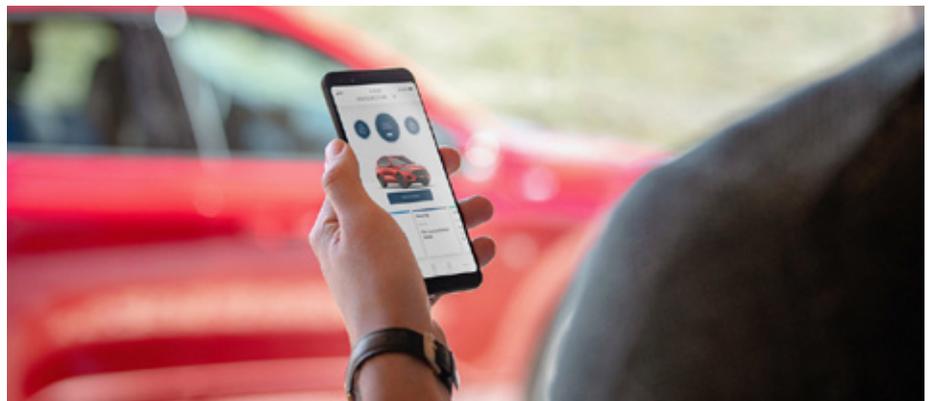
**When the battery reaches its lowest state-of-charge, the system automatically reverts to EV Auto mode**

The Escape is 44mm wider and 89mm longer than the outgoing model, while the wheelbase has increased by 20mm.

Inside, that translates to 43mm additional shoulder room and 57mm more hip room in the front seats, while rear passengers benefit from 20mm more shoulder room and 36mm more hip room.

Despite a 20mm lower overall height, the all-new Escape also brings 13mm more headroom for front seat occupants and 35mm additional space in the rear.

For rear seat passengers, the entire second row of seats can be moved forwards or backwards to increase legroom or boot space. A remote release function enables



the second row to be folded flat with ease. **Conventional models use 2-litre EcoBoost motor developing 183kW and 387Nm and, teamed with an 8-speed automatic.**

Safety features across the range are extensive, and includes autonomous emergency braking, evasive steering assist, traffic sign recognition, blind spot detection, lane keeping assist and cruise control with adjustable speed monitor. In addition, six airbags including driver,

front-passenger, front seat-mounted side airbags and side curtains are standard, with a front and second-row seatbelt reminders ahead of ISOFIX child-seat anchorage points.

**Technology includes the FordPass app control system, push-button start, wireless phone sharing, SYNC 3 with Apple CarPlay and android Auto, 8-inch screen with sat nav, reversing camera and front and rear parking sensors.** ■

# RENAULT NZ READY FOR BUSINESS IN 2020

Renault New Zealand is set for a busy year with a range of new vehicles coming to the local market from vans, SUVs, EVs and even a compact ute.

**It's first ramping up its commercial range with the popular Traffic van now available with two-litre diesel automatic transmission.**

This is available in long and short wheelbase versions and complements the 1.6-litre diesel manual transmission Traffic Trader range, featuring 85kW of power and 300Nm of torque, which hit the local market last year.

**Also pitched is a compact ute called the Oroch which sits below Renault's full-sized Nissan Navara-based Alaskan model and is smaller in size will be a real segment-breaker within the New Zealand market when it arrives around February 2021.**

It gives Renault a strong portfolio and will help fill a much-needed gap in the commercial market with vans being the hardest hit segment under the new Electronic Stability Control (ESC) legislation which took effect on March 1. Sales and marketing manager **Warren Willmot** says Renault NZ has been working hard to update its offering and now has a range of vehicles which are



more suitable to the local market.

"We work very closely with our dealers and consult with them on the vehicle mix for New Zealand.

**"Even the best car in the world wouldn't work here if it's not priced right.**

"Our expectations for Renault are high. Within 18 months, Renault NZ is confident our volume will grow to over 1000 vehicles per annum.

"Traffic is exceptionally well placed to fuel that growth. Not just because it is the best new van available, but also market conditions with used imports becoming harder to secure with the ESC rules coming into play. We have plenty of Traffics on the water and in stock now," Willmot says.

The new two-litre automatic transmission range starts from \$53,990 for the short wheelbase and \$55,990 for the long

wheelbase.

Next in line for the Renault range will be the Duster SUV due to land in May which will feature entry-level pricing below the \$30,000 range.

The Duster measures 4.3 metres in length, 1.8 metres in width and has luggage space of up to 475 litres and comes with two-wheel and four-wheel-drive.

**"Renault NZ has worked very hard to bring Duster in, and our dealers are very much looking forward to its arrival," Willmot says.**

Exact specs are yet to be confirmed but overseas the Duster comes in a 1.5-litre diesel engine along with a variety of petrol engines including a 1.3-litre turbocharged offering.

Also pitched is a compact ute called

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the Oroch which sits below Renault's full-sized Nissan Navara-based Alaskan model and is smaller in size will be a real segment-breaker within the New Zealand market when it arrives around February 2021.

**The Brazilian-built vehicle is based on Renault's Duster SUV with an extended wheelbase.**

It has a payload of around 650kg which is comparable to the old Ford Falcon and Holden Commodore utes and is driven by a four-cylinder petrol engine in either a 1.6-litre or 2.0-litre variant.

Transmission is either five or six-speed manual gearboxes, or a four-speed automatic transmission.

The bed size is around 1175mm wide and 1350mm long, and has a capacity of 683 litres.

The exact details of variant types to be introduced in New Zealand will be announced soon.

"It's a value proposition vehicle, being smaller, petrol with no road user charges and backed up with a great warranty, we expect it to be popular with private buyers and small businesses," Willmot says.

"There is currently no other similar vehicle for this part of the market but we are confident in this product."

**Another exciting offering will be the all-new Zoe electric vehicle set for arrival in December 2020.**

The Renault Zoe is one of the best-selling full electric cars in Europe and has been updated with increased power and range, offering fast DC charging and more seating.

**"Renault NZ has worked very hard to bring Duster in, and our dealers are very much looking forward to its arrival," Willmot says.**

The new Zoe has a new battery with a range of up to 390km. Other improvements include a more powerful 100kW motor and other driving aids designed for comfort and safety.

"New Zoe has a unique advantage; it is the third generation of a vehicle already considered a standard setter," Renault electric vehicle programme director **Eric Feunteun** says.

"We have used our experience in the



electric mobility market to modernise all the services and technologies that were already held in high esteem by drivers."

**Meanwhile, Renault NZ will also be adding the stylish new Captur SUV and a Kangoo facelift model both set for August, a Master minibus set for September and all-new Koleos set for January 2021.**

The local dealership coverage is also expanding throughout the North and

South Islands with around 12 sites, including service only centres, already in place.

On the world stage, Renault achieved 3.8 million registrations in 2019 which accounted for 4.25% of global market share.

**It is also forging ahead with the electric vehicle revolution which has seen the group sell more than 800,000 EVs since 2009. ■**

# HOLDEN'S HISTORY – A TIMELINE

- **1856:** **James Alexander Holden** establishes a saddlery in King William St, Adelaide, and what is later to become the second oldest brand in automotive transport, after Peugeot
- **1902:** Rosewarne's in Kadina, SA, open an Oldsmobile agency and are the first dealer of a GM brand in Australia – there is good argument to support Rosewarne's claim to be the world's longest serving General Motors dealer, still selling GM vehicles in 2020 from the same site under the same company name
- **1914:** Holden and Frost produces its first custom made car body using its carriage building expertise
- **1917:** Holden and Frost commences large scale production of car bodies as Holden's Motor Body Builders. HMBB revolutionizes the Australian industry with state of the art production machinery and designs
- **1924:** Holden opens new Woodville Plant in Adelaide with Australia's most modern production line, to make bodies only for GM vehicles such as Buick, Oakland, Oldsmobile, Cadillac, GMC and Chevrolet
- **1926:** General Motors Australia formed, with plants in five state capitals assembling GM vehicles which use Holden motor bodies
- **1928:** 'Lion rolling a stone' emblem is designed by **Rayner Hoff**, based on fable of invention of the wheel
- **1931:** GM puts together a rescue package to merge GM Australia with Holden, to form General Motors – Holden's
- **1936:** Fishermans Bend Headquarters and production line opened by prime minister **Joe Lyons**
- **1940:** Pagewood Plant in Sydney opened by Prime Minister Robert Menzies
- **1940-45:** Holden factories work at full capacity for Second World War effort, building aircraft, munitions, boats, guns, troop carriers, trucks, vehicles and other military hardware. A new foundry and engine plant, considered

crucial to Australia's war effort, is built at Fishermans Bend. Holden becomes first Australian company to mass produce internal combustion engines, producing the Gypsy Major aeroplane engine, Gray marine engine and a radial torpedo engine. Holden emerges from war with full scale foundry and engine plant. After the war the government saw a need for Australia to increase population and industrialise, with Holden at the heart of this plan

- **1946:** Holden MD **Laurence Hartnett** and BHP MD, **Essington Lewis**, work with Australian Government to put an all-Australian motor car into production, using Holden's plant which was expanded for the war effort
- **1948:** prime minister **Ben Chifley** launches the first Holden 48/215, colloquially known as 'FX', outside Holden's Fishermen's Bend Social Centre, declaring "she's a beauty!". Holden No. 1 production car is owned by GMH; one of the 4 engineering prototypes is in the Australian National Museum, Canberra and the first car sold (to Essington Lewis) is at the National Museum



- **1951:** First Holden Ute goes on sale – named the 50-2106 Coupe Utility
- **1953:** Iconic FJ Holden goes into production
- **1954:** First Holdens are exported to New Zealand
- **1956:** Lang Lang Proving Ground is built to test Holdens for all Australian

road conditions; Dandenong Plant opens

- **1958:** Holden is now exporting cars to 27 different territories
- **1959-63:** Elizabeth Plant, SA is built and goes into operation in stages; **Queen Elizabeth II** visits Elizabeth Plant in 1963
- **1960:** Production of left hand drive Holdens for export commences with first shipment to Hawaii
- **1962:** One millionth Holden produced, an EJ Premier sedan (retained by GMH) at the Dandenong Plant
- **1963:** New Engine Plant and Foundry open at Fishermans Bend; Holden now has 55 export markets
- **1964:** New Technical Centre for Design and Engineering opened at Fishermans Bend; HR Holden is the first model to be designed in the new building
- **1966:** Acacia Ridge Plant opens in Brisbane; Holden is first Australian manufacturer to fit seat belts on all models
- **1967:** Torana, Holden's first small car is introduced, based on GM's Vauxhall Viva
- **1968:** First Holden designed V8 is built; first Monaro Coupe (HK model) is released; Holden's first Bathurst win
- **1969:** Holden Design's first concept car, the 'Hurricane' is revealed, powered by the new 253ci 4.2L Holden V8; New crash testing safety centre opened at Lang Lang Proving Ground; Two millionth Holden produced
- **1970s:** Motor racing rivalry at its peak – Holden vs Ford; 'win on Sunday, sell on Monday'. Holden won its first Bathurst race 1968; **Peter Brock** wins his first Bathurst race in a Torana, 1972
- **1971:** First long wheel base Holden, the HQ model Statesman goes on sale
- **1971:** HQ Kingswood is most popular selling model of the Kingswood nameplate, including a large volume to 73 export territories
- **1974:** Three millionth Holden produced; exports pass \$400M mark; 26,515 employees (peak year)

*Continued on page 40*

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- **1975:** Holden Gemini, a version of GM's first world car, is announced
- **1978:** VB Commodore is launched, to replace the Kingswood and quickly becomes Australia's top selling car



- **1980:** Pagewood plant in Sydney closes, after 40 years production
- **1981:** \$300 million Family II 4-cyl engine plant at Fishermans Bend opened by prime minister **Malcolm Fraser**; Four millionth Holden, a VC Commodore, is built at Elizabeth; Holden's first 4WD, the Jackaroo announced
- **1984:** VK Commodore model range introduced, including the top of range Calais, replacing Commodore SL/E
- **1985:** Acacia Ridge assembly plant in Queensland closes; WB Statesman and ute production end; high performance 'Brock' Group A Commodore unveiled
- **1986:** Victorian premier **John Cain** seals the box of the one millionth Family II export engine
- **1986:** After five years of massive losses, GMH teeters on bankruptcy and is bailed out by GM and re-organized into two companies – Holden's Motor Company (vehicles) and Holden's Engine Company
- **1987:** Holden Special Vehicles (HSV) begins operations
- **1988:** VN Commodore launched; joint venture company is established with Toyota and model sharing begins (Commodore/Lexcen; Camry/Apollo; Corolla/Nova) – dissolved
- **1989:** VN Commodore scoops Wheels, Car Australia and Modern Motor Car of the Year awards; production ended at Dandenong (Vic) Plant
- **1990s:** Large profits made every year, totalling \$1.4B profit for the decade
- **1990:** Five millionth Holden built, a VN

- Calais; after five year gap since WB, the new VQ Statesman is unveiled
- **1991:** Total engine export earnings reach \$1.9 billion, making Holden's Engine Company one of Australia's foremost exporters of value-added goods
- **1994:** New \$150 million Elizabeth Paint Shop opened by prime minister **Paul Keating**; two millionth engine export
- **1997:** VT Commodore introduced after a \$600 million investment, which was the largest and most advanced new vehicle engineering program Holden had ever undertaken
- **1998:** Major LHD export program to Middle East announced; 50th Anniversary commemorations of launch of Holden 48/215 attended by prime minister **John Howard** and Victorian premier **Jeff Kennett**
- **1999:** Last Australian built Holden V8 engine produced at Fishermans Bend
- **2001:** Six millionth Holden built at Elizabeth, a VX Commodore; Holden manufacturing operations now consolidated to Fishermans Bend (engines) and Elizabeth (vehicles). All other plants have closed by 1996
- **2002:** \$2 billion four-year capital expenditure program announced; major US export program announced of Monaro/Pontiac GTO coupes
- **2003:** New \$400 million Global V6 Engine Plant opened at Fishermans Bend by industry minister **Ian Macfarlane**; third shift starts at Elizabeth Plant with Holden production, exports and economic activity booming in 2003.
- **2005:** New HQ building opened at Fishermans Bend by Victorian Premier **Steve Bracks**, to house nearly one thousand engineers who work on Holden and GM global programs; four millionth Holden engine exported; Holden designer **Richard Ferlazzo's** masterpiece EFIJY concept car is unveiled
- **2006:** VE Commodore is launched, fully designed and engineered by Holden for \$1 billion; \$530 million upgrade of Elizabeth Plant is completed; first VE Commodore and WM export models shipped to Middle East
- **2007:** New export deal announced – SS Commodore to be sold in US as Pontiac G8
- **2009:** GM goes through Chapter 11 bankruptcy proceedings in the Global Financial Crisis and retires several

- brands including Pontiac, impacting Holden's export program; Holden Cruze small car production is localised to Australia from Korea; Family II 4-cyl engine plant and foundry at Fishermans Bend are closed
- **2010's:** Similar to global trends, the Australian vehicle market makes a strong shift away from sedans to SUV's
- 2011: First locally built Cruze small car is driven off Elizabeth production line by prime minister **Julia Gillard**, industry minister senator **Kim Carr** and South Australian premier **Mike Rann**; Commodore and Cruze are amongst Australia's top selling vehicles
- **2012:** Holden Volt electric vehicle with range extender is launched in Australia and New Zealand.
- **2013:** GM announces decision to cease manufacturing in Australia in 2017, due to a range of macroeconomic factors leading to Australia becoming one of the most crowded vehicle markets globally; **Holden Design and Engineering continue their world-class operations for Holden and other GM global brands including Chevrolet, Cadillac, Buick and GMC**



- **2017:** Last Holden to be built in Australia, a VF Commodore, drives off the Elizabeth Plant production line on 20 October; all Holden vehicles are now built in other GM global plants
- **2019:** After 41 years as Holden's longest serving nameplate in Australia, Holden announces ZB Commodore will not be replaced as part of Holden's move to an all SUV and LCV product range in line with market trends
- **2020:** GM announces the end of Holden vehicle sales, design and engineering operations. Holden service centres and aftersales will continue for a further decade in Australia and New Zealand ■

# IMPORTS SET DOWNWARD TREND

The market for used import cars has fallen in the run-up to the implementation of new ESC rules, though commercials are already taking a harder hit. **At 10,747 units, passenger vehicle registrations were down 3.4% for the month. Commercials were down 13.6% to 864 vehicles, from 1000 this time last year.**

For the year, passenger registrations are down by 1%, and commercial registrations are down a significant 12%. **Toyota** was the top passenger brand on 2668 units, up 10.9% for a 24.8% market share. In second, **Nissan** was down 8.3% for 2024 units and 18.8% of the market, and third-placed **Mazda** fell 3.7% to 1715 and a 16% share.

**Honda** took a large 8.9% hit, down to 1115 units and a 10.4% share, and fifth-placed **Subaru** was up 6.3% for a 6.1% share and 660 units. The **Mazda Axela** was the top-selling import passenger car on 576 registrations.

**Honda's Fit** was next on 510, followed by the **Toyota Aqua** on 445, **Toyota Corolla** on 437 and **Suzuki Swift** on 432. The **Mitsubishi Outlander**

*Continued on page 42*

## 20 TOP USED IMPORT PASSENGER MAKES

MAKE	FEB '20	FEB '19	Movement	% Change	Market Share
TOYOTA	2668	2406		10.9	24.8
NISSAN	2024	2207		-8.3	18.8
MAZDA	1715	1780		-3.7	16.0
HONDA	1115	1224		-8.9	10.4
SUBARU	660	621		6.3	6.1
SUZUKI	515	601		-14.3	4.8
MITSUBISHI	448	531		-15.6	4.2
BMW	364	395		-7.8	3.4
VOLKSWAGEN	337	344		-2.0	3.1
AUDI	197	210		-6.2	1.8
LEXUS	130	113	↑ Up 1	15.0	1.2
MERCEDES-BENZ	121	171	↓ Down 1	-29.2	1.1
FORD	87	79		10.1	0.8
VOLVO	53	51		3.9	0.5
LAND ROVER	41	41		0.0	0.4
CHEVROLET	33	39	↑ Up 1	-15.4	0.3
HOLDEN	26	24	↑ Up 3	8.3	0.2
HYUNDAI	26	20	↑ Up 4	30.0	0.2
JAGUAR	25	40	↓ Down 3	-37.5	0.2
DODGE	20	33	↓ Down 1	-39.4	0.2
Other	142	199		-28.6	1.3
<b>Total</b>	<b>10747</b>	<b>11129</b>		<b>-3.4</b>	<b>100.0</b>

## USED IMPORT COMMERCIAL MAKES

MAKE	FEB '20	FEB '19	Movement	% Change	Market Share
TOYOTA	430	437		-1.6	49.8
NISSAN	211	213		-0.9	24.4
ISUZU	41	42	↑ Up 3	-2.4	4.7
MAZDA	26	61	↓ Down 1	-57.4	3.0
HINO	22	45		-51.1	2.5
FORD	21	48	↓ Down 2	-56.3	2.4
MITSUBISHI	18	29		-37.9	2.1
CHEVROLET	13	22	↑ Up 1	-40.9	1.5
FIAT	12	24	↓ Down 1	-50.0	1.4
HOLDEN	12	13		-7.7	1.4
Other	58	66		-12.1	6.7
<b>TOTAL</b>	<b>864</b>	<b>1000</b>		<b>-13.6</b>	<b>100.0</b>

## TOP 10 USED IMPORT COMMERCIAL MODELS

MAKE	MODEL	FEB '20	MAKE	MODEL	FEB '19
TOYOTA	HIACE	322	TOYOTA	HIACE	339
NISSAN	NV200	58	NISSAN	CARAVAN	77
NISSAN	NV350	57	MAZDA	BONGO	46
NISSAN	CARAVAN	46	NISSAN	NV200	40
TOYOTA	DYNA	38	TOYOTA	DYNA	36
TOYOTA	REGIUS	29	NISSAN	NV350	33
ISUZU	ELF	24	HINO	DUTRO	30
NISSAN	VANETTE	21	TOYOTA	REGIUS	29
TOYOTA	TOYOACE	18	ISUZU	ELF	26
MAZDA	BONGO	16	FIAT	DUCATO	24



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Continued from page 41 was the top SUV on 237, the **Nissan Leaf** the top EV on 235, the **Subaru Legacy** the top large car on 217, the **Toyota Wish** the top MPV on 211, and the **Volkswagen Golf** the top European model on 191. In commercials, **Toyota** topped the market - as usual - on 430 vehicles, down 1.6% for a 49.8% market share. **Nissan** took second on 211, down 0.9% for a 24.4% stake, followed in third by **Isuzu**, down 2.4% to 41 vehicle's and

**AROUND THE COUNTRY  
PASSENGER REGISTRATIONS**

DIST	FEB '20	FEB '19	% CHANGE
WHA	258	263	-1.90
AUC	5056	5219	-3.12
HAM	766	772	-0.78
THA	69	106	-34.91
TAU	455	447	1.79
ROT	162	135	20.00
GIS	82	59	38.98
NAP	191	242	-21.07
NEW	156	152	2.63
WAN	89	112	-20.54
PAL	266	343	-22.45
MAS	60	69	-13.04
WEL	799	844	-5.33
NEL	203	203	0.00
BLE	55	60	-8.33
GRE	19	22	-13.64
WES	4	4	0.00
CHR	1277	1434	-10.95
TIM	230	97	137.11
OAM	23	20	15.00
DUN	331	353	-6.23
INV	196	173	13.29
<b>TOTAL</b>	<b>10747</b>	<b>11129</b>	<b>-3.43</b>

3% of the market. Fourth for the month was **Mazda** on 26 and **Hino** on 22. The **Hiace** was the leading commercial model on 322, followed by the **Nissan NV200** on 58 and the **Nissan NV350** on 57. The **Nissan Caravan** took fourth on 46, followed by the **Toyota Dyna** on 38. However, not all dealers felt the downturn. Universal Imports 1998 LTD's director **Andrew Peck** says used car sales in February

were "steady." **"It was good," he says. "It was normal. January was okay, too."** Peck says all the vehicles at Universal Imports have ESC and have for many years, except for classic cars. He sees the market doing the same as the last two years. Last month, the cars he sold all performed about the same and he can't pick one that was a standout. **"Nothing exciting about any particular brand or car flying**

out," Peck says. Devonport Car Company owner **Lewis Rowe** says he had a good month. **"It was a nice, strong, positive month. February can be quite good, people get back to normality after Christmas and summer break. People back at work full-time, schools going back and having a more traditional routine."** "People are more than motivated to start achieving tasks they need to achieve

Continued on page 43



**USED IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2020**

	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
20-Feb	13	4	12	21	22	12	41	26	18	211	430	9	27	864
19-Feb	22	9	24	48	45	13	42	61	29	213	437	9	48	1000
% diff	-41	-56	-50	-56	-51	-8	-2	-57	-38	-1	-2	0	-44	-14
YTD 20	24	9	78	61	48	26	67	67	43	411	775	17	67	1711
YTD 19	41	10	54	106	80	32	81	101	64	419	836	15	98	1937
%diff	-41	-10	44	-42	-40	-19	-17	-34	-33	-2	-7	13	-32	-12

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Continued from page 42

– moving house, buying a car, organising renovations. People don't want to do that when they're camping, or at the beach. They're feeling good, filled with vitamin D. All of that combines into generally quite a bumper month for February."

**Rowe says his positive month wasn't affected by the new ESC laws as the cheaper cars aren't his speciality.**

He says the stink bug issue a few years back affected the market, and now coronavirus makes it hard to see where the market is trending, he says. "Coronavirus has had a lot of negative media. With more cases being found, people start getting worried and might not spend money. It's going to be an interesting year."

Rowe notes that Trade Me listings have bounced back

a bit, and he hopes the ESC laws will help lift the quality of cars available to consumers.

**As for car standouts, Rowe says February was "all over the place."**

**"I sold some Japanese cars, a few Euros, it was a mixed bag last month."**

Vehicle imports were up in February led by an increase in passenger cars but a decline in commercials, according to New Zealand Customs Motor Vehicle Statistics.

**The market for used import cars has fallen in the run-up to the implementation of new ESC rules, though commercials are already taking a harder hit.**

A total of 22,956 vehicles, including trucks and buses, hit the wharves in February compared to 20,825 in January.

A total of 19,431 cars arrived in February compared to 17,208 in

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the previous month. New car imports were down with 6081 units compared to 7035 in the previous month. Total new and used truck and van imports dropped in February to 3462 units compared to 3547 the previous month. New trucks and vans were down with 2510 units compared to 2851 in the previous month. This includes 2257 under 3500kg GVM and 253 over 3500kg GVM. Used trucks and vans were up with 952 units for the month compared to 696 in January. This includes 920 under 3500kg GVM and 32 over 3500kg GVM. **The total number of buses and coaches was also down in February with 63 arrivals in compared to 70 the previous month. This includes 32 new buses and coaches and 31 used for the month.** ■

20 TOP USED IMPORT PASSENGER MODELS					
MAKE	MODEL	FEB '20	MAKE	MODEL	FEB '19
MAZDA	AXELA	576	MAZDA	AXELA	590
HONDA	FIT	510	HONDA	FIT	558
TOYOTA	AQUA	445	SUZUKI	SWIFT	530
TOYOTA	COROLLA	437	NISSAN	TIIDA	527
SUZUKI	SWIFT	432	MAZDA	DEMIO	440
MAZDA	DEMIO	411	MITSUBISHI	OUTLANDER	330
NISSAN	TIIDA	405	TOYOTA	PRIUS	298
TOYOTA	PRIUS	384	NISSAN	LEAF	274
SUBARU	IMPREZA	260	TOYOTA	WISH	264
MITSUBISHI	OUTLANDER	237	SUBARU	LEGACY	263
NISSAN	LEAF	235	TOYOTA	VITZ	256
SUBARU	LEGACY	217	VOLKSWAGEN	GOLF	228
TOYOTA	WISH	211	MAZDA	ATENZA	223
TOYOTA	VITZ	210	SUBARU	IMPREZA	219
MAZDA	ATENZA	199	NISSAN	NOTE	212
VOLKSWAGEN	GOLF	191	NISSAN	DUALIS	197
NISSAN	NOTE	180	MAZDA	PREMACY	195
MAZDA	PREMACY	172	TOYOTA	AQUA	184
NISSAN	DUALIS	170	TOYOTA	AURIS	155
NISSAN	X-TRAIL	148	NISSAN	X-TRAIL	147

THE 17 LEADING USED IMPORT PASSENGER MAKES – YEAR-TO-DATE 2020																			
	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
20-Feb	197	364	33	2	87	26	1115	26	1715	121	448	2024	8	660	515	2668	337	401	10747
19-Feb	210	395	39	8	79	24	1224	20	1780	171	531	2207	9	621	601	2406	344	460	11129
% diff	-6	-8	-15	-75	10	8	-9	30	-4	-29	-16	-8	-11	6	-14	11	-2	-13	-3
YTD 20	382	717	73	4	173	89	2289	44	3640	241	928	4270	20	1455	1051	5604	672	822	22440
YTD 19	387	812	83	16	169	55	2494	43	3653	320	1083	4535	11	1274	1254	4856	735	947	22727
%diff	-1	-12	-12	-75	2	62	-8	2	0	-25	-14	-6	82	14	-16	15	-9	-13	-1

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# NEW VEHICLE SALES CONTINUE TO WEAKEN

New vehicle sales continued their weak start to the year in February.

**The Motor Industry Association reported registrations were down 2.2% (261 units) compared to the same month last year, with 11,438 new vehicles registered.**

The month of February was up for passenger and SUV

vehicles by 4.4% (331 units) over February 2019, however, it was down 14.4% (592) for commercial vehicles.

While it was pleasing to see the passenger and SUV market remain strong it is worrying that the commercial sector continues to be down, the 5th month in a row," chief executive **David Crawford** notes.

The top models for the month of February were the **Ford**

**Ranger** (728 units), followed by the **Toyota Hilux** (580 units) and the **Toyota RAV4** in third place with 419 units.

**Toyota** remains the overall market leader with 17% market share (1892 units), followed by **Ford** with 11% (1222 units) and the **Mitsubishi** in third spot with 10% market share (1106 units).

**Holden** dropped to 9th position on the back of their recent announcement of their

pending market withdrawal with just 4% of overall volume (457 units)

**Toyota** was the market leader for passenger and SUV registrations with 14% market share (1093 units) followed by **Mitsubishi** with 10% (764 units) and then **Kia** with 9% market share (751 units).

The top selling passenger and SUV models for the

*Continued on page 45*

NEW PASSENGER MODELS					
MAKE	MODEL	FEB '20	MAKE	MODEL	FEB '19
TOYOTA	RAV4	419	MAZDA	CX-5	292
MITSUBISHI	OUTLANDER	304	KIA	SPORTAGE	273
MITSUBISHI	ASX	291	SUZUKI	SWIFT	245
KIA	SELTO	281	TOYOTA	COROLLA	235
NISSAN	QASHQAI	244	MITSUBISHI	OUTLANDER	229
MAZDA	CX-5	233	MITSUBISHI	ASX	188
KIA	SPORTAGE	228	HYUNDAI	TUCSON	180
SUZUKI	SWIFT	217	HYUNDAI	KONA	160
TOYOTA	COROLLA	198	HONDA	CRV	156
HYUNDAI	KONA	167	NISSAN	QASHQAI	156
TOYOTA	YARIS	146	HONDA	HR-V	149
HONDA	HR-V	138	HONDA	JAZZ	144
VOLKSWAGEN	TIGUAN	136	NISSAN	X-TRAIL	141
FORD	ESCAPE	135	FORD	ESCAPE	123
NISSAN	X-TRAIL	115	HOLDEN	COMMODORE	123
HONDA	JAZZ	110	HYUNDAI	SANTA FE	123
MITSUBISHI	ECLIPSE CROSS	110	FORD	FOCUS	116
SUZUKI	VITARA	110	MAZDA	MAZDA2	114
KIA	RIO	109	SUZUKI	JIMNY	113
HYUNDAI	SANTA FE	107	VOLKSWAGEN	TIGUAN	113

NEW PASSENGER MAKES					
MAKE	FEB '20	FEB '19	Movement	% Change	Market Share
TOYOTA	1093	800		36.6	13.8
MITSUBISHI	764	547	↑ Up 3	39.7	9.7
KIA	751	580		29.5	9.5
MAZDA	580	758	↓ Down 2	-23.5	7.3
HYUNDAI	557	528	↑ Up 2	5.5	7.0
SUZUKI	494	580	↓ Down 2	-14.8	6.2
HONDA	415	512	↑ Up 1	-18.9	5.2
NISSAN	409	355	↑ Up 2	15.2	5.2
FORD	408	416		-1.9	5.2
SUBARU	295	299	↑ Up 2	-1.3	3.7
VOLKSWAGEN	288	309		-6.8	3.6
HOLDEN	276	545	↓ Down 6	-49.4	3.5
MERCEDES-BENZ	189	152	↑ Up 1	24.3	2.4
BMW	144	163	↓ Down 1	-11.7	1.8
AUDI	142	120	↑ Up 1	18.3	1.8
SKODA	141	108	↑ Up 1	30.6	1.8
PEUGEOT	112	72	↑ Up 2	55.6	1.4
MG	103		↑ Up 44		1.3
LAND ROVER	90	128	↓ Down 4	-29.7	1.1
JEEP	84	55	↑ Up 2	52.7	1.1
Other	576	551		4.5	7.3
<b>Total</b>	<b>7911</b>	<b>7578</b>		<b>4.4</b>	<b>100.0</b>

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up slightly at 113 units and 551 hybrid vehicles continuing their solid sales performance.

In the Waikato, Otorohanga Mitsubishi dealer principal **Bill Taylor** says new car sales have not been well because there is a drought in that area.

**“A big part of our customer base is farmers,” Taylor says. “Farmers haven’t been spending much since the Labour led Government got in. And now coronavirus is meant to be slowing things up.”**

Taylor says his dealership is normally a bit slow around this time.

“Because we’re a small place, and people go away on holidays. It’s a little bit

Continued from page 44

month were the **Toyota RAV4** (419 units) followed by the **Mitsubishi Outlander** (304 units) and the **Mitsubishi ASX** (291 units).

In commercials, **Ford** retained the market lead with 23% market share (814 units) followed by **Toyota** with 23% (799 units) and **Mitsubishi** third with 10% market share (342 units).

The **Ford Ranger** retained the top spot as the bestselling commercial model with 21% share (728 units) followed by the **Toyota Hilux** with 16% share (580 units) and the **Mitsubishi Triton** in third place with 10% market share (342 units).

The top three segments for the month of February were

once again SUV medium vehicles with 20% share followed by SUV Compact also with 20% market share and the Pick Up/Chassis 4x4 segment with 15%.

**Pure electric vehicles remain steady with 124 units sold in February, with PHEVs**

NEW COMMERCIAL MODELS (UNDER 3500KG)					
MAKE	MODEL	TOTAL	MAKE	MODEL	FEB'19
FORD	RANGER	728	FORD	RANGER	699
TOYOTA	HILUX	580	TOYOTA	HILUX	686
MITSUBISHI	TRITON	342	MITSUBISHI	TRITON	505
NISSAN	NAVARA	265	NISSAN	NAVARA	335
MAZDA	BT-50	214	HOLDEN	COLORADO	299
TOYOTA	HIACE	195	MAZDA	BT-50	196
HOLDEN	COLORADO	175	ISUZU	D-MAX	153
ISUZU	D-MAX	112	FORD	TRANSIT	119
FORD	TRANSIT	86	TOYOTA	HIACE	108
VOLKSWAGEN	AMAROK	69	HYUNDAI	ILOAD	72

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hard to put a finger on it, but generally we start picking it up in March.”

Taylor says the market seems to be trending slowly.

“But in saying that, **Mitsubishi** had a great month last month. But we didn’t.”

At Otorohanga Mitsubishi, sales of the **Outlander** and **ASX** are going good. ■

**NEW AROUND THE COUNTRY PASSENGER REGISTRATIONS**

DIST	FEB '20	FEB '19	% CHANGE
WHA	155	170	-8.82
AUC	3625	3212	12.86
HAM	554	553	0.18
THA	91	110	-17.27
TAU	356	328	8.54
ROT	136	154	-11.69
GIS	31	38	-18.42
NAP	242	216	12.04
NEW	149	161	-7.45
WAN	86	111	-22.52
PAL	212	241	-12.03
MAS	62	88	-29.55
WEL	716	756	-5.29
NEL	110	87	26.44
BLE	48	71	-32.39
GRE	16	9	77.78
WES	3	4	-25.00
CHR	723	794	-8.94
TIM	95	76	25.00
OAM	15	9	66.67
DUN	307	260	18.08
INV	179	130	37.69
<b>TOTAL</b>	<b>7911</b>	<b>7578</b>	<b>4.39</b>

**NEW IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2020**

	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
20-Feb	42	814	2	61	40	38	181	53	196	72	214	61	342	265	41	799	107	199	3527
19-Feb	44	818	23	73	33	51	302	76	246	140	196	76	506	335	43	817	119	221	4119
% diff	-5	0	-91	-16	21	-25	-40	-30	-20	-49	9	-20	-32	-21	-5	-2	-10	-10	-14
YTD 20	98	1838	10	122	87	90	561	129	393	145	394	156	709	539	87	1482	226	440	7506
YTD 19	95	1706	55	146	66	104	655	152	529	260	359	160	951	673	76	1411	218	499	8115
%diff	3	8	-82	-16	32	-13	-14	-15	-26	-44	10	-3	-25	-20	14	5	4	-12	-8

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# AUSSIE NEW CAR MARKET DECLINE CONTINUES

The **Toyota Hilux** remains Australia's best-selling vehicle but new vehicle sales in February continued decline according to data released by the Federal Chamber of Automotive Industries (FCAI) under the updated VFACTS reporting system. The February 2020 market

of 79,940 new vehicle sales is a decrease of 7162 vehicle sales or -8.2% on February 2019 (87,102) vehicle sales. February 2020 had the same number of selling days (24.0) as February 2019 and this resulted in a decrease of 298.4 vehicle sales per day. The passenger vehicle market is down by 4503 vehicle sales (-16.6%) over the same month last year; the sports utility market is up by 2012 vehicle sales (5.4%); the light commercial market is down by 4,308 vehicle sales (-21.7%);

and the heavy commercial vehicle market is down by 363 vehicle sales (-8.2%) versus January 2019.

**The FCAI attributes the difficult market conditions to adverse factors affecting consumer confidence over 2018, 2019 and the beginning of 2020. These include political and financial uncertainty; floods, drought and bushfires; and growing concerns regarding a global pandemic from the coronavirus.**

FCAI chief executive **Tony Weber** says the market has now seen a downturn each month for the past 23 months. "A recession is declared after two quarters of negative growth – and this industry has now seen seven consecutive quarters of negative growth," says Weber. "There is no doubt that this is an extraordinarily difficult time for the automotive industry – a situation sadly underlined by the recent announcement of Holden's withdrawal from the Australian market."

**Toyota** was market leader in February, followed by **Mazda** and **Hyundai**. **Toyota** led **Mazda** with a margin of 10,449 vehicle sales and 13.1 market share points.

The **Toyota Hilux**, with 3421 sales, again claimed the title of Australia's best-selling vehicle, closely followed by its stablemate, the **Toyota RAV4** with 3375 sales. Australia's third favourite vehicle during February was the **Ford Ranger**, with 3202 sales, followed by the **Toyota Corolla** (fourth) with 2520 sales. In fifth place was the **Hyundai i30** with 2152 sales. **Toyota** claimed the status of market leader, with 17,679 vehicles sales for the month and 22.1% market share. **Mazda**, with 7230 sales was the second highest brand for the month, claiming 9% market share. Third was **Hyundai**, with monthly sales of 5945 and market share of 7.4%; closely followed by **Mitsubishi** with 5513 monthly sales and 6.9% market share; and **Kia**, with 5120 monthly sales and 6.4% market share. ■

## NEW COMMERCIAL MAKES (UNDER 3500KG)

MAKE	FEB '20	FEB '19	Movement	% Change	Market Share
FORD	814	818		-0.5	23.1
TOYOTA	799	817		-2.2	22.7
MITSUBISHI	342	506		-32.4	9.7
NISSAN	265	335		-20.9	7.5
MAZDA	214	196	↑ Up 2	9.2	6.1
ISUZU	196	246		-20.3	5.6
HOLDEN	181	302	↓ Down 2	-40.1	5.1
VOLKSWAGEN	107	119	↑ Up 1	-10.1	3.0
LDV	72	140	↓ Down 1	-48.6	2.0
FUSO	61	73	↑ Up 2	-16.4	1.7
Other	476	567		-16.0	13.5
<b>TOTAL</b>	<b>3527</b>	<b>4119</b>		<b>-14.4</b>	<b>100.0</b>

## 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
20-Feb	17	142	144	0	0	0	408	0	276	415	557	84	751	90	81	580	189	62	764	409	112	44	141	71	295	494	1093	288	47	357	7911
19-Feb	9	120	163	0	1	0	416	0	545	512	528	55	580	128	76	758	152	41	547	355	72	49	108	55	299	580	800	309	64	256	7578
% diff	89	18	-12	-100			-2		-49	-19	5	53	29	-30	7	-23	24	51	40	15	56	-10	31	29	-1	-15	37	-7	-27	39	4
YTD 19	40	412	381	0	0	0	1464	0	810	828	2550	174	1715	222	232	1254	461	252	1352	876	200	138	447	141	586	1090	2313	581	111	804	17010
YTD 18	26	231	293	0	1	0	1022	0	1234	962	1079	165	1290	307	152	1810	399	106	1350	725	179	109	221	127	681	1172	2518	683	132	546	17520
%diff	54	78	30	-100			43		-34	-14	136	5	33	-28	53	-31	16	138	0	21	12	27	102	11	-14	-7	-8	-15	-16	47	-3

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# DEALERS SELLING LESS TO PUBLIC, BUYING MORE SECOND-HAND

The latest registration statistics show people are selling more cars to dealers, but dealers are selling less to the public.

Dealers purchased 12,544 second-hand units in February, up 4.7% on the year

before. Trader sales however were down 6.5% on 16,259.

Public transactions increased by 3.4% year-on-year.

In bikes, sales by dealers were up 7.8% with 413 units. Dealer purchases (375)

and public transactions (2369) were also up 10.6% and 9.6% respectively.

**In the truck market, dealers sold slightly less to the public than last year, down 1.9% with 3179. They purchased 2366 which was up 4%. ■**

## SECONDHAND REGISTRATIONS – FEBRUARY 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
<b>Cars 2020</b>																							
Public to Trader	213	5268	967	180	483	114	48	394	218	130	658	92	1034	189	78	32	2	1740	84	7	395	218	12544
Public to Public	1901	13905	3422	574	2154	1000	409	1534	987	578	1676	505	3152	1071	506	192	35	5243	693	135	2056	1163	42891
Trader to Public	530	5448	1231	254	746	338	151	597	371	219	665	171	1471	260	160	70	5	2106	322	33	740	371	16259
<b>Cars 2019</b>																							
Public to Trader	195	4591	953	180	553	148	63	409	178	161	573	96	949	150	93	20		1802	118	2	475	270	11979
Public to Public	1888	13432	3223	652	2040	986	381	1469	913	604	1542	536	3029	980	462	165	35	5294	508	134	2030	1170	41473
Trader to Public	534	5424	1322	289	811	343	180	636	402	246	731	199	1459	262	149	51	7	3004	173	26	745	402	17395
<b>Cars % Change</b>																							
Public to Trader	9.2	14.7	1.5	0.0	-12.7	-23.0	-23.8	-3.7	22.5	-19.3	14.8	-4.2	9.0	26.0	-16.1	60.0		-3.4	-28.8	250.0	-16.8	-19.3	4.7
Public to Public	0.7	3.5	6.2	-12.0	5.6	1.4	7.3	4.4	8.1	-4.3	8.7	-5.8	4.1	9.3	9.5	16.4	0.0	-1.0	36.4	0.7	1.3	-0.6	3.4
Trader to Public	-0.7	0.4	-6.9	-12.1	-8.0	-1.5	-16.1	-6.1	-7.7	-11.0	-9.0	-14.1	0.8	-0.8	7.4	37.3	-28.6	-29.9	86.1	26.9	-0.7	-7.7	-6.5
<b>Motorcycles 2020</b>																							
Public to Trader	2	116	34	5	26	7		12	9	8	19	5	46	11	1			51			18	5	375
Public to Public	83	678	175	55	94	61	24	82	59	41	114	32	195	81	44	12	2	305	31	8	126	67	2369
Trader to Public	16	133	31	6	24	8	1	15	8	6	24	6	36	13	4	4	1	42	4	1	24	6	413
<b>Motorcycles 2019</b>																							
Public to Trader	3	140	29	1	25	7		8	4	3	17	5	42	6	1			30			12	6	339
Public to Public	78	603	160	38	116	47	14	75	71	45	91	25	208	77	34	19	1	263	32	4	91	69	2161
Trader to Public	12	121	35	10	28	8	1	18	11	10	15	8	29	7	3			36	4	2	14	11	383
<b>Motorcycles % change</b>																							
Public to Trader	-33.3	-17.1	17.2	400.0	4.0	0.0		50.0	125.0	166.7	11.8	0.0	9.5	83.3	0.0			70.0			50.0	-16.7	10.6
Public to Public	6.4	12.4	9.4	44.7	-19.0	29.8	71.4	9.3	-16.9	-8.9	25.3	28.0	-6.3	5.2	29.4	-36.8	100.0	16.0	-3.1	100.0	38.5	-2.9	9.6
Trader to Public	33.3	9.9	-11.4	-40.0	-14.3	0.0	0.0	-16.7	-27.3	-40.0	60.0	-25.0	24.1	85.7	33.3			16.7	0.0	-50.0	71.4	-45.5	7.8
<b>Trucks 2020</b>																							
Public to Trader	50	875	194	47	92	42	24	133	34	31	150	32	125	57	38	6		250	28		72	86	2366
Public to Public	390	1827	540	139	369	200	100	259	158	107	319	123	420	179	70	37	6	725	96	26	357	229	6676
Trader to Public	151	837	285	72	177	86	39	138	78	62	174	49	207	80	59	19	1	363	49	5	147	101	3179
<b>Trucks 2019</b>																							
Public to Trader	67	799	223	45	102	45	34	104	29	28	114	31	130	34	35	1		283	26		63	81	2274
Public to Public	403	1631	500	134	429	219	81	252	164	119	270	130	356	227	106	40	7	735	84	24	380	218	6509
Trader to Public	164	808	271	54	175	115	77	165	88	59	138	59	207	85	52	13		334	51	12	204	111	3242
<b>Trucks % change</b>																							
Public to Trader	-25.4	9.5	-13.0	4.4	-9.8	-6.7	-29.4	27.9	17.2	10.7	31.6	3.2	-3.8	67.6	8.6	500.0		-11.7	7.7		14.3	6.2	4.0
Public to Public	-3.2	12.0	8.0	3.7	-14.0	-8.7	23.5	2.8	-3.7	-10.1	18.1	-5.4	18.0	-21.1	-34.0	-7.5	-14.3	-1.4	14.3	8.3	-6.1	5.0	2.6
Trader to Public	-7.9	3.6	5.2	33.3	1.1	-25.2	-49.4	-16.4	-11.4	5.1	26.1	-16.9	0.0	-5.9	13.5	46.2		8.7	-3.9	-58.3	-27.9	-9.0	-1.9

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# BIKE STATS SLIGHTLY DOWN AFTER REALLY GOOD LAST MONTH

**B**ike stats are down slightly compared to this time last year, the latest data shows.

**New bike registrations totalled 809 units, down 1.5% year-on-year. This follows a really good January which was up 10.4%.**

**Suzuki** regains the top spot again, after Yamaha outperformed the brand last month, with 134 bike registrations, down 15.2% for 16.6% market share.

**Yamaha** drops to second, with 115 units, up 29.2% for 14.2% of the market. **Harley Davidson** stays at its consistent third place position with 86 units, up 56.4% for a 10.6% share.

The **TNT Motor Roma 2T** is the top-selling model, selling 45 units, ahead of **Suzuki's UZ50** on 40 and **Yamaha XTZ690 L** on 34.

In the used bikes segment, **Harley Davidson** continues to retain its number one spot, selling 90 units, down 3.2% for

39.6% of the market. Overall, used bike registrations were down 9.2%.

**Ducati** is second on 28 units, followed by **Triumph** on 22.

Hamilton Motorcycle Centre owner **Richard Gorham** says sales last month were good.

"More than probably what we normally see," Gorham says.

**"So, whether the weather had an impact, I'm not quite sure." He says the market has been "quite buoyant."**

"For us anyway. Whether it's general or not, I don't know. But we're doing okay." At Hamilton Motorcycle Centre, Gorham says high-end, high-value bikes have been selling well.

"Just a broad spread. And road bikes, typically they do well." ■



NEW BIKE MAKES					
MAKE	FEB '20	YTD '20	FEB '19	% Change	Market Share %
SUZUKI	134	250	158	-15.2	16.6
YAMAHA	115	258	89	29.2	14.2
HARLEY DAVIDSON	86	193	55	56.4	10.6
HONDA	70	155	72	-2.8	8.7
TNT MOTOR	53	93	59	-10.2	6.6
TRIUMPH	45	129	62	-27.4	5.6
KAWASAKI	38	74	32	18.8	4.7
FORZA	36	83	30	20.0	4.4
VESPA	30	55	20	50.0	3.7
BMW	26	61	30	-13.3	3.2
KTM	25	55	26	-3.8	3.1
ROYAL ENFIELD	21	55	22	-4.5	2.6
FACTORY BUILT	17	37	29	-41.4	2.1
DUCATI	15	34	16	-6.3	1.9
INDIAN	14	36	12	16.7	1.7
MOPED	8	19	18	-55.6	1.0
APRILIA	8	16	12	-33.3	1.0
SYM	8	18	9	-11.1	1.0
ADLY	7	10	3	133.3	0.9
MOTO GUZZI	7	15	7	0.0	0.9
Other	45	118	60	-25.0	5.6
<b>TOTAL</b>	<b>809</b>	<b>1764</b>	<b>821</b>	<b>-1.5</b>	<b>100.0</b>

NEW BIKE MODELS		
MAKE	MODEL	FEB
TNT MOTOR	ROMA 2T	45
SUZUKI	UZ50	40
YAMAHA	XTZ690 L	34
FORZA	CICLONE	27
SUZUKI	GSX150 FDZA GIXXER	19
SUZUKI	SV650AU ABS LAMS	19
HARLEY DAVIDSON	STREET 20 STREET 500	17
YAMAHA	MT03LA K	17
FACTORY BUILT	ARIIC	16
HONDA	C 110X	14

USED BIKE MAKES				
MAKE	FEB '20	FEB '19	% CHANGE	MARKET
HARLEY DAVIDSON	90	93	-3.2	39.6
DUCATI	28	22	27.3	12.3
TRIUMPH	22	38	-42.1	9.7
YAMAHA	18	15	20.0	7.9
BMW	16	20	-20.0	7.0
HONDA	12	26	-53.8	5.3
KAWASAKI	6	3	100.0	2.6
SUZUKI	6	13	-53.8	2.6
INDIAN	4	1	300.0	1.8
BUELL	3	1	200.0	1.3
Other	22	18	22.2	9.7
<b>TOTAL</b>	<b>227</b>	<b>250</b>	<b>-9.2</b>	<b>100.0</b>

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# NEW AND USED TRUCK REGISTRATIONS DROP IN FEBRUARY

Commercial registrations have taken a steady dip in February with both new and used trucks down more than 20% year-on-year. Total registrations of new trucks and buses over 3500kg GVM sits at 372 units for February

**This is down 21.7% compared to the same period the year prior which saw 475 registrations of new commercials for the month.**

A total of 842 new trucks and buses have hit the road in the year-to-date compared to 993 for the same period last year.

**Isuzu** is market leader for February with 84 units registered and a 22.6% market share. It was down 9.7% compared to the 93 units registered in the same period last year.

**Fuso** is in second spot for the month, down 17.6% with 61 units registered and a 16.4% market share.

**Hino** is third, down 25.5% with 38 units registered and a 10.2% market share.

**Scania** follows, up 145.5% with 27 units registered, **Iveco** unchanged with 22 units, **Fiat** up 5.6% with 19 units, **Mercedes-Benz** down 43.8% with 18 units, **UD Trucks** down 5.6% with 17 units, **Kenworth** down 46.4% with 15 units and **Volvo** down 33.3% with 14 units.

Total registrations of used trucks and buses over 3500kg GVM sits at 153 units



for February.

**This is down 24.3% compared to the same period the year prior which saw 202 registrations of used commercials for the month.**

A total of 286 used trucks and buses have hit the road in the year-to-date compared to 386 for the same period last year.

**Toyota** is market leader for used trucks in February with 40 units registered and a 26.1% market share. It was down 2.6% compared to the 39 units registered in

the same period last year.

**Isuzu** is second, down 2.8% with 35 units registered and a 22.9% market share.

**Hino** third, down 46.7% with 24 units registered and a 15.7% market share.

**Mitsubishi** follows, down 30.4% with 16 units registered, **Nissan** down 35.3% with 11 units, **Fiat** up 4.6% with seven units, **Mazda** down 50% with three units,

**Mercedes-Benz** up 200% with three units, **Volvo** unchanged with three units and **Ford** down 75% with two units ■

## NEW TRUCK MAKES (over 3500kg)

MAKE	FEB '20	FEB '19	% Change	% of Market	YTD '20	YTD '19
ISUZU	84	93	-9.7	22.6	164	197
FUSO	61	74	-17.6	16.4	122	147
HINO	38	51	-25.5	10.2	90	104
SCANIA	27	11	145.5	7.3	55	23
IVECO	22	22	0.0	5.9	44	37
FIAT	19	18	5.6	5.1	47	40
MERCEDES-BENZ	18	32	-43.8	4.8	58	49
UD TRUCKS	17	18	-5.6	4.6	32	35
KENWORTH	15	28	-46.4	4.0	37	50
VOLVO	14	21	-33.3	3.8	53	73
Other	57	107	-46.7	15.3	140	238
TOTAL	372	475	-21.7	100.0	842	993

## USED TRUCK MAKES

MAKE	FEB '20	FEB '19	% Change	% of Market	YTD '20	YTD '19
TOYOTA	40	39	2.6	26.1	68	77
ISUZU	35	36	-2.8	22.9	56	72
HINO	24	45	-46.7	15.7	48	80
MITSUBISHI	16	23	-30.4	10.5	30	44
NISSAN	11	17	-35.3	7.2	21	39
FIAT	7	4	75.0	4.6	11	6
MAZDA	3	6	-50.0	2.0	10	9
MERCEDES-BENZ	3	1	200.0	2.0	8	1
VOLVO	3	3	0.0	2.0	4	6
FORD	2	8	-75.0	1.3	3	11
Other	9	20	-55.0	5.9	27	41
TOTAL	153	202	-24.3	100.0	286	386

# MOTOR VEHICLE DISPUTES TRIBUNAL DECISIONS - JANUARY 2020

## Shiple v AMO Brothers Ltd

Vehicle: 1996 Toyota Hiace Campervan

### Summary:

The purchaser paid \$12,600 for a campervan from the trader, part paying for the van with work for the business while also staying on its yard.

From day one of ownership it has alleged faults, including a problematic transmission which required a rebuild, a faulty fuel injector pump, worn CV boots and inadequate radiator. There were claims the tyres were worn and the fuel and air filters dirty, but these were dismissed.

The trader refused to fix the vehicle, claiming they had appeared too long after the sale had been made.

### Finding:

The trader was required to pay \$3988.52 towards the repairs on the vehicle.

## Brooke v Tandarra Enterprises Ltd

Vehicle: 2005 Jeep Grand Cherokee

### Summary:

The purchaser acquired the vehicle from the trader for \$11,995 in July 2019. She says from day one the brakes were soft and made a squealing noise.

She had the vehicle assessed, with the mechanic suggesting the pads and discs required replacement - which the trader arranged and paid for.

Since then the car has been through three Warrant of Fitness cycles, which the tribunal felt indicated the vehicle was safe, but the purchaser claims the new pads and discs did not solve the issue. Other faults were dismissed as wear and tear, but the tribunal felt there may still be



another issue as the brake noise was not acceptable.

### Finding:

The application to reject the vehicle was dismissed, though the trader was required to repair the squeaky brakes.

## Bertie v Strong Motor Ltd

Vehicle: 2009 Mazda Axela

### Summary:

The purchaser paid \$8250 for the vehicle, and after six months of use it developed a transmission fault. A new control module was fitted at a cost of \$1481.60, which is the amount being claimed.

The tribunal felt, however, that as the vehicle was 11 years old and travelled 11,000km in the buyer's hands, the repair did not push the vehicle over the line of evidence for not being of acceptable quality.

### Finding:

The application was dismissed

## Kader v Moss car Services Ltd

Vehicle: 2007 Subaru Impreza WRX STI

### Summary:

The purchaser paid \$23,500 for the vehicle, and claims that soon after purchase he began to experience issues, starting with screeching brakes. The trader made an attempt to fix this, though later it was found the rake discs likely needed replacement.

The adjudicator also accepted an issue with the transmission, though dismissed concerns over the power steering, worn suspension bushes, and a worn cambelt. The purchaser also claimed under the Fair Trading Act that he was not informed the car was modified - something partially accepted by the tribunal. The tribunal noted though that the purchaser suffered no loss from this.

### Summary:

A request to reject the vehicle was

*Continued on page 51*

Continued from page 50

dismissed. The trader was ordered to fix the issues with the transmission.

### Hafa v Prestige Park and Sell Ltd

Vehicle: 2008 Nissan Elgrand

**Summary:**

The purchaser paid \$7890 for the vehicle, and claimed it has pre-existing electrical issues. Unfortunately, the trading company has been removed from the companies register, so can not be a party to the case.

**Finding:**

The application was dismissed.

### Spiers v Industry Motors Ltd

Vehicle: 2007 BMW 335i

The purchaser claimed the vehicle had a substandard mag wheel. Neither party attended the hearing, having advised the issue was in the process of being settled.

**Finding:**

The application was struck out.



### Cooper v ANZ Autoparts Ltd

Vehicle: 2015 Suzuki Swift

**Summary:**

The purchaser paid \$14,500 for the vehicle. Later investigations found the vehicle has a range of issues, caused by poor repairs following it being crashed, written off and then re-registered. Evidence, accepted by the tribunal, showed the trader deliberately misled the purchaser over the past of the vehicle. It claimed to the financier of the vehicle that the vehicle had been re-registered due to it having lost one of the number plates - something that would not have been necessary.

**Finding:**

The tribunal ordered the trader refund the cost of the vehicle plus lending and other costs. It also ordered it collect the vehicle and pay the cost of the hearing. ■



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