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THE NEXT GENERATION

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FAREWELL TO A KNOWLEDGEABLE AND KIND GENTLEMAN

by **Richard Edwards**
Managing Editor

The death of **John Nicholls** was, while not unexpected, quite a shock to many of us in the automotive industry that had dealings with him over the years.

His history has been well reported, including opposite this page: He was not only a leader in the creation of the modern, professional vehicle import industry, but also a leader in the overall dealer regulation scene, stepping from a role with the Motor Trade Association into the creation of what was to become the Motor Vehicle Dealers Institute and taking part in its regulatory functions.

In all my interactions with him, and I hate to reuse a phrase almost everyone in the trade has in the last month, he really was a gentleman. Kind and guiding, yet sharply intelligent.

I first met Nicholls in the year 2001. At that stage I had been freshly crowned editor of an automotive industry magazine at 20, and Nicholls, while not working full time at that stage, was a regular feature of the then Imported Motor Vehicle Dealers Association offices and controlled their statistics.

Nicholls was keen to take me under his wing and ensure I knew the tricks in dealing with the import side of our monthly tables. Things he taught me back then are done to our statistics mostly when they come in from the NZ Transport Agency.

In all my interactions with him, and I hate to reuse a phrase almost everyone in the trade has in the last month, he really was a gentleman. Kind and guiding, yet sharply intelligent.

His family left a comment on our story of his death:

Thank you all for your thoughts. The motor vehicle industry was a major part of his life which he often talked about. He was certainly proud of his achievements with both the IMVDA and VINZ.

Thank you for your phone calls, messages and flowers. They were much appreciated.

The future

While Nicholls represents the valued past of the trade, this month we look at one of the leaders who will take it forward. And find a few parallels.

I will be honest and say that until I sat down to interview **Hayden Johnston** I had incorrectly assumed he was still working firmly under the auspices of his father **PJ**. In reality he has been at the forefront of the family's GVI Group for some time.

And now, like PJ, he has stepped into a broader roll in the import trade, as the North Island vice-chair of VIA. It has been some time since the Johnston name graced the association's board, and it comes at a time where it faces challenges unheard of since PJ, **Rod Milner**, **Fred Lewis** and Nicholls battled for their future some 30 years ago.

The association admitted last year it was close to insolvency, yet needs to summon the energy to play its part in the government's Clean Car plans - which could largely rewrite the way the trade works. Johnston and his colleagues are yet to announce how they will unstick themselves - though he notes they are close.

Johnston interestingly longs for the days of dealer regulation, where it was harder to become a dealer, and consumer protection functions were built into the process, rather than just the need to fill out a form and hand over a small fee.

Nicholls helped form the dealer licensing system in the 1970s and was on the first Motor Vehicle Dealer Licensing Board. While subsequent governments dismantled his work, is it time for it to return?

INDUSTRY FAREWELLS FORMER LEADER NICHOLLS

Prominent former dealer leader, and spokesperson for the used import industry **John Nicholls**, died last month in Gisborne aged 94.

Nicholls was born in Sydney, Australia, in 1925, although almost immediately his family returned to Gisborne, settling at Wainui Beach.

He was head prefect at Christ College in 1943, and on graduation joined the Royal New Zealand Air Force, training and qualifying as a pilot.

He was demobilised in 1945 and joined the family business, Ormonds Motors, where he worked mostly until it was sold in 1981 - taking on roles including sales manager, general manager and managing director. He continued to study, qualifying as an accountant in 1948 and studying with the New Zealand Institute of business. He spent a year on an executive course with Vauxhall Motors in the United Kingdom in 1964.

When Enterprise Motor Group purchased the family dealership in 1981, he remained a part-time consultant, assisting in setting up their used vehicle import business.

While best known for leading the Imported Motor Vehicle Dealers Association, the forerunner of current-day VIA, Nicholls worked on the creation of generations of dealer organisations and regulations.

Nicholls was chairman of the Motor Trade Association in the 1970s and split out the dealer division to become the Motor Vehicle Dealers Institute in 1975. In this role, he also worked on what would become the Motor Vehicle Dealers Act.

In 1976 he became a member of the Motor Vehicle Dealers Licensing Board.

During his time with Enterprise, Nicholls began working for the new association formed to represent the import business, changing its name in 1991 to the Imported Motor Vehicle Dealers Association, and becoming its president - a role he held until 2001.

Nicholls saw the association through a challenging period that included accusations of odometer tampering and seatbelt issues.

Nicholls celebrating his 90th birthday

He was instrumental in the formation of Vehicle Identification New Zealand, later Vehicle Inspection New Zealand, in 1993. Initially established to provide VINs and compliance services, it was later floated and has grown to be a large commercial operation owned by the Optimus Group.

Nicholls continued to work full-time with the association until 1998 and remained as its statistician from his Gisborne retirement home in 2014.

His career had begun as a salesperson for the family Chevrolet and GMC dealership, with the later addition of a Nissan franchise.

VIA chief executive **David Vinsen** says Nicholls passing marks a sad day and the end of an era.

“John was seconded to set up and run the association, and became the face and voice of the nascent used vehicle industry,” Vinsen says. “It is fair to say the industry would not be where it is today without his contribution.

“His gentlemanly and scholarly approach to things, especially when it came to complex issues like odometers, gave the industry the credibility it still enjoys.”

Vinsen noted his love of statistics.

“John was aware that to speak and make strong credible submissions he needed information, so he began the statistics and technical side of the organisation.

“He was a true gentleman. His passing was expected for some time, but it remains a true loss.”

Nicholls had four daughters, nine grandchildren and 17 great-grandchildren.

VINZ executive director **Gordon Shaw** says Nicholls death has sent ripples around the VINZ network.

“A big kauri in our world has fallen. From a VINZ perspective we have lost one of our whanau,” Shaw explains. “It has sent ripples around our network, particular with the longer-serving staff that worked with him.

“I got to work with him when I was at the Land Transport Safety Agency, and as a regulator I got the feeling John was a real gentleman with a great business mind.”

VINZ PUSHING INDEPENDENCE IN NEW CAMPAIGN

Using an independent testing station is a safe option for vehicle inspections - that is the message of #MakingDrivingSafer, a strong new campaign by Vehicle Inspection New Zealand.

VINZ acting chief executive **Sean Stevens** notes the recent media articles faced by the NZ Transport Agency provided some of the impetus to the #MDS campaign.

"NZTA's investigations and subsequent suspensions of many garages and inspectors around the country have provided some insight into the state of some inspecting facilities," Stevens says.

"This has led to an interest from customers in independent testing, where the result is a safer vehicle and is not biased towards a realising profit elsewhere as part of a repair process."

Stevens says the review of NZTA cases show that inspections carried out by many repairers are deficient and leave road users at risk.

"NZTA's own media page documents numerous cases of repairers who have shown they cannot provide an inspection service that meets regulatory standards," he says.

"Their primary interest is in vehicle repair, and inspections are a side dish on the menu. For us they're not just the main course, they're our sole interest."

To help people better understand what a safer vehicle looks like and how independent testing can making driving safer VINZ's #MDS campaign shares stories based on the experiences and expertise of its staff.

For example, in one story Hamilton-based senior vehicle inspector **Gary Silverwood** explains why safety is personal to him - his mother was killed in a car accident. Today, he assists the Police Serious Crash Unit with its vehicle inspections.

In another, VINZ staff explain how efficient processes and qualified independent inspectors help differentiate VINZ testing stations from other forms of vehicle testing.

Modern technologies and more thorough procedures mean more reliable inspection outcomes and reduced waiting times.

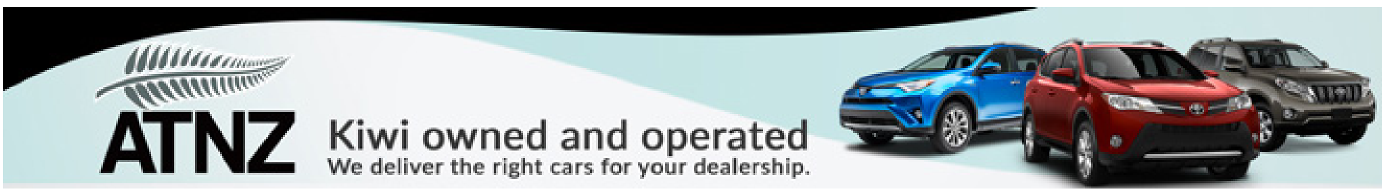
As they are only inspecting vehicles, VINZ staff also have more scope to focus on keeping themselves up to date with current regulation, something assisted by a newly-appointed learning and development specialist.

"We created this role to help our people with the uptake of new technologies in a learning environment as well as to provide better reporting of training outcomes," Steven says.

Dealers are, of course, highly interested in what helps them sell more cars at a better price. Does a testing station WOF still have the cachet to do that?

"This question goes to the heart of brand recognition and how it is portrayed," Stevens says. "What the customer wants is a safe vehicle. VINZ is an independent vehicle inspectorate and one of the big three Key Service Delivery Providers (KSDP) appointed by NZTA.

"A dealer who can show that the safety of a vehicle has been verified by a recognised, independent brand, appointed by NZTA, will have an easier job of selling it to a customer. "



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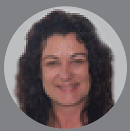

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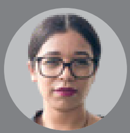

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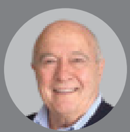

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SAKAI-SEMBOKU DELEGATION RETURNS TO NEW ZEALAND

Officials from Osaka's Port of Sakai-Semboku returned to New Zealand early November to keep updated on vehicle shipping issues.

New Zealand is the Japanese port's biggest market for used vehicles, making up just over 20% of its business. Vehicles from the port comprise 80% of New Zealand's imports.

Because of this, the port's officials have been undertaking "global promotion" visits in recent years to New Zealand and Australia.

The last visit was in 2016 when officials visited Auckland and Wellington. They visited the Ministry of Primary Industries (MPI), NZ Transport Agency (NZTA) and related companies, holding seminars for their promotion on used vehicles.

The director general of the Port and Harbour Bureau of Osaka Prefectural Government of Japan, **Junta Fukui**, led the latest delegation, visiting the local consulate-general of Japan, Ministry for Primary Industries, Autohub, and the Ports of Auckland to promote its policy and facilities for used vehicles, after vehicles from Japan were affected by stink bugs in 2018.

The Japanese officials wanted a good look at our facilities, and Ports of Auckland commercial relationships manager **Justin Maddock**, multi-cargo operations manager **Spencer Brown** and marine, engineering and general wharf operations general manager **Allan D'Souza** assisted their visit.

Fukui says the Port of Sakai-Semboku keeps a good relationship with the Ports of Auckland, and thanks it for its support.

"We're very happy to attend this meeting," Fukui says.

Each party had a chance to talk about their respective ports. Maddock spoke about

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Ports of Auckland's success and future.

The Japanese officials were informed of the five-storey car handling facility that is being built here, due to be completed August 2020. It will be able to store up to 1700 vehicles.

"The first vessel [found with stink bugs] that arrived in New Zealand was intercepted by MPI in February 2017," Maddock says. "That's when the change in volumes started and we saw an increase of compliance costs on the supply chain."

The history of stink bugs found in imported vehicles from Japan was discussed, as findings of the brown marmorated stink bug pest caused significant delays and major additional costs.

Maddock says vehicles now being imported have to meet new regulations to prevent stink bug incursions.

He also reiterated the mandatory electronic stability control rule – where all new and used vehicles imported are required to have ESC from March 1 next year – which is set to shake the industry.

The Japanese delegation heard about the New Zealand Government's intention to reduce vehicle emissions even further by increasing the cost of importing a vehicle with a higher emissions output and applying a discount for low and zero emissions vehicles - helping increase the uptake of hybrid and electric vehicles.

Kyota Higashino from the Port of Sakai-Semboku business management and promotion division led a presentation showing the Auckland team the locations of the Prefectural Ports and the Sakai-Semboku Port.

Higashino says the total cargo handling volume of Port of Osaka Bay is 258.41 million tonnes (2018).

The Port of Sakai-Semboku's access to international importing was shown in a series of slides. The port exports Japan's third largest number of used cars at 158,000 units, New Zealand being one of its major destinations.

About 27,130 used vehicles were exported to New Zealand from the Port of Sakai-Semboku in 2018 - 23.3% of all units. This compares to 27,316 from Yokohama Port, which is just higher at 23.5%.

The Port of Sakai-Semboku is strengthening its facilities for used vehicles. From April this year, its storage yard totalled 720,000 square metres. New heat-treatment facilities have been added in the Shiomi and Sukematsu yards, which have specialised facilities for vehicle inspection and machinery.

Higashino says a co-operative network can assure cargo quality and biosecurity.

JEVIC New Zealand chief executive **Euan Philpot** assisted with the tour and went with the Japanese team to Canberra for the Australian leg of the promotion tour.

"It is important the local port is very engaged in good biosecurity practices and mitigations for the facilities made available to us," Philpot says.

JEVIC has operated the new heat treatment approved by MPI, and the Port of Sakai-Semboku wants to export safer and cleaner used vehicles to New Zealand with these strengthened facilities to match market requirements and needs.

The delegation toured the Ports of Auckland on a bus, led by **Spencer Brown**.

AutoTalk joined them the previous night for dinner on the Viaduct, their only night here in Auckland before travelling to Canberra the next afternoon.

Following the port visit, the delegation met with logistics company Autohub before heading to Australia.

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THE NEXT GENERATION

The names often quoted as leaders of the import industry have mainly remained the same for the last 35 years. **Peter "PJ" Johnston**, **Rod Milner**, **Fred Lewis** and others arguably built the trade into the respected and stable form it is today - and all three of those mentioned remain active in the business.

But a new generation is coming through, well, they have done for some time, to lead the trade through future challenges.

One such person rising to more prominence is PJ's son, **Hayden Johnston**. Earlier this year he joined the board of VIA as North Island vice-chair and has been prominent in his work around electric vehicles.

As managing director of the Genuine Vehicle Group, he is leading one of the more significant, more prominent and influential import retail operations.

By suggesting Johnston is the next generation is not to suggest he is a relative newcomer. His involvement in the trade stretches back two decades, working within the GVI businesses from yard work as a teenager, through sales management and a five-year buying stint in Japan.

He has mainly been leading the group since 2010 when PJ took a step back from the main business. PJ continues to advise and is also a consultant to the Optimus Group, who purchased PJ's share in compliance workshop Fasttrack during its creation.

Comparing PJ's time in the industry to Johnston, where PJ's generation had to fight to create the industry, Johnston says the most significant change in the industry is the way vehicles are sold.

"Their days were pre-internet days. There was a lot more research done on the actual yard than pre-visiting. We are contending with far better-educated purchasers. Today, we're dealing with a lot of consumer power. Before, dealers had all the power and product knowledge. People came to them to learn about cars.

"These days, people come to the yard, know what they want, so ... it's about establishing that incredible brand and offer of service."

GVI has three locations, the Penrose branch for sales, an Ellerslie workshop, and Tauranga sales. GVI took over the Tauranga business from Sheaffs, who continue to run the workshop down there.

He says at times the job is too big for one person, especially when looking at multi-branch locations. At one point, there were four sites.

"It's good to have PJ on the periphery, and always be

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there just to keep an eye on things.”

“We’ve changed, we’ve restructured. We have a general manager now, **Glenn Haslem**. He comes from a huge car experience, exGiltrap Group for 18 years.” Johnston says Haslem has tremendous knowledge and expertise. "I also have huge support from our Sales Manager **Matt Price** who come on board as a saleman during our SsangYong days and has risen through the ranks to become the respected leader of our sales team"

Between the two sales branches, Johnston says they are selling 200-250 vehicles a month and running 38 staff.

There was another site, in Wellington, but the loss of a manager and lack of available space means that project is currently on hiatus.

“We opened our doors and just started selling cars, we sold 30 cars in our first month and did that fairly regularly, and we did well until space became a factor. We had room for 15 cars, but we needed a bit of diversity. It was electric-only, and we started struggling when everyone else jumped into the market.”

Similarly, Johnston does not rule out a return to new vehicles. GVI had a prominent SsangYong franchise and a short-lived deal with Renault in Wellington, and he says they learned a lot from the experiences - including the service business. What franchise would he like to be involved in?

"Renault, I think, is a wonderful brand. So, if there were an option to do something with them, I would look further at it."

The shift to EVs

Selling electric vehicles is rapidly becoming something that GVI is shifting towards, Johnston is driving the change with PJ's support.

PJ was a little wary as it was uncharted territories at the time.

“He was excited by the technology,” Johnston says. “He was keen, so I had his support.”

Selling EVs allowed Johnston to put his own spin on the company, and GVI Electric is its own standalone brand.

Johnston says they can still offer that old-fashioned value and knowledge selling EVs.

“The vehicles were priced higher, there were less available, required a huge amount of knowledge to be able to sell them and that’s what we could offer people, so that’s when we established ourselves as the specialists. We’re confident in saying we were the first to offer the charging cable included in the price. We packaged up the value, along with our expertise.

“Now, it is a race to the bottom like a lot of these guys. They’ve seen the Leaf as another vehicle to put profit on and offer cheaply. We are competing with that.

“Our sales are still strong. Our market shares are still strong. There are still people that want to buy from specialists.”

With EVs rapidly becoming a significant player in the market, Johnston says other dealers should not try to follow the “high volume cheapest possible model buying and selling tactic with EVs”.

“It’s not like Mazda Demios and Honda Fits where you can buy 200 of them, and you might get two of them that aren't good. You buy 200 cheap Leafs, and you’re going to be in pain.”

Johnston says it’s dangerous if you don’t know what you’re doing.

Also dangerous, he suggests, is the government's Clean Car plans.

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"It'll destroy the value of vehicles already in the market that haven't received a subsidy. It will impact on auction prices in Japan. Ultimately, this is going to feedback to the seller in Japan benefiting. Everybody else is going to get shafted all day long."

Return to regulation?

One of the issues Johnston sees with the industry currently - and it feeds into a lack of new trader interest in VIA - is that it is too easy to become a trader. Logistics operators and Japanese agents, alongside a lack of regulation, has made becoming a trader relatively turn-key.

"Deregulation is the leading cause of it. There's no barrier to becoming a car dealer; anybody can. Now, there are some of the filthiest, mongrel, horrible p***** on the planet that are now selling cars.

"That's people's impression of our industry, are those guys because they're the ones that have presented a bad experience and they are the ones that get talked about, those are the ones that get headlines; that's not our industry. That is not our industry."

Johnston would like to see dealers return to a more regulated state, and he feels it is something VIA could campaign for.

Should we go back to the days when dealers had to deposit funds in a trust account to get a licence?

"I think that would be wonderful. Go back to putting $100,000 in the bank, go back to background checks, limited numbers of licences and registered salespeople."

Johnston notes real estate agents have a stronger system than the car industry does.

"They step out of line; they get nailed. Publicly. Which I think is fantastic.

The real estate industry is, in part, self-regulated. Could the motor trade do the same?

"We used to; there is no reason why we couldn't."

Saving VIA

Johnston joined the VIA executive at this year's annual general meeting in an oddly unique way, facing the first vote for an open seat in many years against Moana Blue's **Matt Battle**. Ultimately both ended up on the executive with Battle co-opted.

Does VIA still work for the new generation of traders operating today?

"I think definitely," Johnston says. "VIA's relevance to the industry as it stands today has never been greater."

"Without some intervention or a seat at the table, we would have had the door shut on us several times in the last three or four years alone."

Can the association's budget issues be rectified? He says to expect announcements on this soon.

"There are budget elements that need to be rejigged, for certain. And that's what we have worked on very hard."

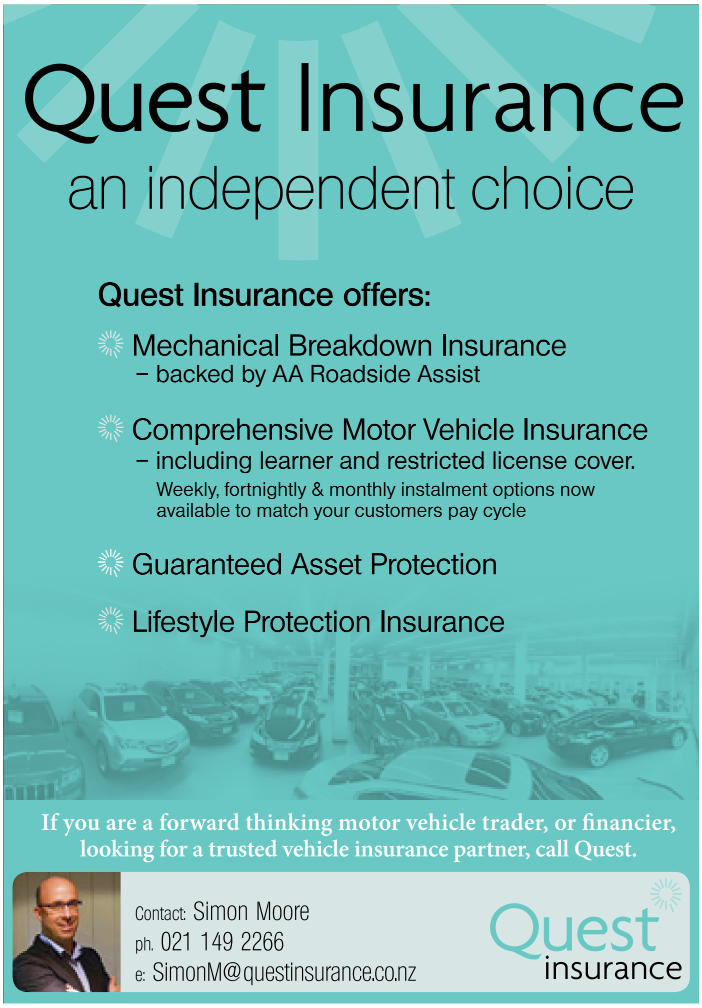
Exiting ESC

Johnston says the last couple of months have been busy, due to pressure acquiring stock.

"We're waiting for some fresh stock to come through," Johnston says. "In the last six months, we stepped away from non-ESC stock, so we've been researching new models, what's going to replace this."

"Looking forward, we don't want to be in a situation come February where we're scrambling for stock."

He admits commercials are going to remain an issue, but he has found a source of replacement stock - though precisely what that is, is not up for discussion.



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UNIQUE BUSINESS FOR LONG-TIME TURNERS MANAGER

I should make full disclosure to start this story. The interview was done as I collected a van purchased from Butler Motors **Blair Butler** – the deal done over the internet from 1200km away.

Deals like this are not unusual for Butler, relatively new as a trader in his own right, but with a long history moving used cars in his past. The same week another vehicle had been collected by a fellow Northlander.

With an internet-led marketing strategy, unique dealership situation and an unusual mix of stock, Butler's business deserved a little more attention.

Butler began in the industry in his teenage years as a spray painter, then moved into sales before working for Turners. With the used car giant he had a range of roles including in damaged vehicles, general goods, as an operations manager, before returning to Christchurch to lead the local vehicle branch.

Butler began in the industry in his teenage years as a spray painter, then moved into sales before working for Turners.

And before that his family background is in vehicle sales. His father **Murray** was a successful motorcycle racer. The family business, Murray Butler Motors, ended up in car sales but had more humble origins.

"Murray Butler Motors was a service station and workshop back in the proper 'service

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station' days. And then he became a vehicle trader, same as what we are doing now."

His dad was in business for 30 years, up until he exited the game around 1990.

The decision to become a trader himself came from a want to slow down and reduce responsibility, partially so he can spend more time with his young family.

"I have gone from being responsible for 75 staff to two, myself and my sister."

He takes care of most of the day-to-day operations, while his sister, who has her own

"Murray Butler Motors was a service station and workshop back in the proper 'service station' days. And then he became a vehicle trader, same as what we are doing now."

business, assists with logistics.

He says he is still busy.

"But I feel more productive, that I am able to offer a high level of customer service, and I don't have to worry about making too much margin on everything," he explains. "We sell lots, and make sure the customers are happy."

In a rare move for the used car industry, Butler does not deal in fresh import stock, focusing on local inventory, particularly the slightly unusual and classic cars.

That vehicle also heading to Northland was an Austin A30.

Just nothing, classics aside, European.

"Our stock is mainly Japanese; we do a lot of small cars. From $2000 to $10,000 is our perfect pitch."

Butler puts a lot of effort into his internet listings – high numbers of quality photos and enthusiastic descriptions. This is teamed with characterful and personal social media.

"[The listing quality] makes the sales process easier, and reduces the number of

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questions to answer,” he says. “The social media side of it gives a bit more ‘soul’ to what we are doing. It is quite easy to do, take a cool photo and bang it on Instagram, which feeds it over to Facebook. Takes two seconds.

“And people love it! Quite often we will get an inquiry from a customer, and if I don’t sell them something, they will like us on social media – join the following.”

Butler sources a lot of his stock from his former employer Turners, some ex-leased, and a lot are private purchasers.

Butler works from a stylish central-Christchurch warehouse unit shared with two other complementary to the trade. It's decorated with automotive memorabilia and houses some tasty classics and future classics.

Most stock is prepared and held offsite, brought in for viewing if required - another advantage of the extensive photography on listings.

Sharing the office are **Gary Lloyd** of Gary Lloyd Wholesale, and **Michael Payne** of New Zealand Vehicle Valuations. Butler sources some stock from Lloyd and works with Payne as well. Butler acknowledges working and sharing with the others make being a small trader more viable.

Handling only second-hand stock means Butler is expecting to be relatively untouched by next year’s final stage of electronic stability control implementation.

“It will be interesting, but it won’t affect us too much. We will roll with it really – there is always stuff to buy and sell. The number of cars bought and sold in Christchurch is huge; what we do is only a small percentage.”

As for the vehicle I purchase, I am delighted.

“And people love it! Quite often we will get an inquiry from a customer, and if I don’t sell them something, they will like us on social media – join the following.”

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From left to right: Resene Paints NZ chief financial officer Mike Durkin, Turners Automotive Group chief executive Todd Hunter, Toyota NZ marketing and business technology general manager Andrew Davis with panel facilitator Mark Mountcastle.

TOYOTA NZ AND TURNERS TALK CUSTOMER TRUST

Toyota New Zealand and Turners Automotive Group are two of the three most trusted brands voted by *Reader's Digest* readers.

Along with Resene Paints Limited, the three brands sent a representative to discuss their brand's journey to this accolade, maintaining customer trust, and what it means to be a trusted brand in 2019 at the FSF Conference and Awards on October 16.

Toyota NZ's marketing and business technology managing director **Andrew Davis**, Turners Group chief executive **Todd Hunter** and Resene chief financial officer **Mike Durkin** sat down with panel facilitator **Mark Mountcastle**, who is the chief executive of Avanti Finance.

Hunter says Turners has been in business for 52 years and values its strong customer ethic.

"Ultimately, the brand reflects its values. Values are so important in terms of how you want that brand to be portrayed and perceived. It's everywhere in the organisation, talked and demonstrated about. That's how we got to the point where we are," Hunter says.

Davis says Toyota NZ is part of a global footprint, and says the brand is fortunate to have a big footprint in New Zealand.

The Japanese brand leaves New Zealand alone to do branding locally in our own area, Davis says.

"It's that person that's making the engagement that's representing your brand," Davis says. "It's how they deliver."

"Where do you add value, with the way the market is going?"

Davis says giving time to focus on brand makes a difference.

In 2013, Turners Automotive Group was a wholesale business selling to dealers but has since shifted and become more retail focused.

Hunter says the name change of the company, dropping "Auctions" off the

Continued on page 16

Mike Durkin, Todd Hunter, Andrew Davis and Mark Mountcastle.

Continued from page 15

brand, caused some controversy.

"It was very dear to people in the business. But it was important for the business to reposition, take advantage and create a signal internally, doing something different."

Other changes Turners made included changing the uniform attire, from white shirts and tie to a casual blue-collar shirt and black jeans.

"People wanted to deal with someone more approachable and slightly causal," Hunter says. "Now, our salespeople are far more identifiable on the floor and customers are more comfortable."

The panel talked about customers having negative experiences with the brand, and how this was resolved and put right.

Social media was a big topic – as it can be a big issue for businesses.

Hunter says a negative post about the Turners dealership in Napier on a local Napier Facebook group was made, and people started commenting on it.

"As the chief executive officer, I asked what we should do about this? The right thing was to get on to the page and find out what happened."

After Hunter explained what had happened and had the opportunity to put it right, positive comments started coming in, with people giving Turners credit.

"We flipped something that was bad."

A lot of customers have value in the brand themselves, Davis says.

"They tell us how to respond – they feel like they are a part of our brand. The interactions that start from negative; it's about how you put it right. Having those conversations.

"People are supportive and positive on social channels. It gives us reassurance on what we're doing when people back you up."

The motor industry is going through a transition phase with the rise of electrification. Davis says customers have been asking for Toyota to talk more and be more open.

"We've taken an active position in supporting the government trying to do something about the rising emissions," Davis says, talking about the clean car plans.

"Consumers are changing, and it's about giving yourself space to work on."

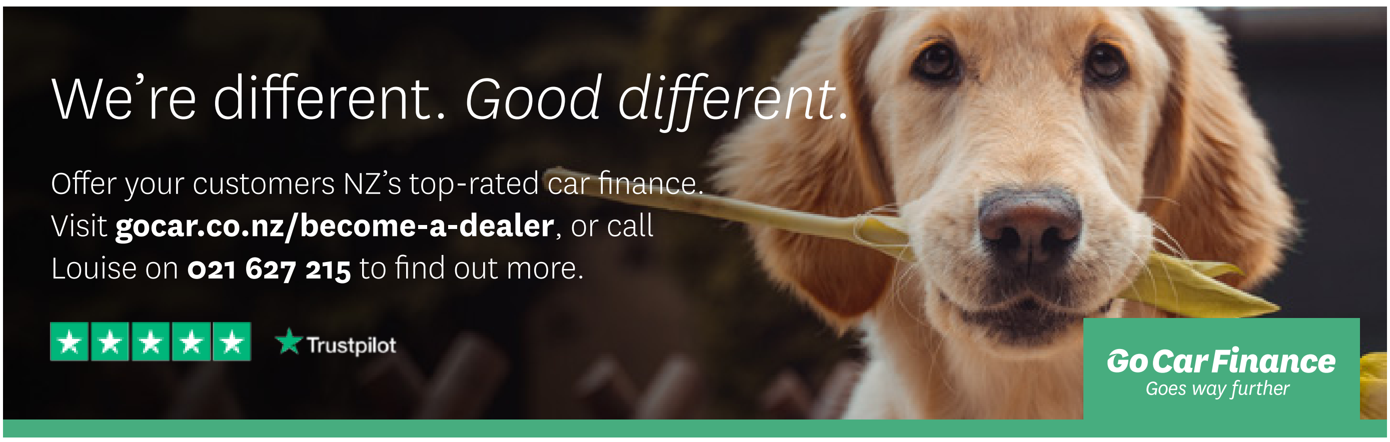
Hunter echoes this, saying strategies need to be reflected to where your customers' behaviours change.

"You have to think about the brand internally and externally," Hunter says.

"You can't produce a great ad, make a promise and not deliver. It's about keeping the promise."

Ensuring people in the business are empowered to make the decisions they make is also important, Hunter says.

Creating a trustworthy brand, Davis says, is not something you strive for. It is something to be demonstrated.



AUTO COURT SALESMAN BOB WOODFORD RETIRES AFTER 55 YEARS

Bob Woodford is retiring from Auto Court, a used car dealership in Dunedin, after a whopping 55 years with the company as a salesman.

At age 20, Woodford had come back from the army after being called up for national service and applied for a car salesman role at Auto Court after seeing it advertised.

"I've been a car nutter all my life," Woodford says. "I just applied and got the job with Neil."

Built in 1963 by **Neil Cottle**, initially on Anderson's Bay Road, the small car yard had about 30 cars. It started with both new and used cars, with Auto Court being Fiat and Skoda agents back during the 1960s.

Fast forward 55 years and Woodford is retiring from the company he has spent most of his life working for.

"It feels as though I first started a couple of years ago!" Woodford says nostalgically.

A big part of Woodford's sales have been repeat business over the years, including selling to three generations of some families.

"I had a gentleman who I sold him his first car, a Humber in the 1960s, looking for a car for his granddaughter just the other week."

Woodford reflects on the changes in the automotive industry throughout the years, saying that people take the gadgets in today's cars for granted.

"When I first started, heaters and radios were considered an extra," Woodford says.

A big change in the industry was when dealers first had the ability to import cars from Japan.

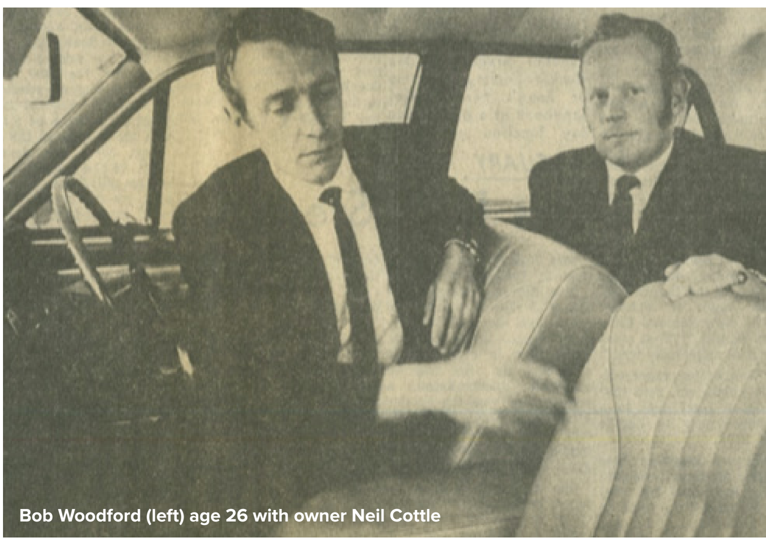
"We flew to Christchurch and had one day to have a look at the warehouse full of imported cars and we were stunned by what we saw," Woodford says.

"In 1988 there were these cars with power steering, twin cam motors, fuel injection, air-conditioning."

Auto Court drove two home and brought eight down for

Continued on page 18

Woodford speaking with a customer



Bob Woodford (left) age 26 with owner Neil Cottle

Continued from page 17

the yard.

"We were the first in Dunedin to have imported Japanese cars," Woodford says.

New car dealers were not happy with this as the imported cars had customers "storming in the door".

"They made a huge difference," Woodford says. "It was a whole different ball game."

He says gone were the English cars, which were prone to having problems. The Japanese imported cars did not have as many issues.

Another major change is advertising – back in the day, Woodford says a lot of Auto Court customers would come from printed media.

"That's dwindled right off now. Now, a very large percentage of our first contact with a client is through the internet."

Trade Me is a popular platform for customers, who first see Auto Court's cars online.

Woodford says he is not retiring because of age or health, but figured 55 years is not a bad number to "hang up some keys." He has a number of early cars and two special interest cars to play around with at home.

"They need a bit of exercise. Cars are like horses, you gotta feed them."

Auto Court is a used car dealership, but back in the 1960s there were a few new cars at the start.

Another industry change is the different rules and regulations regarding finance. Woodford says selling second-hand cars was straightforward until a couple of years ago.

"Back in the day, we would sit here and write the customer finance deals ourselves. We vetted the customer and everything. Today, you have to fill out an application and submit it to a finance company. It's quite a longer process."

Woodford now, age 75

In Woodford's day, car buyers had to deposit at least 50% of the purchase price, with 18 months to pay the rest and an interest rate of 20-25%.

These days, Woodford says people can get a car with no deposit and have up to five years to pay with a lower interest rate of 10%.

"It's quite a difference!" Woodford exclaims.

In his 55 years, Woodford says he's managed to go with the flow and adapt to changes, but one thing that gets him is computers.

"I get a bit frustrated with computers," Woodford admits. "But I do know a lot of the technical stuff on modern cars. It's amazing how it works. It's nice to be able to learn from others how a lot of these things do tick. "It's a great industry to have been in."

Woodford says Auto Court was the first in Dunedin to start selling electric vehicles.

"It's a different ball game," Woodford says. "I wasn't unfamiliar with electric vehicles. During the 1960s, there were quite a few electric trucks in Dunedin. There were some in the 1990s."

Auto Court have sold "quite a number" of electrics, according to Woodford.

In regard to the 55 years with the same company, he says "it's all very well putting all your eggs in one basket, as long as it's a good basket."

The Cottle family, owners of Auto Court, have allowed Woodford to go away for five or six weeks at times to attend car meets in the US and having his job sitting there when he got back.

Woodford judges cars overseas and has been lucky enough to have travelled the US at an earlier age, with the grace of Auto Court.

He says he has also seen most of New Zealand, which he calls the "greatest country in the world." But there are some parts of the Far North he has not seen.

"I'm a very keen long-distance motorist," Woodford says. "I love to get in a car and drive. I love going to motor racing events too."

"There are a few roads in Australia that I would like to have a wee go at."

"I'm not a fisherman or anything like that!" Woodford laughs. "I don't play bowls. I like working on my cars and driving them."

He remembers the first car he sold; a 57 Ford Prefect worth $385 pounds. It was during the first month he started, September 1964.

He sold eight cars during his first month there – but don't ask him how many it's been throughout his time at Auto Court, he has lost count!

Auto Court has no commission scheme, which Woodford says works best for the company as everyone works as a team.

Woodford's last day at Auto Court was Thursday, October 31.

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THREE ELECTRICS PLUG INTO NEW ZEALAND CAR OF THE YEAR

Three electric vehicles are among the 10 finalists for New Zealand's most prestigious automotive award.

Candidates to secure this year's New Zealand Car of the Year are (in alphabetical order), Audi e-tron, Ford Focus, Holden Acadia, Hyundai Santa Fe, Jaguar I-Pace, Mazda 3, Mercedes GLE, Peugeot 508, Tesla Model 3 and Toyota RAV4.

The e-tron, I-Pace and Model 3 run purely on battery.

The New Zealand Car of the Year is voted on by the New Zealand Motoring Writers' Guild - professional automotive journalists who test the vehicles in their home environments around the country.

The expert commentators have previously acknowledged the growing importance on electric vehicles in New Zealand, having given the honour to the BMW i3 in 2015.

"Simply having three electric vehicles in the top 10 shows how far this technology has come, and how much New Zealand has embraced it," New Zealand Motoring Writers' Guild president **Richard Edwards** says.

"Even so, with seven other incredible vehicles in the top 10 they have a challenge ahead."

The award's winner will be decided by 21 voting members and announced live on TVNZ One's *Seven Sharp* programme in December.

Now in its 31st year, New Zealand Car of the Year is the country's most prestigious motoring award, being a truly national prize without commercial ties.

The present titleholder is the Subaru Forester.

Criteria span how the vehicle performs its intended role; its styling, interior design and accommodation; fit, finish and quality; ride and refinement; performance; road-holding and handling; value for money; active and passive safety and environmental responsibility.

UTES ARE THE BIG GUNS

by **Ian Ferguson**

Survey many ute purchasers and you will find the deal had another $5000-6000 added on in accessories and upgrades to the standard ex-factory specification.

It's not that there is anything wrong with the standard vehicle, it's more about extending the capability to meet the job the vehicle is expected to do.

With so many ute models competing in the marketplace, brands need to be frugal on specifications to meet the vehicle price points consumers are prepared to pay.

So, this is where consumers adapt their ride to suit their personal applications for both work and leisure time.

It's debatable who really created the ute as we know it.

New Zealand is unique in that we have our innate number 8 mentality, from decades of making do with what you have.

Both the US and Australia claim the variants - although they have come a long way from the factory modified automotive design and the basic light commercial vehicle to become the practical tool for the working week and Swiss Army knife for the weekend.

In that time, utes have become a good drive too. That's another reason they are so popular.

Just as the American Mini truck has done in the US, the practical side of the motor vehicle has taken over to make this category the biggest selling in new and used markets.

In South Africa the Bakkie, as utes are called, are their models suiting their particularly harsh conditions.

In New Zealand and Australia, the vehicle models are globally sourced and fairly general, in anticipation of upgrades and accessories to make them meet our market demands.

Few utes would ever leave the dealership for delivery to a client without a towbar, with many serving both work and play roles in the weekly routine.

Hard lids or canopy are fitted to many, while soft tonneau tray covers are now less and less seen fitted as original equipment, making them a tick the box option when ordering the new ute.

The tray itself can have many options depending on what the purpose will be, whether that is soft duty for careful use or rugged lining for heavy duty use.

This makes utes a popular sale in dealerships as the added accessories often boost the profit on the sale to the point of making many a dealership profitable.

For the consumer, many accessories add value in making the vehicle more useful and assist the sale at end of life with that owner.

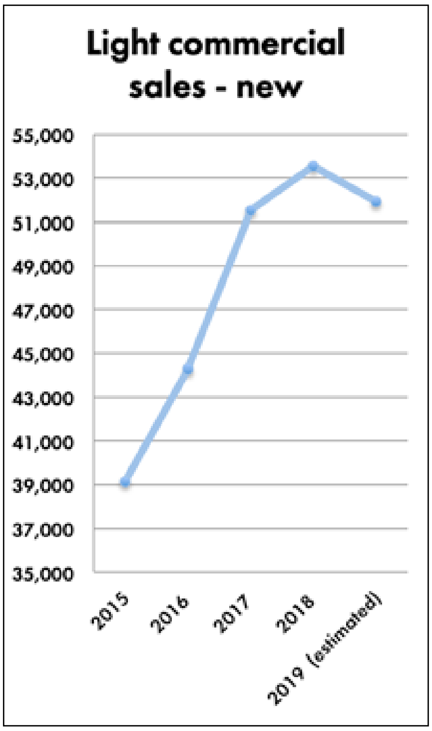
This is a unique feature to utes as the humble car is not so versatile and there would be hundreds if not thousands all exactly the same.

New Zealand is unique in that we have our innate number 8 mentality, from decades of making do with what you have.

Many of the accessories started life as a clever idea that only needed some refinement.

When near perfect the product sales often get to a volume where they need to be supplied by larger factories and in many cases become an imported item.

Some products are exceedingly logical and evolve to get better with every



Commercial sales appear to have peaked. That makes value-added accessories even more important

generation and we find New Zealand supplies Australia with towbars, canopies, hard lids and on and on.

We have some very good products and suppliers in New Zealand, and we will be bringing you these brands as we voyage through the year.

WHETHER FOR LEATHER

by **Ian Ferguson**

A popular upgrade accessory is the tailored fitting of leather seating to automotive interiors.

It's not just any leather for this rough and tumble role, where temperatures can exceed 80 degrees centigrade and ultraviolet rays are magnified by the vehicles glass area.

Add to this the wear and tear experienced in a day's work sliding in and out, dropping tools and equipment on seats or the wet and muck of bad weather days.

Where fabric struggles to clean up after the hard days, leather can be wiped down and even rejuvenated.

Automotive quality leather is fit for purpose.

As a raw material leather is not a cheap one.

Continued on page 22

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RVE Driving Dreams


Monza RVE in Ranger

Continued from page 21

The processes from hides to workable material are many and difficult, to supply the best quality consistently.
The utilisation of the leather has computer programmes plotting the cutting for the least waste as offcuts lying on the floor are profit lost.
Leather feels quality, the fit and finish make the final leather product look the part but also provide a long service life.
To make a bespoke one-off leather seating for any vehicle is laborious and labour-intensive exercise.
To make multiple copies builds in cost effectiveness and quality when done properly.
One company that has mastered the business of volume retrospective installation of leather to many vehicle models is Auckland based RVE.
Nearly 50 years after the founding by patriarch **Vic Stanners**, his sons **Dave**, **Jim** and **Mark** lead a team supplying the motor industry and dealers with ute upgrades, respected for the high quality of workmanship and customer experience.
The entry was always leather but now a whole host of products are available, some from alliances around the world, building on this specialist industry.
RVE has shown how interwoven they are with the motor industry, when they were commissioned to supply Holden NZ with the concept ROX Colorado that debuted at 2019 Fieldays New Zealand's premier agricultural event.
From this have spun off some inspired variants and opened up many new product opportunities for the RVE range and for the industry to profit from.
Driving dreams has become RVE's call sign as they navigate the aftermarket waves.
Mark Stanners has been lead for design and development working with dealers and motor companies to create the innovative ideas that turn into profits.

Much of the passion for the RVE products comes from the evolution of the business but attention to detail is never in short supply.
Every new model vehicle is considered, and design options are identified.
There are four options available for leather seating designs, starting with RVE Special leather from $2450 retail up to the designer series which includes Standard Seat Shape, the Gull Wing upgrade and the recently added Monza upgrade.
All the latter are price on application.
RVE Special is a basic OEM specification leather in black, with perforated leather inserts brought together with grey stitching.
This price conscious product is intended to give every dealer the opportunity to add leather to the options list to perhaps make a distinctive point of difference to assist selling "sticky" models or creating the dealer's own special edition.
Smart dealers may offer leather in their suite of accessories as RVE have very realistic supply lines and timing.
For attractiveness and versatility leather is the penultimate product and no longer dogged with lengthy build delays of old.
These days the leather installation can happen during the pre-delivery cycle where fitting happens when the fresh licence plates go on.

Dealer tip:

Here is an upgrade option that can cost $2500 to possibly $5000 on full-blown designs.
Consider the margin possible and look at vehicles that could do with a lift in features or perhaps smell not so good.
A window card showing the option on every vehicle may bring only a handful of orders but GP is good. Right?
Build that supplier relationship so this becomes second nature and you will reap greater returns.
There will be new products on offer and specials to take advantage of.
Don't discount. Value add. Every customer is good and better if they return.

Consumer tip:

Leather lifts the value of your purchase.
You benefit from the comfort and ease of use for the whole time you own that car.
Consider optional seat heaters.
These are very popular with passengers, while the driver has plenty to do at the wheel.
Make sure you use the care and rejuvenation pack which should come with every quality leather installation.
And ... it will assist with the selling on of the vehicle at end of life, with you.
To find out more about leather go to:
www.tocometoyousoon.comic

AUDIO UPGRADES. MAKING SOUNDS WORK.

by **Ian Ferguson**

Motor vehicles provide the best opportunity to listen to audio entertainment, in a controlled environment and mostly undisturbed.

Your Moby, Mental as Anything, Maroon 5 or Mozart moments are yours to enjoy or share with fellow travellers.

There is a wealth of comedy, audio books, podcasts and even radio that can provide news, learning and not to mention that infernal talkback.

Infinity coaxial speakers

Streaming services offer endless jukebox mixes of whatever the lonely heart desires.

Most vehicles now contain audio head units that are integrated into dashboards or temperature controls, denying users much choice without extra cost.

As reviewed in the October issue of *Autotalk Aftermarket*, OEM Audio are the people to talk too, for the integrated head unit options and are specialists in this complex area.

Their team includes technicians with years of car audio knowledge and that means any uncommon faults or queries can be resolved, a big plus in the dark arts of automotive electronics.

Some head units are very connected, user friendly and others challenging.

Auxiliary and USB inputs are easy to manage, however, Bluetooth and WiFI can be problematic.

Older design vehicles may still retain single and double DIN standard radio apertures, although it's the luck of the draw as many car markets vary in specification for these.

There are a noticeable number of double DIN units fitted to second-hand Japanese vehicles, including some EV's, many feature reversing cameras to assist backing and parking.

Once again OEM Audio have an extensive range of fitting kits and head units for those harder-to-solve applications.

There are good replacement models available from the usual aftermarket automotive retailers by the big brands such as Sony, Pioneer and JVC.

Double DIN mounting is to an industry standard but there are no guarantees when the unit is removed.

These outlets also have common wiring interconnects, although this is an area where skilled installers might be the best option.

If you love your music on the move there are still options for improvements with the secret hiding away behind grilles in doors, dashboards and rear parcel shelves.

Speakers fitted to most motor vehicles are supplied down to a price rather up to your listening pleasure. Talk about out of sight is out of mind.

This means the first step to improving the sound reproduction in your vehicle is not the source but the end of the process, the speakers.

Aftermarket brands supply very good ranges of speakers that are designed to be as easy fitting as possible, most will leave the OEM speaker for dead when listening quality is the main priority.

Other options include powered subwoofers that boost the bass to levels that help overcome the noisy vehicle environment.

Noise, vibration and Hhness, aka NVH tend to happen at the lower frequencies your bass competes with, so it's logical to beef up the bass.

Some powered subs discretely fit into spaces such as under the seat when room permits.

Speaker changes generally need the expert hands and tools of a car audio installer although these people are usually available to dealers and consumers.

You just need to hunt out a good one.

Another trend that has grown overseas are the use of speaker pods and soundbars usually mounted on rollbars for parked-up parties at the beach or in the bush.

Popular in Baha, but Kiwis may be slow on the up-take with this concept as there will be lots of naysayers who don't want to "rock your way".

There is little doubt that drivers wearing ear buds or headphones are distracted, no better than the mobile phone addicts. It's a safety issue, like it or not.

Real speakers are always going to be better quality than ear buds or on-ear headphones if you care about the quality of sound and your hearing.

Dealer tip:

Here is a dealer GP opportunity.

Qualify your customer, like all others, by asking if you can offer them audio options.

Like the boatie and Mr DIY need towbars, that personal touch could bring you a client for life.

Investigate the applications with an installer to find levels of spend and features for that cost.

Put some time into a price list and keep it current.

Buyers respond to care and attention. Don't we all.

Consumer tip:

When you are looking to change vehicles or upgrade audio, look at your connectivity options of mobiles and music players.

How you can connect for best results.

What is the safest for least driving distraction.

And cost.

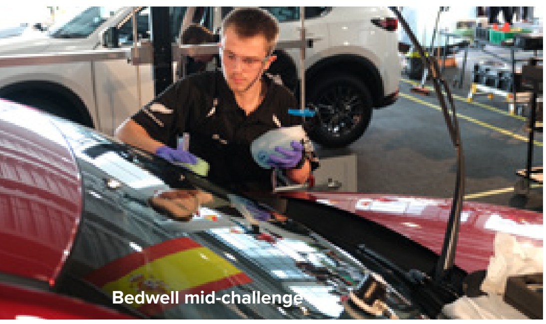
What you will get in return for that spend.

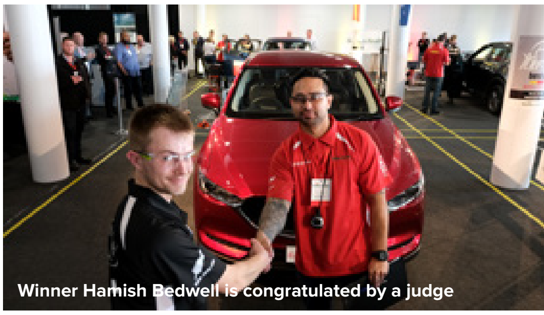
The next model vehicle up the list, may be a better investment.

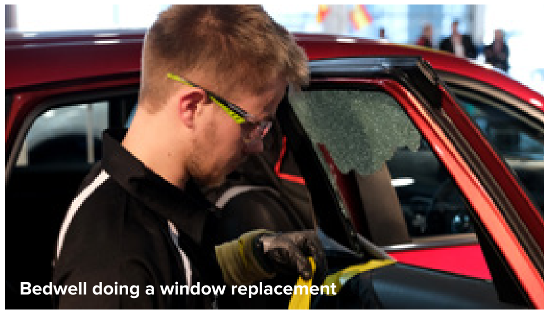
Be safe, sound and connected with better car audio.

SMITH&SMITH ANNOUNCES 'BEST OF NEW ZEALAND'

Six Smith&Smith technicians from across the country competed to be the "Best of New Zealand".
The vehicle glass repair and replacement competition, held at Auckland's Hilton Hotel on October 31, saw winner **Hamish Bedwell** from Dunedin beating five others in rigorous testing and assessments.
Smith&Smith's biennial competition saw leading windscreen repair technicians nationwide compete in a series of technical tests. The finalists were selected among a pool of technicians across over 30 Smith&Smith branches, who competed in pre-competition testing and assessments.
The correct and proper repair or replacement of a windscreen is a crucial part of a vehicle's safety and roadworthiness, Smith&Smith says.
A windscreen provides up to 30% of a vehicle's structural strength. The event provided attendees with a glimpse of the precision, training and technology involved in properly repairing and replacing vehicle windscreens.
Bedwell has been with the Dunedin Smith&Smith branch as a technician for two years.
"It's still sinking in. I was really surprised to win because the other techs had done so well," Bedwell.
Bedwell will represent New Zealand on the international stage, at the "Best of Belron" competition in Spain next year.
For his national win, he received $3000, a $700 travel voucher and a new Samsung phone.
Bedwell says he felt a big relief when the competition was over and "felt like a huge weight had been lifted from his shoulders".
"I'm really proud to bring the Best of NZ title back to the South Island, but I think I'm going to have to shout lunch on Monday."
The first assessment in the morning heat was for technicians to check they had all the right equipment for vehicle glass repair and replacement work.
Each finalist had a workstation, where they were given scenarios of various pieces of equipment missing or in different places. There were 85 checks and steps that the technicians had to perform, while being closely watched by judges.
At the next stage, three competitors performed a rear window replacement, while three others replaced a windscreen.
Part of the assessment tested the technicians' customer service skills. A fake scenario, where a customer named Mr Smith had been the victim of a vehicle vandalism attack that broke a window, was acted out. How the technician interacted with the customer, as well as the safe clean-up of the glass and full window replacement was tested.
An important part of the windscreen replacement test was ensuring technicians were carrying out the proper calibration of the Advanced Driver Assistance Systems (ADAS). Each competitor also had to carry out a stone-chip repair.
The competition was judged by previous winners of the Best of New Zealand event and Smith&Smith technical coaches.
Each challenge was time limited and judged using the Belron global standards that Smith&Smith has in place across the country.


Bedwell mid-challenge


Winner Hamish Bedwell is congratulated by a judge


Bedwell doing a window replacement

Each competitor had a dedicated vehicle for the day – six Mazda CX-5s, provided by John Andrew Ford & Mazda.
Tini Sao from Glenfield Smith&Smith came second, and **Gavin Wairau** from the Palmerston North Smith&Smith branch was third. Sao and Wairau both competed in the 2017 Best of New Zealand event.
In between the heats, guest speaker **Brian Castleberry**, asTech business development vice-president, spoke about the challenges in diagnostics and calibration.
Castleberry talked about the difference between vehicle safety features, and the requirements by manufacturers when it comes to calibration. A challenge he pointed out was the shortage of technicians, a prevalent issue, given the increasing development of ADAS technology in vehicles.
More than 50 Smith&Smiths business clients, suppliers, and team members - including Laser Group - attended the competition.

GO CAR FINANCE – A "GOOD DIFFERENT" CAR FINANCE COMPANY

Go Car Finance started in 2006 as a car yard that also did finance, before splitting the finance business off from the dealership side. A dealership understanding has helped and developed its finance offering.

Roy Gormley

The company says its approach is a point of difference from other finance companies. It's not just about finance, but everything that comes after that – owning a vehicle, maintenance, WOF and registration, repairs, insurance, warranties and income security.

Go Car Finance was born when the company separated from the car yards, after deciding not to be an expert in both car sales and car finance.

"We introduced a maintenance plan that included servicing, registration and WOF checks," customer experience manager **Simon Gormley** says. "It also included a credit facility to help pay for WOF or safety related repairs."

This was a hit with the clients – with Gormley saying customers still love it. If the customer is happy then they will keep coming back, while they own their car.

"When someone gets car finance, what they're really trying to do is find transport that works for their lifestyle and is manageable for them both functionally and financially."

Go Car Finance was born when the company separated from the car yards, after deciding not to be an expert in both car sales and car finance.

"Go Car grew through word of mouth, building relationships with dealers across the country," Gormley says. "We have a tight network of dealers we work closely with."

The maintenance plan gave Go Car its competitive edge for clients, but as the economy improved, the finance industry became more competitive, with more and more lenders vying for the attention of dealerships.

To stand out from the crowd, Go Car had to innovate. It developed a profit-share scheme, allowing dealerships to share the interest profit on loans written in partnership with Go Car.

According to Gormley, this GoShare model suits a lot of dealers.

Gormley says this has been a "roaring success", helping both dealerships and Go Car grow together.

"Through this model we've helped several small dealerships grow into fully fledged businesses, doubling and quadrupling their sales volumes. In total the current portfolios are on track to pay dealers almost five million dollars, 20% of which has already been paid!"

Simon Gormley

"GoShare works so well because it's long-term. You don't just get the profit from today's deals, but you get the profit from the deals you wrote yesterday, last year, and the year before. It's almost like a business retirement plan, where at the highest level dealers share 50% of the profits."

"We have paid out a significant chunk of money. It's great for dealers who see themselves as business people rather than sales people with a yard. It accelerates growth for the really entrepreneurial types because they get to take advantage of our technology."

Gormley says Go Car uses data to its advantage by inputting a series of datapoints into a machine learning engine powered by AI to analyse the risk of the deal.

"We use more than the traditional knock-out criteria for our assessments. We actually figure out which combination of factors makes a loan likely to fall over," Gormley says.

"It's not just your credit rating that affects this. You might have moved to a new house recently, but you could have moved closer to work, or moved in with family. There are variables that build up to make a bigger picture and it isn't something you can calculate manually.

"With our latest data, we can be more accurate with our lending. We have a pretty impressive prediction rate. Sometimes, we will say no when other financers may say yes, and vice versa - it comes down to the fact we have a better understanding of the risk. Confidence in our lending decisions is what makes GoShare work so well.

"Combined with the deal information, our model considers the last 10 years of loan performance data and predicts loan fall-over rate staggeringly accurately. This is better for dealers, better for us and better for customers," Gormley continues.

The next step for Go Car Finance is a little hush-hush until early 2020, but Gormley promises it will deliver and benefit more dealers.

"We're currently in the process of putting together a series of new products for dealers so that we can help every dealership in the country make more sales," Gormley says.

"There are many variations in the dealership business model, and there are better ways for some. We plan on rolling out models that work for everyone."

Go Car will continue to work with its dealer network, while expanding its number of dealerships.

"Our next step is to get behind every dealership in New Zealand," Gormley says. "Watch this space!"

CRAWFORD'S CASE

WHEN WILL ALL THIS MADNESS STOP?

It has been one long slogfest as industry scrambles to keep up with the constant barrage of often ill-thought-through policy proposals coming from government departments and officials.

Then what's particularly frustrating has been to find that most of our input and considered advice has been ignored.

Call me old and grumpy, but this government has shown a level of disregard I have never seen before in my long career in and around New Zealand's public policy scene.

It was about this time last year when the government released a discussion document on immigration reform.

They received a solid and consistent message back from a wide range of industry sectors saying that there is no incentive to employ foreigners over New Zealanders as it costs a lot more to find, move and set them up in New Zealand.

In other words, when seeking to fill a vacancy we first and foremost seek to employ someone already in New Zealand, only looking wider afield when all else fails.

So, what did the government do? They made it harder by increasing the salary cap from the mid-$50,000 to the high $70,000s. With one stroke of the pen the slow strangulation of finding the right skills for automotive engineering jobs suddenly became a raging stranglehold.

Earlier this year, the education minister, **Chris Hipkins**, released proposals on a review of vocational education. While many agreed there was a problem with the delivery of vocational training, the vast majority argued strongly to leave the design side, our ITO system, in place. That advice was ignored with undue haste.

In the middle of the year the government released, within a few weeks of each other, no fewer than five different discussion documents that affect our sector.

Some of the content in those discussion documents were of poor quality and the level of analysis behind them were, in my view, woeful. The worst of these were the proposed clean car policies from the Ministry of Transport.

Those policies lacked proper research and were bereft of any industry input.

This led to the Motor Industry Association taking a strong critical tone in our submission.

Other policies consulted on this year have been the proposed new road safety strategy, which does not sit well with the proposed clean car policies, the amendment to the brakes rule to require ABS on motorcycles and MBIE's consultation on Health and Safety regulations relating to at-risk industry sectors.

Management of the stink bug risk remains an operational focus too.

Then there is the NZTA. Our genuine hope is that one day very soon they will stop the constant review and restructuring madness that has been so prevalent within the agency for so long. We need it to settle down and the organisation's operational capability rebuilt to help us importers do what we do. Is that too much to ask? No, but sadly I am not holding my breath!

Following the submission period on the proposed clean car policies, the associate transport minister **Julie Anne Genter**, to her credit, agreed to a joint industry request to meet and discuss the proposed policies. The AA, MTA and VIA, like the MIA, were all critical of the proposals. In October we met three times with officials to debate how the policies should operate.

It was an opportunity for industry to outline what we consider would work.

It would be fair to reflect that while the discussion was full and robust, there remains differences of viewpoints between the new and used vehicle importing sectors, as well as significant differences between industry and officials.

So, what is next?

My best guess is that officials will report back to the minister this month on the outcome of our discussions with a range of questions for her to consider. A Cabinet paper will follow.

It is increasingly unlikely that the paper will get through drafting and coalition consultation this side of Christmas, so we are expecting it to surface in February.

Once policy is decided, proposed changes to legislation will need to be made. This will require another Cabinet paper on the details of proposed changes.

It is my view that a bill on those changes is unlikely to be introduced into the house this side of the next election.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LEADS, TEST DRIVES AND SALES BY SOURCE

SEPTEMBER 2019 (VS AUGUST 2019)

Over the past few months we've seen numerous ups and downs, and September was no different. After increasing by 2.6% from July to August, the overall number of leads decreased by 3.9%, while test drives decreased by 2.5% from August to September. **Likely due to the increase in leads in August, we saw an increase of 3.9% sales from August to September.**

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

Activity By Source - September 2019 (vs August 2019)

Leads	▼	3.9%
Test Drives	▼	2.5%
Sales	▲	3.9%

Web – classified remained the most common source of leads in NZ, but after increasing by 4.7% the previous month, leads from this source dropped by 5.2% in September. Web – dealer leads from dealership websites also decreased – by 2.8% from August. After increasing by almost 10% in August, we saw brand leads dropping by 13.1%.

Top 3 Sources for LEADS - New Zealand Dealerships September 2019 (vs August 2019)

Web - Classified	▼	5.2%
Web - Dealer	▼	2.8%
Brand	▼	13.1%

September 2019 saw test drives from web – classified decrease by 1.7% from the previous month. After being the second most common source of test drives for the past 12 months, **September saw web – dealer drop by 17.3% - leapfrogged into second place by test drives attributed to the direct sources.**

While this generally indicates walk-in test drives, this can be a negative as it can be used instead of attributing test drives to the real source.

Top 3 Sources for TEST DRIVES - New Zealand Dealerships September 2019 (vs August 2019)

Web - Classified	▼	1.7%
Direct	▼	1.0%
Web - Dealer	▼	17.3%

With sales increasing by 3.9% we also saw sales attributed to the web – classified source increase by 2.8%. In spite of the overall increase in sales, those attributed to web – dealer dropped by 9.4% and repeat dropped by 1.1% from August to September 2019.

Top 3 Sources for SALES - New Zealand Dealerships September 2019 (vs August 2019)

Web - Classified	▲	2.8%
Web - Dealer	▼	9.4%
Repeat	▼	1.1%

Make sure to check back next month to see the top sources of leads, test drives and sales in October, 2019.

Top 3 Sources for Leads, Test Drives and Sales - New Zealand Dealerships September 2019 (vs August 2019)

LEADS			TEST DRIVES			SALES		
Web - Classified	▼	5.2%	Web - Classified	▼	1.7%	Web - Classified	▲	2.8%
Web - Dealer	▼	2.8%	Direct	▼	1.0%	Web - Dealer	▼	9.4%
Brand	▼	13.1%	Web - Dealer	▼	17.3%	Repeat	▼	1.1%

autoPLAY

OMNI-CHANNEL V MULTI-CHANNEL MARKETING

by **Peter Aitken**
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or 021 940 318

What is the simple difference between omni-channel and multi-channel marketing? Importantly, how does a dealer move from his current marketing process to the required process of omni-marketing?

It is helpful to dip back into history to briefly summarise the marketing channel journey dealers are likely to have taken.

Single channel: In the early years of retail automotive operation customers came to dealerships to purchase their new or used vehicle. Dealerships were at the centre of the transaction and had control of those earlier (legacy) dealer-customer relationships.

Multi-channel: Where the majority of dealers are today. The birth of the internet and the multiple forms of customer interaction swung the control 180 degrees from dealer control to customer control. Today, dealerships participate in this multi-channel era with varying degrees of success. The more successful often work hard to create a high level of digital marketing product connectivity. The goal being to move from an incoherent to a coherent customer experience.

Omni-channel: This is the next marketing challenge dealers will need to resolve with a major re-think of the way they market to customers. With an omni-channel model in play, customers expect a seamless experience across all channels. They will want interactions on one channel (or device) to carry over to their next interaction channel. While customers may not necessarily look for the same experience on different channels, they will expect consistency and a high level of personalised experience across all channels.

The above channel transition can also be simply explained if we examine the journey of the retail automotive customer from the pre-internet period through until today.

In earlier retail automotive trading the customer was on the back foot when it came to the car purchase cycle. Today, that situation is reversed, the dealer is on the back foot and the customer now occupies the centre of the vehicle purchase cycle.

Another way of deciding how to transition to omni-channel marketing is for the dealer to put themselves in the customers shoes during all phases of their vehicle purchase cycle. Do all aspects of my dealer marketing products offer a transparent and seamless purchase experience? If not, what does the dealer need to address, is the dealership up to scratch, or is it in need of radical overhaul?

Mike Cavanaugh, executive VP of MAX Digital, shared his insights on five actions dealers can take to maximise profit in the omni-channel world.

1. **Be easy to find online**
   Ninety-five per cent of vehicle buyers search online for information and spend on average 14.5 hours researching before they purchase. Most buyers search for information on a mobile device.
   It is important that all the detailed information such as photograph or video clips are quality productions, all specification details are extensive and accurate, and every vehicle is priced accurately. When evaluating all relevant material listed think like the customer. In their minds they ask themselves, is this a fair price compared to others I have seen, and why should I buy from this dealer?
2. **Make it easier to go far from home**
   Reality is 99 out of 100 buyers expect the vehicle buying process to be a hassle with 56% of consumers prepared to buy more often if it wasn't so difficult. The big question is what do dealers have to do to make it less difficult? Transparency, ease and convenience, less haggling, confidence, trust, value and quality at a fair price are key purchase customer requirements.
3. **Be real, share facts and deliver**
   Customers do not want to start from scratch when they enter a dealership. Validate all the information they have gained online, direct them to their vehicle(s) of choice. This builds immediate trust and shows you care and listen.
4. **Embed profit into the process**
   Due to the continual decline in margins, strategies now have to be built around changing traditional sales processes to a more consultative approach. Bridge the value gap and guide the conversation on trade in valuation with reference to third party price validation.
5. **Enable tech to guide adoption**
   Success in an omni-channel marketing world is all about collaboration and determining how your staff can adopt the latest technology.

Vinsen's View

The monthly update from VIA chief executive David Vinsen

'FROM THE LAND OF THE RISING SUN'

I'm writing this article from my hotel room in Tokyo, waiting for the first semi-final of the Rugby World Cup: All Blacks vs English Roses.

I've been in Japan many times for business, but never purely for pleasure, so I thought it would be a good opportunity to record my thoughts from a tourist's perspective.

In 2013, VIA commissioned a book to document the history of the first 25 years of the association and the used vehicle import industry. The book was titled *From the Rising Sun to the Long White Cloud*, and as I'm in Japan for nearly a fortnight, I thought it appropriate to plagiarise our own title for this article.

Well over a year ago, I decided to come to Japan for the semi-finals and final of the Rugby World Cup. I arranged for an old friend and colleague from England to join me, and we were fortunate enough to be able to buy the tickets we wanted.

So that presented us with a dilemma: What to do in the week between the games? Before he emigrated to England, my friend **Al** had worked for our family business in the 1980s, selling motorcycles, and we've since ridden together in many different countries, so we thought it would be appropriate to go motorcycling while we're here.

We've rented a couple of KTM 790 adventure bikes, and will be heading out of Tokyo on the stunning alpine roads of the famous "Angels run Highway" for a few days. So, I've got a good time planned: The three most important RWC games, some great motorcycling, and just hanging out with some good friends: What could be better for a "boys' trip and holiday"?

The flight up here was chokka with mainly male Kiwis coming to watch the last two weekends of the RWC. There were a few business groups on the plane, with up to 50 people in some of them. Seeing all of these people coming to Japan, many for the first time, made me think about the relationships, friendships and international understanding that has developed over the past 30 years as the result of the used vehicle import industry.

Thirty years ago, most New Zealand dealers had little international travel experience, other than occasional overseas holidays. Now, almost all Kiwi dealers, and their families, have travelled extensively, with Japan often being their first experience of a different culture.

And this exposure to different cultures, countries and people can only be good for our world view.

Another step in the inevitable journey to globalisation, of trade, travel and understanding.

But how does this international activity impact on our little nation of 4.5 million people on a few islands at the "bottom of the world", surrounded by ocean? In the past, our comparative isolation was a real disadvantage to travel and trade: The so-called "tyranny of distance". This is no longer the case; jet travel, vastly improved communications and the internet have significantly reduced the times required for trade and travel.

Although rugby is "just a sport", it is far more than that to most New Zealanders. The All Blacks are the most successful team ever in any professional sport, and the pressure on them to perform well and to win, is immense. The country expects them to win every game. So much so that our national mood, and even consumer confidence, have been known to take a dip when we've had less than perfect results.

The timing of our elections is influenced by the scheduling of rugby test matches, and the results even influence the Reserve Bank in their monetary policy settings.

Some years ago, just before an earlier Rugby World Cup, I sat next to a previous Governor of the Reserve Bank, **Allan Bollard**, and I facetiously asked him how the bank factored in the effects of a win, or loss, into their deliberations.

He immediately replied that "it was a serious question, and that the bank did in fact take notice of the results. He explained that the rugby results affect national morale, which flows through into consumer confidence, which in turn is taken into account by the bank".

Yesterday, I sat near the current Governor, **Adrian Orr**, and asked him the same question. He confirmed his predecessor's comment.

So, although "it's only a game", the All Blacks' results at this year's RWC will in some way affect us all: National mood, consumer confidence and spending, and even perhaps, monetary policy settings.

And by the time you read this, the results will be known!

POST SCRIPT

This is written after the game between New Zealand and England. Now that we know the result, we can start to "process" the thoughts and emotions that such a loss evokes.

Firstly, the game: We knew we were in for a game when we saw the way the English rose to the challenge of the haka. We've

Continued on page 30

COSTLY STOCK TROUBLES BUYERS

by **Graeme MacDonald**

A single word could sum up the Japanese auction market for Kiwi buyers during October - expensive.

Given the number of Kiwis who travelled to Japan during the second half of the month to buy stock and, while there, happen to call in to a rugby game or two, there would have been twice the frustration with not only the then-current Webb Ellis trophy holders bowing out in the semi-finals, but also the very expensive purchases at auction to "make up the numbers"

That's particularly if the funding of the trip by a supply chain was based upon a minimum number to be sourced.

Final-quarter pricing activity in Japan has changed over recent years, as no longer can a fall away in auction attained value be assumed coming off the peak summer months. Instead, the ever-hungry Japanese domestic market seeks later-model and lower mileage stock throughout the seasons, against any new car sales trends that apply further pressure to the heated used vehicle market during quieter delivery months.

October was another strong month for Japanese auction pricing activity, once again providing a worrying backdrop for Kiwis eyeing up opportunities or just lifelines in the post-March 1 ESC-compliant era next year.

The Toyota late-model hybrid used market continues to show rampant demand for stock, even with some of the stalwarts like Aqua, Prius, Noah, Sienta and Vitz now well and truly mid-way if not towards the end of a model cycle and thus plenty of used volume appearing in the auction lanes.

Aqua in particular has potential to be a significant volume model for New Zealand next year, with higher mileage, fleet-spec models in base colours now cascading down the system with purchase price ranges from mid Y200's FOB through to Y350,000FOB.

Pricing of better-spec'd Aqua S-models with moderate mileage has shown less sympathy to Kiwi buyers, with the nicer 2012-2014 cars still commanding high prices, while the top-level G-models and X-Urban demand top-shelf values that leave no room for a margin of error - if you want this stock, you pay absolute top dollar - there are no bargains to be had.

This really was the theme overall for October - if you wanted the best stock, prices were either on the giddy limits of affordability, or they simply ran out of reach. All the pressure to buy in the world could not mitigate against achieved Yen values in the lanes often equating to a retail value in New Zealand.

Adding another complication to October was the typhoon that swept across north-central Honshu during the World Cup. While damage apparent to viewers

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seen many responses to the haka over the years: Confrontation, bewilderment, staunchness, insult (when the Australians turned their backs), competition from the crowd singing and even denial, when the ABs were refused permission to perform it on the field (and did it in their changing room). But I think the English V-shaped response was a perfect response … and gave a clear indication of their intent.

Right from the kick-off whistle, they put their intent into practice. And so the game went.

Now, the aftermath. What will it mean: For the ABs, for their supporters and for the country?

As I wrote before the game, All Blacks' results can affect the country's mood, and even consumer confidence and monetary policy settings. I'd like to think that we are now emotionally mature enough to soak up the loss and experience the full range of emotions. We're disappointed, and we're allowed to wallow in our disappointment for a while, but then we need to just get on with life.

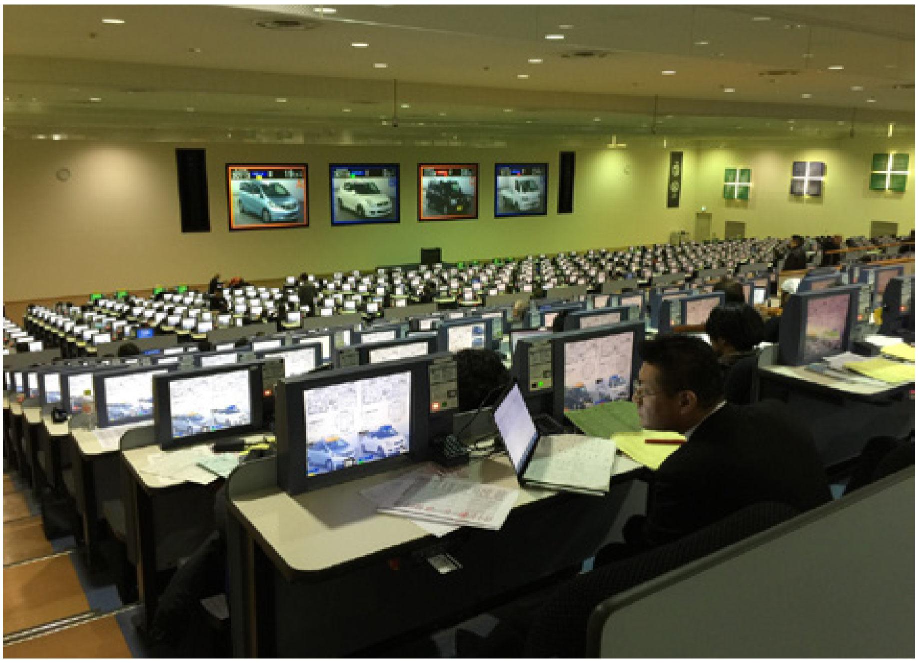
As **Steve Hansen** says (remember him?): "It's only sport. Someone wins, and someone loses. There are more important things in life".

The way we deal with this unexpected loss will be a measure of our emotional maturity as a country.

Continued from page 30
back home disappointed about the cancellation of a couple of rugby games appeared relatively minor, the flooding and wind damage effectively wrote off a large number of cars in the fleet - some estimates as high as 50,000 vehicles affected.

The need to rapidly replace stock lost has been a significant factor in driving up prices in the Tokyo and Yokohama region and this trend is expected to continue well into November.

There seems to have been little appetite - yet - for any stockpiling of regular passenger vehicles in advance of the changes to regulations on ESC inclusion next year. This may be in part due to many dealers wary of such an exercise after experience of years past showed little if any financial benefit in doing so. It also could well be a further indicator that all is far from well when it comes to dealer asset liquidity back here in New Zealand. Simply put - there is little spare cash in the tin to buy excess stock you don't need right now, even if there could be shown to be a long-term financial benefit in doing so.



The exception to this trend has been commercial vans, with specialist dealerships in New Zealand now well and truly letting no purchasing opportunity for the right stock in Japan go past. Post March 1 next year, if you haven't already got it, you can't get it.

Little change to the Japanese market conditions is expected during November, so those invested in volume-based models of business will be carefully monitoring both the ability to buy in Japan, and the market saturation or retail price ceilings in New Zealand.

DOES SOCIAL MEDIA SELL CARS?

James Searle
is general manager of
DPL Insurance Limited

At Autosure we're constantly talking with dealers to help them develop and improve their businesses. One comment we've heard a few times recently is that "social media doesn't sell cars".

This is an interesting topic, because while it doesn't directly, neither do any of the other advertising channels dealers regularly use, and many dealers are finding positive results with social media marketing.

Getting more leads

Social media can be a great way to get new customers to walk through your door. And it does this in a way that's unique from all other traditional advertising - it engages customers interactively on an individual, personalised level. You can cultivate relationships with customers before you've even meet them face-to-face.

Selling is about relationships, so it makes sense for your marketing be relationally focused too. Social media a great marketing tool as it's geared toward making repeat sales and increased word of mouth, driven by lasting relationships.

Managing your brand

In addition to building stronger relationships, social media marketing makes it easy for you to gauge and eventually influence the online conversation surrounding your dealership and your brand.

It's no secret that customers no longer rely on dealerships for information on their next vehicle. The internet can quickly provide everything they want to know, not only about the vehicle itself but about the options for where to buy and how much to pay.

Thanks to Google's analysis of micro-moments, we also know that every step of a customer's search for information has taken on an enhanced sense of urgency in the digital age, and that each of those steps provides an opportunity for dealers to shape the conversation.

That conversation, based on customers' past experiences, the perceived quality of the brand, and an endless list of other pros and cons, is where your dealership's online reputation lives. If you don't have an active voice in that arena shaping customers' perceptions of them, then other voices will fill that void.

Get found online

But before you can even begin to influence the conversation, you have to be able to be found online. Social media is an excellent tool dealers can use to improve brand visibility. It can help you get found through organic search, social site search and local search.

Search engine algorithms are about relationships, too. They're looking for the most trusted and authoritative content to present to users. Using social media to share relevant, authentic content about your dealership, the automotive industry, and your local market are all ways to be regarded by the search engines as trustworthy and authoritative. In doing this you can achieve higher organic search rankings that increase the likelihood your dealership will be found by customers.

At Autosure we're constantly talking with dealers to help them develop and improve their businesses. One comment we've heard a few times recently is that "social media doesn't sell cars".

Sharing relevant, engaging content on social media also helps dealerships get found in social site searches too. And, customers use social media sites' location-based components to help decide which local dealership to visit.

Access to customer data

One of the main reasons customers like, comment, or share on social media is because they expect to get something in return, eg, they "like" a brand on Facebook to get a coupon or discount or because they want to receive regular updates from that brand. You can encourage engagement with your brand through the types of status updates you post on social media.

However, organic engagement has declined in recent years as social media channels seek to become profitable through charging brands for advertising on their sites. After all they have an important commodity to sell - customer data.

The good news is you can use that data to more precisely and cost-effectively reach customers. For example, Facebook Custom Audiences allows dealers to tap into lists already in their customer database to make successful connections on the site. Facebook then serves up targeted ads to those matches to inspire action.

The importance of social media

A comprehensive social media marketing strategy provides a powerful tool for dealerships to connect with your communities, build rapport and customer loyalty.

Even when social media isn't directly responsible for the sale of a car, it can play an important part in the sales process as well as the set-up for the next sale – with that customer or someone else in their network.

When you invest in social media, you take some control over how your brand is perceived in the market. You can more effectively reach your customers and prospects, and build connections that provide long-term value. All of this will help your sales process improve at every level, as social media helps you sell more cars.

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

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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.

This journey.

That's what drives me."

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HOW TO MAKE YOUR CUSTOMER WANT TO BUY FROM YOU, AS A BUSINESS MANAGER

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

It's no secret that emotions are powerful factors. Factors that make your customer take action and cause them to make a purchase. To increase your sales, you must understand your customer and appeal to them emotionally. Why will that customer choose to buy from you? **Here are five things to help in the process:**

1. **Make them feel uniquely special.**
   Hopefully you have had a chance to already introduce yourself to the customer in passing on the dealership, before they have made up their mind up to purchase a vehicle. When the customer is finally handed over to you as the business manager, get up and greet them with a smile, so they feel truly welcomed. Make sure your run a "clean desk" policy, so the customer does not feel they're are interrupting you. Exchange pleasantries before you offer any service or product.
2. **Bond with your customer, and get them involved in the buying process.**
   Help them by using sensory techniques.
   Get them thinking about the joy of motoring. Place them in the driver's seat, so to speak. Ask them where they intend to take their new vehicle for their first long drive this weekend. **This does two things. It shows your customer that you truly are interested in their purchase, as to them it's a big deal. Secondly it re-affirms their ownership of the vehicle.** Expressing a friendly attitude and a genuine interest in them, helps break down that barrier, and allows you to form a bond with your customer. Remember for them to want to accept a product or service from you, they need to like you, and or at least feel that you have their best interest at heart.
3. **Offer lots of information.** Besides it being a regulatory requirement, your customer will look to you to act as a professional. They will expect you to impart your knowledge, so educate them on the features, benefits, exclusions and details of the products and services on offer. This will build trust, and this is the most important factor leading to the first sale, and it will also help form long-term relationships, to generate repeat sales.
4. **Take them on a journey.** Use your own experiences on how products have helped you personally or previous customers. Show your passion, truly believe in your products, as this will rub off on to your customers. Stories are a powerful connector, which will become part of the product or service purchased, and your customer will retell those stories when

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KIA PARTNERS WITH HEARTLAND ON CAPTIVE FINANCE

Kia Motors New Zealand and Heartland Bank are partnering to provide a new vehicle finance service.

The captive finance options include vehicle loans, vehicle leasing for business fleets, and a new "Kia Konfidence" option, allowing customers to protect the minimum future value of their vehicle at the end of the loan term.

Heartland chief executive **Chris Flood** says Heartland is delighted to be selected as Kia Motor New Zealand's financial services supplier.

"We are proud to partner with Kia, a growing brand in the New Zealand market with a focus on technology and environmental sustainability – core areas of focus shared by Heartland."

Flood says Kia Finance's vehicle loan and Kia Konfidence products aim to make it easier for New Zealanders to upgrade to safer and more reliable vehicles.

"Partnering with intermediaries like Kia is a key part of Heartland's strategy to grow our business and reach more customers at the point of sale.

"More importantly, it means we're better able to reduce the barriers to entry people may have previously faced when looking to purchase a new vehicle."

Kia NZ managing director **Todd McDonald** says Kia is very pleased to announce its partnership with Heartland Bank.

"The addition of a strong automotive focused financier will support the growth of the Kia brand and our dealer network in New Zealand."

McDonald says the partnership provides Kia NZ with new purchasing opportunities for Kia customers.

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confirming what helped them make a buying decision to others.

5. **Your promise is your word.** Make sure you always supply your product or service under the agreed terms. Be honest about the time frame to deliver, and follow up after the sale to contact your customer to thank them again. Show some respect for the time they have taken to listen, so they have been in a position to make an informed decision to purchase from you. If you ever need to make a correction in the buying process, be consistent with a quick response, apologise, and keep them well-informed of the corrected out-come. Remember, is all about trust and communication.

All of above techniques will help build trust, which of course is why your customers will want to buy from you and refer you to others. They need to see value in the products they are buying, and they also want to feel valued. Understanding what makes your customer really wanting to buy from you will enable you to grow sales volume, and create long-lasting relationships.

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ORIGINAL LEXUS SUV CONTINUES TO PLAY BIG ROLE

Lexus New Zealand may handle some pretty hot vehicles these days, cars like the LC and RC coupes are eye-catching, the LS continues to be a technology-leading high-luxury flagship, and the small UX SUV is attracting new buyers to the brand.

But the brand was arguably built off the back of the RX SUV, a popular model that is now in its fourth generation. To date 2.94 million have been sold globally.

Andrew David, general manager for Lexus marketing, notes the car has been very important to the brand.

"It has been a massive car for our brand, and it has been well received globally to sell that many vehicles."

It has been the top selling Lexus for 10 of the 17 years sold here, and makes up 30% of sales. The RX doing well is crucial at a time when the brand is pushing for 1000 sales - 870 Lexus are expected to be sold this year.

The update is subtle yet substantial, externally denoted by a revised front end grille and new driving and spotlights.

Greater use of spot welding and the extensive application of high-strength body adhesives has improved bodyshell rigidity. A thicker rear stabiliser bar reduces bodyroll and new friction-controlling shock absorbers help control high frequency vibrations for a smoother ride.

The drivetrain options - a 3.5-litre six-cylinder petrol producing 221kW (216kW in the seven-seat L models), or the same engine in hybrid form offering 230kw - carry over. As does the base, F-Sport and Limited model range.

Additional changes to the chassis includes a new Active Cornering Assist, which helps prevent understeer and

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provides more stability to the vehicle handling. While the F-Sport grade gains front and rear performance dampers that aid in absorbing energy from the chassis for further improved handling stability.

We took the RX range for a short run through the twisty Waitakere Ranges. It remains the soft, comfy SUV we are familiar with, though does have a new crispness to it. In a market where European models have become increasingly firm to chase sedan-like handling, it is oddly refreshing.

It would not be a Lexus without some cool new technology, and this time for the RX it is new headlights. The F-Sport and Limited models get BladeScan adaptive headlights.

The system works by shining light from LEDs on two blade-shaped mirrors rotating at high speed, which in turn reflect light on to a lens to illuminate the road ahead.

Lexus claims drivers will be able to identify pedestrians near the shoulder of the road from a distance of 56 metres, up 24m from the previously 32m illumination using the Adaptive High-beam System.

Also new to both Toyota and Lexus - welcome to the party guys - is Apple CarPlay and Android Auto. To tie in with the change, the 12.3-inch touchscreen is larger and mounted closer to the driver.

The Limited matches this with a 15-speaker Mark Levinson speaker system

Lexus are quickly becoming leaders in the current game of "how many devices can a car charge", with a Qi wireless charger, four front USB plugs and two rear seat plugs.

It has been the top selling Lexus for 10 of the 17 years sold here, and makes up 30% of sales. The RX doing well is crucial at a time when the brand is pushing for 1000 sales - 870 Lexus are expected to be sold this year.

The RX comes standard with Lexus Safety System + package, with including camera and radar pre-collision systems, autonomous emergency braking, radar cruise control, lane chasing and lane keeping, roadsigns monitoring and auto-highbeam on the vehicles without the BladeScan lights. A new collision avoidance feature can warn and then brake the vehicle in low speed impacts - think parking bumps.

The drivetrain options - a 3.5-litre six-cylinder petrol producing 221kW (216kW in the seven-seat L models), or the same engine in hybrid form offering 230kw - carry over. As does the base, F-Sport and Limited model range.

The entry level V6 opens at $97,400 and tops out at $108,900. Hybrids start at $116,400 and top out at $126,900. The seven-seat option with its longer body is a bargain at just $900 extra.

Check out this video on the Auto Media Group YouTube channel

SUPRA PROVES ITS COMPETITION CREDENTIALS

Brent Sellens is a Toyota man through and through. He looks after the brand's substantial fleet from a workshop at its Toyota base, helps out with the Toyota Racing Series - including time behind the wheel of the safety car - and has his own collection of Toyotas - including a turbocharged six-cylinder Toyota GT86, rebuilt from a car rolled down a hill by a dealership staffer.

He loves the brand. Loves the cars. And following a few days with the new Supra co-driving for journalists on this year's Targa New Zealand, seems to have a soft spot for the new model too.

He admits while we are driving that this wasn't initially the case. Yes, the car wears a Toyota badge and has significant Toyota input and tuning, but it shares much of its engineering and Austrian production line with the BMW Z4. Considering its makeup, Sellens took a little convincing, but by day three of the trip he was very much coming around.

And so have we. There is little better for getting you tuned into a sports car than a day closed roads and a raised speed limits. Toyota bravely signed the car up for the "Tour" component of the event, which allows you to follow the main Targa in controlled groups, in our case limited to 130km/h. Still the roads are checked and closed, and challenging enough that the extra 30km/h over legal allows for a lot of fun.

The Toyota GR Supra to give it its full name is priced, driveway, at $99,990.

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Toyota NZ was allocated around 40 of them as an initial consignment, with over half already accounted for. In the restricted market for sports cars, they are not bad numbers.

It is powered by a twin-scroll turbocharged 3-litre inline six-cylinder engine that knocks out 0-100km/h in 4.3 seconds, teamed with an eight-speed automatic transmission. Quoted power output is 250kW, though reports indicate the real figure is closer to 290kW, with 500Nm of torque on offer. There is no manual transmission offered, though the automatic has a paddle shift option.

It features 19-inch polished silver and black forged alloy wheels. The Supra has 255/35ZR19's tyres for the front and 275/35ZR19 rear Michelin Pilot Super Sport tyres.

The suspension is an adaptive variable system, adjusting the shock absorber force at each wheel to maintain a flat vehicle posture. A low centre of gravity means the Supra at normal speeds feels very stable in corners. The variable ratio steering feels light, but is very responsive.

The Supra has all the niceties you would expect from a $100,000 Toyota. Four-way electrically adjustable sorts seats, climate control, an impressive JBL sound system, 8.8-inch touchscreen and a digital instrument cluster. BMW's iDrive system makes an appearance, though as we didn't touch it all day it is hard to comment on how well Toyota's version of it works.

The interior is very comfortable, although seat position is somewhat restricted by the purposeful chassis brace behind the front seats, and the low two-bubble room means a slightly awkward dance to get in and out for larger drivers. It feels like a real sports car, and I loved the Supra's relatively simple digital dash cluster which felt purposeful, and a little race-caresque.

The plan for the day is follow-the-leader, in this case **Greg Paul** - who operates rally and four-wheel drive tours to Russia and Mongolia as a day job - in his Alfa Romeo 146. Not some race-prepared 156 mind you, but a cheapy

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that cost him a few thousand, has 300,000km on the clock and is stock standard. We are advised to follow him, and Sellens suggests monitoring his tail lights. Italian electric being what they are, these are rather dim lights, and half are not working.
What Paul lacks in power, he makes up for in experience, as we head off into our first stages he winds the 156 slowly up to speed and then stays there. Such is his skill and knowledge of the roads that he rarely brakes and carries huge amounts of momentum through corners. Luckily we do have brakes, and a lot of performance under the long bonnet - enough to cover up for my obvious lack of talent.
The Supra, as mentioned, feels smooth and balanced through corners, the brakes arguably endless and grip levels on the dry tarmac excellent. The only time things get a little squirrelly is when the leading cars have clearly spent too much time cutting corners - which is actually against the rules - and dragged gravel on to corners. This led to one moment, so ably caught by the stability control system Sellens was able to tell me to let it do its thing while we were going offline.
When we get into the Supra it had already done three days of competition, although showing no signs of fatigue or wear. Even after stages that involved heavy braking and acceleration there were no warm brake smells – it's a car you would feel confident enough doing a track day with and then driving home afterwards. Repeatedly.
I owned a 1991 Supra turbo in my "yoof", and it was a boat. Good for skids and cruising. The new one is an entirely different beast, light and nimbly, sporty and responsive. I could argue it could use a little more power and aural drama, but with sportscars selling best after a refresh or special model release, I suspect that is coming anyway.
As for Sellens, unknown to him at the time, he was about to get his reward for putting up with journalists all week. For his birthday, he was set to spend the next day behind the wheel rather than as co-pilot.
Check out the video of our day with the Supra on the Auto Media Group Youtube channel.

DECLINE CONTINUES FOR USED IMPORTS

Used import registrations have continued their slow decline, with a 3.6% drop in passenger vehicle registrations during October. **The total number of cars and SUVs registered for the period was 11,663, down from 12,100 in October 2018.** For the year, registrations are now down 6% to 117,288 from 125,420 in 2018.

Used commercials were down 6.1% for the month to 1001 units, from 1066 last year. This segment remains up 2% year-on-year.

In passenger vehicle sales, **Toyota** was the most popular brand on 2764 vehicles, up 2.6% for a 23.7% share.

Nissan took second on 2231, down 11.7% for a 19.1% stake, followed by **Mazda** on 1842, down 7.7% for 15.8% of the market.

Honda was fourth on 1367, up 7.6% for an 11.7% share, followed by **Subaru**, up 14.7% to 740 and 6.3% of the market.

The **Honda Fit** usurped the **Mazda Axela** for the top passenger car position, with 619 and 577 registrations

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20 TOP USED IMPORT PASSENGER MAKES

MAKE	OCT '19	OCT '18	Movement	% Change	Market Share
TOYOTA	2764	2693		2.6	23.7
NISSAN	2231	2526		-11.7	19.1
MAZDA	1842	1996		-7.7	15.8
HONDA	1367	1271		7.6	11.7
SUBARU	740	645		14.7	6.3
SUZUKI	567	643		-11.8	4.9
MITSUBISHI	520	489		6.3	4.5
BMW	384	474		-19.0	3.3
VOLKSWAGEN	287	366		-21.6	2.5
AUDI	200	235		-14.9	1.7
LEXUS	119	108	Up 1	10.2	1.0
MERCEDES-BENZ	118	167	Down 1	-29.3	1.0
FORD	92	62		48.4	0.8
VOLVO	55	59		-6.8	0.5
LAND ROVER	43	33	Up 1	30.3	0.4
HOLDEN	37	28	Up 4	32.1	0.3
CHEVROLET	33	30	Up 2	10.0	0.3
HYUNDAI	33	22	Up 4	50.0	0.3
JAGUAR	31	38	Down 4	-18.4	0.3
JEEP	28	32	Down 2	-12.5	0.2
OTHER	172	183		-6.0	1.5
TOTAL	11663	12100		-3.6	100.0

USED IMPORT COMMERCIAL MAKES

MAKE	OCT'19	OCT'18	Movement	% Change	Market Share
TOYOTA	420	448		-6.3	42.0
NISSAN	237	239		-0.8	23.7
MAZDA	63	81		-22.2	6.3
ISUZU	49	55		-10.9	4.9
FORD	44	45		-2.2	4.4
HINO	32	26	Up 2	23.1	3.2
MITSUBISHI	27	37	Down 1	-27.0	2.7
FIAT	21	27	Down 1	-22.2	2.1
VOLKSWAGEN	21	7	Up 5	200.0	2.1
HOLDEN	17	8	Up 3	112.5	1.7
OTHER	70	93		-24.7	7.0
TOTAL	1001	1066		-6.1	100.0

TOP 10 USED IMPORT COMMERCIAL MODELS

MAKE	MODEL	OCT'19	MAKE	MODEL	OCT'18
TOYOTA	HIACE	304	TOYOTA	HIACE	345
NISSAN	CARAVAN	63	MAZDA	BONGO	67
NISSAN	NV200	63	NISSAN	CARAVAN	55
MAZDA	BONGO	51	NISSAN	NV200	53
NISSAN	NV350	41	NISSAN	NV350	49
TOYOTA	DYNA	39	NISSAN	VANETTE	40
ISUZU	ELF	30	TOYOTA	DYNA	33
TOYOTA	REGIUS	30	ISUZU	ELF	32
NISSAN	ATLAS	26	TOYOTA	REGIUS	30
NISSAN	VANETTE	26	FIAT	DUCATO	27

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respectively.

The **Suzuki Swift** was third on 486, followed by the **Toyota Corolla** on 444 and the **Nissan Tiida** on 432.

The **Toyota Aqua** was the top hybrid on 426, the **Mitsubishi Outlander** the top SUV on 285, **Nissan Leaf** the top EV on 273, the **Mazda Premacy** the top people mover on 251 and the **Mazda Aenza** the top large car on 246.

Toyota topped the commercial market on 420 vehicles, down 6.3% for a 42% share.

Nissan took second on 237, down 0.8% for a 23.7% share, followed by **Mazda** on 63, down 22% for a 6.3% market share.

The **Toyota Hiace** topped commercial charts as usual with 304 registrations.

The **Nissan Caravan** was second on 63, followed by the smaller **NV200** on 63.

Mazda's Bongo took fourth on 51, followed by the **Nissan NV350** on 41.

Peter McPhail, from used car dealership Motor Hub in Auckland says sales have been soft.

"Soft in the beginning of the month, but improved in the last 10 days," McPhail says. "The weather was wet and miserable at the start and I think that doesn't help."

McPhail brings up the upcoming laws implemented by the government that will

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AROUND THE COUNTRY
PASSENGER REGISTRATIONS

DIST	OCT '19	OCT '18	% CHANGE
WHA	293	254	15.35
AUC	5588	5590	-0.04
HAM	721	764	-5.63
THA	110	112	-1.79
TAU	472	519	-9.06
ROT	155	190	-18.42
GIS	74	56	32.14
NAP	238	248	-4.03
NEW	166	191	-13.09
WAN	105	120	-12.50
PAL	314	360	-12.78
MAS	63	78	-19.23
WEL	836	946	-11.63
NEL	243	255	-4.71
BLE	71	60	18.33
GRE	30	31	-3.23
WES	5	3	66.67
CHR	1450	1585	-8.52
TIM	93	122	-23.77
OAM	15	20	-25.00
DUN	402	401	0.25
INV	219	195	12.31
TOTAL	11663	12100	-3.61

USED IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

	CHEVROLET	DODGE	FIAT	FORD	HINO	HOLDEN	ISUZU	MAZDA	MITSUBISHI	NISSAN	TOYOTA	VOLKSWAGEN	OTHER	TOTAL
19-Jan	19	1	30	58	35	19	39	40	35	206	399	6	50	937
18-Jan	13	8	35	45	26	22	57	78	36	210	441	3	50	1024
% diff	46	-88	-14	29	35	-14	-32	-49	-3	-2	-10	100	0	-8
19-Feb	22	9	24	48	45	13	42	61	29	213	437	9	48	1000
18-Feb	19	3	15	48	49	16	47	41	41	203	407	8	51	948
% diff	16	200	60	0	-8	-19	-11	49	-29	5	7	13	-6	5
19-Mar	12	6	15	36	38	14	45	50	20	218	499	10	46	1009
18-Mar	21	6	7	39	30	20	48	75	39	229	399	3	59	975
% diff	-43	0	114	-8	27	-30	-6	-33	-49	-5	25	233	-22	3
19-Apr	11	1	10	34	34	18	37	44	25	209	381	3	41	848
18-Apr	13	3	4	38	30	11	54	35	22	174	389	5	50	828
% diff	-15	-67	150	-11	13	64	-31	26	14	20	-2	-40	-18	2
19-May	13	3	6	40	38	18	51	26	36	218	446	5	40	940
18-May	24	11	5	41	46	29	79	65	41	223	494	7	41	1106
% diff	-46	-73	20	-2	-17	-38	-35	-60	-12	-2	-10	-29	-2	-15
19-Jun	11	5	13	28	31	10	42	36	32	213	392	6	39	858
18-Jun	20	4	20	39	33	13	53	65	33	201	453	6	59	999
% diff	-45	25	-35	-28	-6	-23	-21	-45	-3	6	-13	0	-34	-14
19-Jul	11	7	5	39	42	14	49	26	28	224	460	7	52	964
18-Jul	15	7	47	39	24	19	58	65	34	240	477	0	57	1082
% diff	-27	0	-89	0	75	-26	-16	-60	-18	-7	-4		-9	-11
19-Aug	16	5	4	35	31	14	42	60	37	212	421	13	46	936
18-Aug	21	5	7	37	38	29	64	56	36	252	603	6	70	1224
% diff	-24	0	-43	-5	-18	-52	-34	7	3	-16	-30	117	-34	-24
19-Sep	7	2	4	25	42	12	43	37	30	233	410	12	45	902
18-Sep	17	7	9	31	37	16	61	62	36	187	489	6	53	1011
% diff	-59	-71	-56	-19	14	-25	-30	-40	-17	25	-16	100	-15	-11
19-Oct	10	4	21	44	32	17	49	63	27	237	420	21	56	1001
18-Oct	18	3	27	45	26	8	55	81	37	239	448	7	72	1066
% diff	-44	33	-22	-2	23	113	-11	-22	-27	-1	-6	200	-22	-6
YTD 19	132	43	132	387	368	149	439	443	299	2183	4265	92	463	9395
YTD 18	166	50	129	363	315	164	518	558	321	1918	4123	51	505	9181
%diff	-20	-14	2	7	17	-9	-15	-21	-7	14	3	80	-8	2

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20 TOP USED IMPORT PASSENGER MODELS

MAKE	MODEL	OCT '19	MAKE	MODEL	OCT '18
HONDA	FIT	619	MAZDA	AXELA	663
MAZDA	AXELA	577	NISSAN	TIIDA	577
SUZUKI	SWIFT	486	HONDA	FIT	539
TOYOTA	COROLLA	444	SUZUKI	SWIFT	533
NISSAN	TIIDA	432	MAZDA	DEMIO	509
TOYOTA	AQUA	426	TOYOTA	COROLLA	455
TOYOTA	PRIUS	415	NISSAN	LEAF	450
MAZDA	DEMIO	411	TOYOTA	PRIUS	423
MITSUBISHI	OUTLANDER	285	MITSUBISHI	OUTLANDER	296
SUBARU	IMPREZA	282	TOYOTA	WISH	296
NISSAN	LEAF	273	SUBARU	LEGACY	258
MAZDA	PREMACY	251	SUBARU	IMPREZA	241
MAZDA	ATENZA	246	MAZDA	PREMACY	236
SUBARU	LEGACY	235	VOLKSWAGEN	GOLF	227
TOYOTA	WISH	235	TOYOTA	VITZ	225
TOYOTA	VITZ	233	MAZDA	ATENZA	224
NISSAN	NOTE	210	NISSAN	NOTE	200
NISSAN	DUALIS	209	NISSAN	DUALIS	194
NISSAN	X-TRAIL	191	TOYOTA	AQUA	183
VOLKSWAGEN	GOLF	161	HONDA	STREAM	182

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change the used car landscape, such as having electronic stability control.

"I think some people are doing a lot of thinking about how they are going to take on the challenges for the new year in relation to the new rules."

The ESC rule means dealers that mainly stock vehicles without it will have to stock ones that do.

"It doesn't affect us as much, but it does mean a lot of people will be trying to source local stock. It makes it a bit more competitive, trying to buy stock," McPhail adds.

Motor Hub's commercial vehicles are October's standouts.

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

	AUDI	BMW	CHEVROLET	DAIHATSU	FORD	HOLDEN	HONDA	HYUNDAI	MAZDA	MERCEDES	MITSUBISHI	NISSAN	PEUGEOT	SUBARU	SUZUKI	TOYOTA	VW	OTHER	TOTAL
19-Jan	177	417	44	8	90	31	1270	23	1873	149	552	2328	2	653	653	2450	391	487	11598
18-Jan	250	523	65	8	115	46	1356	27	2310	210	440	2629	26	809	722	3232	445	506	13719
% diff	-29	-20	-32	0	-22	-33	-6	-15	-19	-29	25	-11	-92	-19	-10	-24	-12	-4	-15
19-Feb	210	395	39	8	79	24	1224	20	1780	171	531	2207	9	621	601	2406	344	460	11129
18-Feb	192	467	63	8	122	39	1232	2	1996	250	325	2220	16	696	682	2872	366	500	12048
% diff	9	-15	-38	0	-35	-38	-1	900	-11	-32	63	-1	-44	-11	-12	-16	-6	-8	-8
19-Mar	248	456	39	5	84	32	1373	25	1979	152	526	2260	5	665	691	2483	356	473	11852
18-Mar	235	514	48	8	104	40	1188	35	1978	227	307	2132	22	704	606	2878	357	458	11841
% diff	6	-11	-19	-38	-19	-20	16	-29	0	-33	71	6	-77	-6	14	-14	0	3	0
19-Apr	207	394	39	6	66	26	1216	20	1882	146	530	1976	9	614	594	2392	339	427	10883
18-Apr	228	471	39	9	0	25	1053	23	1760	222	379	1970	14	623	604	2644	371	458	10893
% diff	-9	-16	0	-33		4	15	-13	7	-34	40	0	-36	-1	-2	-10	-9	-7	0
19-May	246	441	38	1	66	44	1318	39	2013	156	512	2424	8	748	636	2591	415	516	12212
18-May	276	621	41	12	102	44	1374	30	2063	257	463	2630	17	770	682	3102	402	534	13420
% diff	-11	-29	-7	-92	-35	0	-4	30	-2	-39	11	-8	-53	-3	-7	-16	3	-3	-9
19-Jun	184	377	39	3	53	32	1251	19	1755	121	538	2323	16	648	597	2474	368	379	11177
18-Jun	267	590	34	11	81	34	1322	25	2018	216	421	2486	15	685	714	2881	363	488	12651
% diff	-31	-36	15	-73	-35	-6	-5	-24	-13	-44	28	-7	7	-5	-16	-14	1	-22	-12
19-Jul	231	450	33	10	69	47	1443	28	2062	138	570	2515	9	766	598	2847	428	547	12791
18-Jul	301	534	51	13	81	31	1517	15	2275	229	532	2685	5	718	745	3135	404	576	13847
% diff	-23	-16	-35	-23	-15	52	-5	87	-9	-40	7	-6	80	7	-20	-9	6	-5	-8
19-Aug	239	454	40	9	86	47	1388	31	2007	139	567	2386	10	753	699	2722	399	377	12353
18-Aug	277	506	58	7	90	51	1379	20	2205	221	517	2668	13	725	755	2909	436	531	13368
% diff	-14	-10	-31	29	-4	-8	1	55	-9	-37	10	-11	-23	4	-7	-6	-8	-29	-8
19-Sep	202	418	29	5	62	42	1313	26	1871	120	500	2270	8	707	531	2705	384	437	11630
18-Sep	220	456	50	4	87	34	1215	18	1990	179	478	2318	9	636	613	2423	382	421	11533
% diff	-8	-8	-42	25	-29	24	8	44	-6	-33	5	-2	-11	11	-13	12	1	4	1
19-Oct	200	384	33	2	92	37	1367	33	1842	118	520	2231	14	740	567	2764	287	432	11663
18-Oct	235	474	30	5	62	28	1271	22	1996	167	489	2526	13	645	643	2693	366	435	12100
% diff	-15	-19	10	-60	48	32	8	50	-8	-29	6	-12	8	15	-12	3	-22	-1	-4
YTD 19	**2144**	**4186**	**373**	**57**	**747**	**362**	**13163**	**264**	**19064**	**1410**	**5346**	**22920**	**90**	**6915**	**6167**	**25834**	**3711**	**4535**	**117288**
YTD 18	**2481**	**5156**	**479**	**85**	**844**	**372**	**12907**	**217**	**20591**	**2178**	**4351**	**24264**	**150**	**7011**	**6766**	**28769**	**3892**	**4907**	**125420**
%diff	**-14**	**-19**	**-22**	**-33**	**-11**	**-3**	**2**	**22**	**-7**	**-35**	**23**	**-6**	**-40**	**-1**	**-9**	**-10**	**-5**	**-8**	**-6**

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BACK TO REALITY FOR NEW VEHICLE SALES

New vehicle sales came crashing back down in October following the strong result in the previous month.

October 2019 registrations came in at 10% under October 2018 with 14,956 vehicles registered, down 1705 on October 2018.

Motor Industry Association chief executive **David Crawford** notes the month was always going to be a challenge to better as it remains the strongest months of sales ever in the MIA's data set back to 1975.

Overall year-to-date sales were down by 4.8% per cent on the first 10 months of 2018, a reduction of just over 6500 fewer vehicles sold in 2019 to date.

"The month of October continues the up and down pattern for 2019, in what is a difficult and challenging market," Crawford says.

Registration of 10,322 passenger vehicles were down 9.6% (1135 units) on 2018 volumes, while commercial vehicle registrations of 4333 were down 11.6% (570) compared to October 2018.

Toyota remains the overall market leader with 28% market share (4239 units, off the back of strong rental sales), followed by **Ford** with 8% (1235) and **Mitsubishi** in

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NEW COMMERCIAL MODELS (UNDER 3500KG)

MAKE	MODEL	OCT'19	MAKE	MODEL	OCT'18
FORD	RANGER	829	FORD	RANGER	876
TOYOTA	HILUX	692	TOYOTA	HILUX	810
MITSUBISHI	TRITON	364	MITSUBISHI	TRITON	402
HOLDEN	COLORADO	349	HOLDEN	COLORADO	398
TOYOTA	HIACE	286	TOYOTA	HIACE	291
NISSAN	NAVARA	218	NISSAN	NAVARA	289
MAZDA	BT-50	208	FIAT	DUCATO	173
MERCEDES-BENZ	SPRINTER	129	MAZDA	BT-50	173
ISUZU	D-MAX	120	MERCEDES-BENZ	SPRINTER	139
FORD	TRANSIT	109	ISUZU	D-MAX	136

NEW PASSENGER MODELS

MAKE	MODEL	OCT '19	MAKE	MODEL	OCT '18
TOYOTA	COROLLA	1269	TOYOTA	COROLLA	1744
TOYOTA	RAV4	887	TOYOTA	RAV4	996
KIA	SPORTAGE	296	MAZDA	CX-5	365
MITSUBISHI	ASX	282	TOYOTA	HIGHLANDER	332
NISSAN	QASHQAI	279	KIA	SPORTAGE	318
MITSUBISHI	OUTLANDER	274	MAZDA	MAZDA3	306
MAZDA	CX-5	271	TOYOTA	YARIS	283
TOYOTA	CAMRY	236	MITSUBISHI	ASX	268
NISSAN	X-TRAIL	234	SUZUKI	SWIFT	250
HYUNDAI	TUCSON	221	HOLDEN	COMMODORE	246
SUZUKI	SWIFT	219	MITSUBISHI	ECLIPSE CROSS	235
TOYOTA	FORTUNER	196	TOYOTA	LANDCRUISER PRADO	210
TOYOTA	YARIS	190	MITSUBISHI	OUTLANDER	209
HOLDEN	EQUINOX	177	NISSAN	QASHQAI	207
MITSUBISHI	ECLIPSE CROSS	163	HOLDEN	CAPTIVA	202
HOLDEN	COMMODORE	162	HONDA	HR-V	152
VOLKSWAGEN	TIGUAN	159	NISSAN	X-TRAIL	152
HOLDEN	ACADIA	154	HOLDEN	TRAX	147
TOYOTA	C-HR	144	HONDA	JAZZ	147
HONDA	CRV	134	HYUNDAI	TUCSON	143

NEW PASSENGER MAKES

MAKE	OCT '19	OCT '18	Movement	% Change	Market Share
TOYOTA	3242	3875		-16.3	30.5
MITSUBISHI	804	756	↑ Up 2	6.3	7.6
HOLDEN	726	1023		-29.0	6.8
KIA	707	611	↑ Up 2	15.7	6.7
MAZDA	641	1077	↓ Down 3	-40.5	6.0
HYUNDAI	583	656	↓ Down 1	-11.1	5.5
NISSAN	567	403	↑ Up 2	40.7	5.3
SUZUKI	498	512	↓ Down 1	-2.7	4.7
HONDA	403	477	↓ Down 1	-15.5	3.8
VOLKSWAGEN	324	345	↑ Up 1	-6.1	3.1
FORD	297	310	↑ Up 1	-4.2	2.8
SUBARU	285	349	↓ Down 2	-18.3	2.7
MERCEDES-BENZ	202	163	↑ Up 1	23.9	1.9
AUDI	139	113	↑ Up 2	23.0	1.3
BMW	129	95	↑ Up 2	35.8	1.2
SKODA	121	146	↓ Down 1	-17.1	1.1
MG	108	0			1.0
TESLA	89	13	↑ Up 13	584.6	0.8
LAND ROVER	85	71		19.7	0.8
MINI	83	41	↑ Up 4	102.4	0.8
Other	589	729		-19.2	5.5
Total	**10622**	**11765**		**-9.7**	**100.0**

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UDC Finance Limited lending criteria applies.

Continued from page 44

third spot with 8% (1168).
The top two models for the month of October were the **Toyota Corolla** (1269 units), followed by the **Toyota RAV4** (887) with the **Ford Ranger** bumped back to third (829).
Toyota was the market leader for passenger and SUV registrations with 31% market share (3242 units) followed by **Mitsubishi** with 8% (804) and then **Holden** with 7% (726).
The top selling passenger and SUV models for the month were the **Toyota Corolla** (1269 units of which 1039 were rentals), followed by the **Toyota RAV4** (887 units, 655 rentals) and the **Kia Sportage** (296 units).
In commercials, **Toyota** regained the market lead with 23% market share (997 units) followed by **Ford** with 22% (938) and **Mitsubishi** third with 364.
The **Ford Ranger** retained the top spot as the bestselling commercial model with 19% share (829 units) followed by the **Toyota Hilux** with 16% (692) with the **Mitsubishi Triton** in third with 8% (364).
The top three segments for the month of October were once again SUV medium vehicles with 20% market share followed by SUV Compact with 13%, and the small passenger vehicle segment in third with 13%.
Pick Up/Chassis 4x4 segment came in fourth again.
Reflecting their brand's strength in the rental market, the top five rental models year to date are all **Toyota** models: **Corolla** (2916 units), the **Toyota RAV4** (1210), the **Toyota Yaris** (609), **Toyota Camry** (460) and the **Toyota Land Cruiser Prado** (456).
Farmer Autovillage group managing director **Mike Farmer** says new car sales in October were "relatively stable".

NEW VEHICLES COMPETITIVE FINANCE
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"However, things were certainly slower in the first half of the month," Farmer says. "Generally, we are affected by the school holidays.
The weeks just been have returned to normal."
Farmer says most brands are still stable but he is definitely noticing a cooling in the market.
"I certainly see that [the

Continued on page 46

NEW IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

	FIAT	FORD	FOTON	FUSO	GREAT WALL	HINO	HOLDEN	HYUNDAI	ISUZU	LDV	MAZDA	MERCEDES-BENZ	MITSUBISHI	NISSAN	SSANGYONG	TOYOTA	VOLKSWAGEN	OTHER	TOTAL
19-Jan	51	888	32	73	33	53	353	76	283	120	163	84	445	338	33	594	99	278	3996
18-Jan	101	808	66	66	16	46	385	64	258	153	172	57	318	284	94	780	165	204	4037
% diff	-50	10	-52	11	106	15	-8	19	10	-22	-5	47	40	19	-65	-24	-40	36	-1
19-Feb	44	818	23	73	33	51	302	76	246	140	196	76	506	335	43	817	119	221	4119
18-Feb	59	788	47	50	8	68	366	64	304	102	169	48	368	384	63	946	110	172	4116
% diff	-25	4	-51	46	313	-25	-17	19	-19	37	16	58	38	-13	-32	-14	8	28	0
19-Mar	66	982	26	77	30	68	493	113	308	164	284	111	594	325	36	737	162	270	4846
18-Mar	69	1047	49	99	17	55	427	80	322	191	159	73	382	315	64	1225	160	244	4978
% diff	-4	-6	-47	-22	76	24	15	41	-4	-14	79	52	55	3	-44	-40	1	11	-3
19-Apr	57	865	28	58	27	62	403	52	254	73	154	68	465	268	37	694	78	219	3862
18-Apr	60	803	41	47	14	54	312	44	281	144	133	101	258	268	28	598	122	267	3575
% diff	-5	8	-32	23	93	15	29	18	-10	-49	16	-33	80	0	32	16	-36	-18	8
19-May	60	1009	22	80	40	80	466	114	273	86	206	95	514	362	39	807	19	363	4635
18-May	80	1132	64	67	18	55	412	80	319	159	197	94	437	466	21	789	205	297	4892
% diff	-25	-11	-66	19	122	45	13	43	-14	-46	5	1	18	-22	86	2	-91	22	-5
19-Jun	30	1148	14	69	43	59	682	119	286	154	199	86	530	364	70	973	164	213	5203
18-Jun	61	1186	57	122	16	70	581	56	415	255	202	97	507	365	23	900	244	290	5447
% diff	-51	-3	-75	-43	169	-16	17	113	-31	-40	-1	-11	5	0	204	8	-33	-27	-4
19-Jul	53	760	16	71	36	54	389	86	231	71	233	102	451	266	56	753	88	256	3972
18-Jul	71	799	23	59	20	60	418	55	294	162	186	135	363	239	13	868	161	357	4283
% diff	-25	-5	-30	20	80	-10	-7	56	-21	-56	25	-24	24	11	331	-13	-45	-28	-7
19-Aug	68	831	12	80	24	63	337	61	242	102	0	148	348	242	37	904	131	471	4101
18-Aug	102	908	22	74	19	72	407	58	268	155	212	166	346	283	21	958	157	333	4561
% diff	-33	-8	-45	8	26	-13	-17	5	-10	-34	-100	-11	1	-14	76	-6	-17	41	-10
19-Sep	87	892	11	87	44	56	456	64	260	110	173	202	386	184	20	781	118	272	4203
18-Sep	111	901	18	133	20	60	287	80	299	126	201	113	0	452	32	989	132	523	4477
% diff	-22	-1	-39	-35	120	-7	59	-20	-13	-13	-14	79		-59	-38	-21	-11	-48	-6
19-Oct	103	938	13	64	27	57	356	71	242	115	208	177	364	218	31	997	81	271	4333
18-Oct	173	978	21	52	49	63	411	62	254	206	173	187	402	289	20	1123	153	287	4903
% diff	-40	-4	-38	23	-45	-10	-13	15	-5	-44	20	-5	-9	-25	55	-11	-47	-6	-12
YTD 19	619	9131	197	732	337	603	4237	832	2625	1135	1816	1149	4603	2902	402	8057	1059	2834	43270
YTD 18	887	9350	408	769	197	603	4006	643	3014	1653	1804	1071	3381	3345	379	9176	1609	2974	45269
%diff	-30	-2	-52	-5	71	0	6	29	-13	-31	1	7	36	-13	6	-12	-34	-5	-4

NEW AROUND THE COUNTRY
PASSENGER REGISTRATIONS

DIST	OCT '19	OCT '18	% CHANGE
WHA	177	185	-4.32
AUC	4830	5920	-18.41
HAM	520	522	-0.38
THA	97	112	-13.39
TAU	348	373	-6.70
ROT	136	157	-13.38
GIS	67	41	63.41
NAP	208	218	-4.59
NEW	134	130	3.08
WAN	83	81	2.47
PAL	235	246	-4.47
MAS	54	87	-37.93
WEL	640	690	-7.25
NEL	88	123	-28.46
BLE	57	57	0.00
GRE	17	13	30.77
WES	2	0	
CHR	2500	2383	4.91
TIM	67	61	9.84
OAM	6	9	-33.33
DUN	259	231	12.12
INV	97	126	-23.02
TOTAL	10622	11765	-9.72

NEW COMMERCIAL MAKES (UNDER 3500KG)

MAKE	OCT '19	OCT '18	Movement	% Change	Market Share
TOYOTA	997	1123		-11.2	23.0
FORD	938	978		-4.1	21.6
MITSUBISHI	364	402	↑ Up 1	-9.5	8.4
HOLDEN	356	411	↓ Down 1	-13.4	8.2
ISUZU	242	254	↑ Up 1	-4.7	5.6
NISSAN	218	289	↓ Down 1	-24.6	5.0
MAZDA	208	173	↑ Up 3	20.2	4.8
MERCEDES-BENZ	177	187		-5.3	4.1
LDV	115	206	↓ Down 2	-44.2	2.7
FIAT	103	173	↓ Down 1	-40.5	2.4
Other	615	707		-13.0	14.2
TOTAL	**4333**	**4903**		**-11.6**	**100.0**

Continued from page 45

market] is pulling back a little," Farmer says. "I don't see any growth, that's for sure. But it'll be hard to gauge."

In terms of stand outs in October, nothing is breaking any records, and all types of vehicles are maintaining its levels of performance.

Honda Cars Newmarket branch manager **Michael Mason** says the current car market for them is steady. "There are some months during the winter, enquiry was less than normal," Mason says.

NEW VEHICLES COMPETITIVE FINANCE

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The **Honda SUV** models are the most popular vehicles at Honda Cars Newmarket. "Especially the **CRV**, with a price range from $33,990 to $48,990."

NEW PASSENGER MAKES

	ALFA ROMEO	AUDI	BMW	CHRYSLER	DODGE	FORD	GREAT WALL	HOLDEN	HONDA	HYUNDAI	JEEP	KIA	LAND ROVER	LEXUS	MAZDA	MERCEDES-BENZ	MINI	MITSUBISHI	NISSAN	PEUGEOT	PORSCHE	SKODA	SSANGYONG	SUBARU	SUZUKI	TOYOTA	VOLKSWAGEN	VOLVO	OTHER	TOTAL
19-Jan	17	111	130	0	0	606	0	689	450	551	110	710	179	76	1052	247	65	803	370	107	60	113	72	382	592	1718	374	68	290	9942
18-Jan	12	178	187	1	7	846	0	777	524	553	82	762	73	62	1025	188	77	626	423	89	54	140	82	342	591	2490	300	57	250	10798
% diff	42	-38	-30		-100	-28		-11	-14	0	34	-7	145	23	3	31	-16	28	-13	20	11	-19	-12	12	0	-31	25	19	16	-8
19-Feb	9	120	163	1	0	416	0	545	512	528	55	580	128	76	758	152	41	547	355	72	49	108	55	299	580	800	309	64	256	7578
18-Feb	5	169	144	1	4	395	0	602	412	489	142	512	76	69	773	166	70	489	269	86	35	104	64	157	577	1013	342	47	203	7415
% diff	80	-29	13	0	-100	5		-9	24	8	-61	13	68	10	-2	-8	-41	12	32	-16	40	4	-14	90	1	-21	-10	36	26	2
19-Mar	19	157	178	0	0	346	0	543	699	561	77	626	135	70	805	214	72	631	489	84	22	124	67	338	564	960	307	61	276	8425
18-Mar	6	193	232	1	4	504	0	673	636	551	143	617	83	71	858	200	66	722	371	99	37	164	59	291	605	1196	341	53	274	9050
% diff	217	-19	-23	-100	-100	-31		-19	10	2	-46	1	63	-1	-6	7	9	-13	32	-15	-41	-24	14	16	-7	-20	-10	15	1	-7
19-Apr	12	98	109	0	0	273	0	325	305	562	82	537	90	74	601	159	58	444	365	42	43	107	76	299	460	1112	231	46	268	6778
18-Apr	8	140	126	0	8	312	0	540	317	398	88	511	60	61	760	183	46	486	354	84	20	116	42	373	539	712	258	51	255	6848
% diff	50	-30	-13		-100	-13		-40	-4	41	-7	5	50	21	-21	-13	26	-9	3	-50	115	-8	81	-20	-15	56	-10	-10	5	-1
19-May	11	125	139	0	0	328	0	536	407	688	37	455	96	69	707	192	81	474	346	71	32	133	92	305	528	1086	311	54	321	7624
18-May	6	176	161	0	5	487	0	660	399	831	153	618	135	66	879	187	65	600	268	84	30	130	52	342	543	1779	336	50	233	9275
% diff	83	-29	-14		-100	-33		-19	2	-17	-76	-26	-29	5	-20	3	25	-21	29	-15	7	2	77	-11	-3	-39	-7	8	38	-18
19-Jun	5	161	159	0	1	326	0	540	333	926	66	562	96	72	790	193	77	616	393	66	36	122	96	282	569	1561	304	57	339	8747
18-Jun	22	213	170	0	5	443	0	695	521	823	169	639	124	66	862	207	56	727	394	71	33	170	69	323	563	1558	413	53	336	9725
% diff	-77	-24	-6		-80	-26		-22	-36	13	-61	-12	-23	9	-8	-7	38	-15	0	-7	9	-28	39	-13	1	0	-26	8	1	-10
19-Jul	15	147	116	0	0	280	0	555	412	457	92	585	78	75	713	174	44	499	455	57	28	122	81	304	550	1432	313	42	299	7925
18-Jul	8	123	125	0	2	404	0	532	443	505	65	555	113	67	817	190	45	604	461	83	19	143	60	362	554	1202	278	6	274	8040
% diff	88	20	-7		-100	-31		4	-7	-10	42	5	-31	12	-13	-8	-2	-17	-1	-31	47	-15	35	-16	-1	19	13	600	9	-1
19-Aug	12	176	163	0	0	253	0	633	398	626	69	511	111	73	701	148	61	659	544	83	30	161	42	330	522	1468	322	47	363	8506
18-Aug	16	141	122	0	0	520	0	529	425	609	109	562	118	67	841	199	53	702	434	88	27	144	48	321	596	1334	342	62	230	8639
% diff	-25	25	34			-51		20	-6	3	-37	-9	-6	9	-17	-26	15	-6	25	-6	11	12	-13	3	-12	10	-6	-24	58	-2
19-Sep	6	175	169	0	0	399	0	877	410	721	78	602	96	83	711	148	70	707	521	60	33	145	61	281	560	2226	386	50	747	10322
18-Sep	15	175	129	0	4	468	0	626	489	566	143	592	69	81	812	191	35	766	456	57	34	133	68	325	562	1955	366	72	242	9431
% diff	-60	0	31		-100	-15		40	-16	27	-45	2	39	2	-12	-23	100	-8	14	5	-3	9	-10	-14	0	14	5	-31	209	9
19-Oct	4	139	129	0	0	297	0	726	403	583	72	707	85	80	641	202	83	804	567	62	41	121	53	285	498	3242	324	38	436	10622
18-Oct	20	113	95	2	0	310	0	1023	477	656	210	611	71	67	1077	163	41	756	403	67	25	146	50	349	512	3875	345	73	228	11765
% diff	-80	23	36	-100		-4		-29	-16	-11	-66	16	20	19	-40	24	102	6	41	-7	64	-17	6	-18	-3	-16	-6	-48	91	-10
YTD 19	110	1409	1455	1	1	3524	0	5969	4329	6203	738	5875	1094	748	7479	1829	652	6184	4405	704	374	1256	695	3105	5423	15605	3181	527	3595	86469
YTD 18	118	1621	1491	5	39	4689	0	6657	4643	5981	1304	5979	922	677	8704	1874	554	6478	3833	808	314	1390	594	3185	5642	17114	3321	524	2525	90986
%diff	-7	-13	-2	-80	-97	-25		-10	-7	4	-43	-2	19	10	-14	-2	18	-5	15	-13	19	-10	17	-3	-4	-9	-4	1	42	-5

DEALERS AND PUBLIC BUYING LESS SECONDHAND

The market for second-hand vehicles is down year-on-year and is following the trend of new and import markets.
Trader sales of second-hand units were down 5.14% to 18,441 units, while dealer purchased 12,518 cars – down 8.37% this time last year.
Public transactions fell 0.75% to 42,383.
In bikes, sales by dealers were down 14% to 438. In the truck market, dealers purchased 370, down 1.5% and sold 4110, up 14.4% from last year.
Chris Chand, co-director of used car dealership Kiwi New Cars in Hamilton, says October was an "average month"'
"We were close to our target," Chand says. "There are a lot of cash buyers out there. Internally, we do better when there's finance."
He notes that this time last year, there were many more finance applications. Therefore, he says the market is "definitely" going down.
"It's different from this time last year for sure," Chand adds. "But it's hard to say, going into 2020. We had a good start to November, so it's unpredictable at the moment."
At Kiwi New Cars, Holden SV6s are performing well.

SECONDHAND REGISTRATIONS – NOVEMBER 2019

SALE TYPE	WHA	AUC	HAM	THA	TAU	ROT	GIS	NAP	NEW	WAN	PAL	MAS	WEL	NEL	BLE	GRE	WES	CHR	TIM	OAM	DUN	INV	TOTAL
Cars 2019																							
Public to Trader	205	4986	935	206	587	124	65	364	243	169	640	90	1014	186	87	26	1	1792	116	5	399	278	12518
Public to Public	2025	14288	3463	608	2063	1028	417	1443	963	628	1648	523	3171	1002	433	205	38	5222	560	141	2209	1205	43283
Trader to Public	564	6323	1386	279	829	396	183	652	374	271	820	220	1614	281	179	59	2	2613	211	32	717	436	18441
Cars 2018																							
Public to Trader	291	5385	1067	204	648	153	83	461	216	163	718	142	1019	209	105	28		1896	106	5	473	290	13662
Public to Public	2036	14623	3464	696	2136	1012	403	1472	1045	647	1673	508	3163	1054	435	189	37	5098	548	115	2077	1177	43608
Trader to Public	644	6787	1550	345	953	459	181	703	404	293	838	247	1690	304	172	60	5	2276	217	40	813	460	19441
Cars % Change																							
Public to Trader	-29.6	-7.4	-12.4	1.0	-9.4	-19.0	-21.7	-21.0	12.5	3.7	-10.9	-36.6	-0.5	-11.0	-17.1	-7.1		-5.5	9.4	0.0	-15.6	-4.1	-8.4
Public to Public	-0.5	-2.3	0.0	-12.6	-3.4	1.6	3.5	-2.0	-7.8	-2.9	-1.5	3.0	0.3	-4.9	-0.5	8.5	2.7	2.4	2.2	22.6	6.4	2.4	-0.7
Trader to Public	-12.4	-6.8	-10.6	-19.1	-13.0	-13.7	1.1	-7.3	-7.4	-7.5	-2.1	-10.9	-4.5	-7.6	4.1	-1.7	-60.0	14.8	-2.8	-20.0	-11.8	-5.2	-5.1
Motorcycles 2019																							
Public to Trader	5	127	31	5	22	4		9	5	3	19	3	61	6	1			40	1		24	4	370
Public to Public	64	553	152	30	96	44	22	91	51	37	75	25	165	51	43	16		284	30	6	98	54	1987
Trader to Public	22	123	27	8	28	10		19	16	9	24	4	50	7	7	1		44	8	1	20	10	438
Motorcycles 2018																							
Public to Trader	9	128	39	5	29	6		13	1	3	14	4	50	8	1			40			9	6	365
Public to Public	87	582	150	39	117	62	15	85	53	37	73	23	184	93	45	13		288	24	5	76	53	2104
Trader to Public	18	161	57	9	22	14	5	20	11	13	23	9	55	9	8	1		43	2		24	6	510
Motorcycles % change																							
Public to Trader	-44.4	-0.8	-20.5	0.0	-24.1	-33.3		-30.8	400.0	0.0	35.7	-25.0	22.0	-25.0	0.0			0.0			166.7	-33.3	1.4
Public to Public	-26.4	-5.0	1.3	-23.1	-17.9	-29.0	46.7	7.1	-3.8	0.0	2.7	8.7	-10.3	-45.2	-4.4	23.1		-1.4	25.0	20.0	28.9	1.9	-5.6
Trader to Public	22.2	-23.6	-52.6	-11.1	27.3	-28.6	-100.0	-5.0	45.5	-30.8	4.3	-55.6	-9.1	-22.2	-12.5	0.0		2.3	300.0		-16.7	66.7	-14.1
Trucks 2019																							
Public to Trader	73	1015	219	54	92	39	24	130	50	34	155	47	120	53	34	7		261	25		71	90	2593
Public to Public	409	2075	628	159	375	195	90	273	202	137	299	117	437	201	96	42	3	879	138	22	378	253	7408
Trader to Public	202	1195	357	93	196	113	54	185	87	76	216	77	258	114	73	13	1	395	60	11	199	135	4110
Trucks 2018																							
Public to Trader	80	969	256	38	119	58	25	101	34	38	173	34	135	54	35	3		297	33		76	75	2633
Public to Public	398	2057	558	151	386	213	84	307	168	133	286	107	392	226	104	23	8	787	98	26	347	258	7117
Trader to Public	155	975	314	77	214	120	50	161	103	56	189	63	231	86	68	33	3	354	57	11	168	105	3593
Trucks % change																							
Public to Trader	-8.8	4.7	-14.5	42.1	-22.7	-32.8	-4.0	28.7	47.1	-10.5	-10.4	38.2	-11.1	-1.9	-2.9	133.3		-12.1	-24.2		-6.6	20.0	-1.5
Public to Public	2.8	0.9	12.5	5.3	-2.8	-8.5	7.1	-11.1	20.2	3.0	4.5	9.3	11.5	-11.1	-7.7	82.6	-62.5	11.7	40.8	-15.4	8.9	-1.9	4.1
Trader to Public	30.3	22.6	13.7	20.8	-8.4	-5.8	8.0	14.9	-15.5	35.7	14.3	22.2	11.7	32.6	7.4	-60.6	-66.7	11.6	5.3	0.0	18.5	28.6	14.4

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BIKE SALES DOWN EXCEPT IN AUCKLAND

Bike sales were down in October, compared to this time last year. New bike registrations totalled 792 units, up from 666 in September but down 13.6% year-on-year. For the year, the market is just shy of 7000, totalling 6937 units.

Suzuki continues its fifth month at number one with 100 bike registrations, down 16% for a 12.6% market share.

Harley Davidson and **Yamaha** have swapped second and third positions several times this year, with the former taking second place on 84 units, down 33.9% for a 10.6% market share. However, **KTM** snuck into third place, beating **Yamaha** by four units with 76, improving by 162.1% on last year, for a 9.6% share.

KTM's 790 Adventurer was the top-selling model in September with 29 units, explaining **KTM's** increase. The **TNT Motor Roma 2T** falls to second with 27 units, followed by **Suzuki's GSX150 Gixxer** on 18.

Harley Davidson continues to lead the used motorcycle market, selling 46 units, but this is down 53.5% from this time last year for 23.6% of the market. **Ducati** stays second on 20 and **Triumph** takes third with 22. Last month's third placed **Yamaha** falls to seventh place.

Colemans Suzuki director **Alistair Henwood** says bike sales in October were "pretty good".

"We haven't slowed down all year," Henwood says. "Auckland's pretty healthy."

Colemans Suzuki is located in the city, on the corner of K'Road and Gundry Street.

"Husbands are telling wives 'I need a bike, it's so much cheaper and faster'!"

Because Colemans Suzuki has not slowed down, Henwood predicts a relatively good summer period.

"The market is really good; it has been pretty awesome all the way through this year."

Henwood says the market he is aiming at is a slightly cheaper market, generally selling bikes for under $10,000.

"In saying that, the $12,500 V-Strom 650s are very popular – a lot of bikes in that range are. They're pretty close to 10 grand," Henwood says. "They've been on special for half of 2019."

NEW BIKE MODELS

MAKE	MODEL	OCT '19
KTM	790 ADVENTURE R	29
TNT MOTOR	ROMA 2T	27
SUZUKI	GSX150 FDZA GIXXER	18
KTM	690 ENDURO R	17
SUZUKI	UZ50	16
BMW	R1250 GS	15
FORZA	CICLONE	15
KTM	390 DUKE	13
HARLEY DAVIDSON	STREET 19 STREET 500	12
ROYAL ENFIELD	INTERCEPTOR 650	12

NEW BIKE MAKES

MAKE	OCT '19	YTD '19	OCT '18	% Change	Market Share %
SUZUKI	100	1195	119	-16.0	12.6
HARLEY DAVIDSON	84	652	127	-33.9	10.6
KTM	76	381	29	162.1	9.6
YAMAHA	72	801	127	-43.3	9.1
HONDA	59	511	66	-10.6	7.4
BMW	53	299	21	152.4	6.7
KAWASAKI	41	389	56	-26.8	5.2
TRIUMPH	39	372	57	-31.6	4.9
TNT MOTOR	29	348	56	-48.2	3.7
ROYAL ENFIELD	28	228	28	0.0	3.5
FORZA	24	232	27	-11.1	3.0
VESPA	24	138	20	20.0	3.0
FACTORY BUILT	16	159	38	-57.9	2.0
DUCATI	15	127	17	-11.8	1.9
INDIAN	14	122	5	180.0	1.8
HUSQVARNA	11	60	3	266.7	1.4
MOPED	11	124	21	-47.6	1.4
ZNEN	10	74	7	42.9	1.3
APRILIA	9	103	15	-40.0	1.1
MOTO GUZZI	9	60	5	80.0	1.1
Other	68	562	73	-6.8	8.6
TOTAL	792	6937	917	-13.6	100.0

USED BIKE MAKES

MAKE	OCT '19	OCT '18	% CHANGE	MARKET
HARLEY DAVIDSON	46	99	-53.5	23.6
DUCATI	23	20	15.0	11.8
TRIUMPH	22	23	-4.3	11.3
BMW	20	27	-25.9	10.3
HONDA	17	21	-19.0	8.7
YAMAHA	16	11	45.5	8.2
SUZUKI	14	10	40.0	7.2
KAWASAKI	10	7	42.9	5.1
MOTO GUZZI	6	2	200.0	3.1
KTM	5	4	25.0	2.6
Other	16	26	-38.5	8.2
TOTAL	195	250	-22.0	100.0

NEW TRUCK REGISTRATIONS STEADY, USED UP

Commercial vehicle registrations have been steady for the month with only a slight dip in new trucks but a good boost in used trucks year-on-year.
Total registrations of new trucks and buses over 3500kg GVM sits at 576 units for October.
This is down 2.5% compared to the same period last year which saw 591 registrations of new commercials for the month.
A total of 5334 new trucks and buses have hit the road in the year-to-date compared to 5700 for the same period last year.
Isuzu is the market leader for October with 122 units registered and a 21.2% market share. The brand was up 3.4% compared to the 118 registered in the same period last year.
Fuso is in second spot for the month, up 23.1% with 64 registered and an 11.1% market share.
Mercedes-Benz is third, up 22% with 61 registered and a 10.6% market share.
Hino follows, down 9.5% with 57 units registered and a 9.9% market share, **Iveco** up 56% (39), **Volvo** up 15.6% (37), **Scania** up 41.7% (34), **Fiat** down 64.4% (26), **UD Trucks** down 26.7% (22) and **MAN** up 111.1% (19).
Total used imported truck and bus registrations saw a good increase year-on-year, up 17.1% with 212 registrations in October compared to 181 in the same period last year.
A total of 1898 used trucks and buses have hit the road in the year-to-date compared to 1923 for the same period last year.
Isuzu lead the used commercial import market for the month with 47 units registered and a 22.2% market share. This was down 7.8% compared to the 51 registered in the same period last year.
Toyota comes second, up 45.2% with 45 registered and a 21.2% market share.
Hino is third, up 23.1% with 32 registered and a 15.1% market share.

A total of 1898 used trucks and buses have hit the road in the year-to-date compared to 1923 for the same period last year.

Nissan follows, up 68.8% with 27 units registered, **Mitsubishi** down 6.7% (14), **Mercedes-Benz** down 22.2% (7), **Ford** up 20% (6), **Fiat** up 400% (5), **Chevrolet** up 300% (4) and **Mazda** up 33.3% (4).

NEW TRUCK MAKES (over 3500kg)

MAKE	OCT '19	OCT '18	% Change	% of Market	YTD '19	YTD '18
ISUZU	122	118	3.4	21.2	1072	1000
FUSO	64	52	23.1	11.1	734	771
MERCEDES-BENZ	61	50	22.0	10.6	444	438
HINO	57	63	-9.5	9.9	603	603
IVECO	39	25	56.0	6.8	270	226
VOLVO	37	32	15.6	6.4	286	268
SCANIA	34	24	41.7	5.9	207	225
FIAT	26	73	-64.4	4.5	223	350
UD TRUCKS	22	30	-26.7	3.8	216	226
MAN	19	9	111.1	3.3	123	174
Other	95	115	-17.4	16.5	1156	1419
TOTAL	576	591	-2.5	100.0	5334	5700

USED TRUCK MAKES

MAKE	OCT '19	OCT '18	% Change	% of Market	YTD '19	YTD '18
ISUZU	47	51	-7.8	22.2	394	499
TOYOTA	45	31	45.2	21.2	413	369
HINO	32	26	23.1	15.1	368	339
NISSAN	27	16	68.8	12.7	185	157
MITSUBISHI	14	15	-6.7	6.6	192	185
MERCEDES-BENZ	7	9	-22.2	3.3	24	45
FORD	6	5	20.0	2.8	42	24
FIAT	5	1	400.0	2.4	29	28
CHEVROLET	4	1	300.0	1.9	8	10
MAZDA	4	3	33.3	1.9	44	44
Other	21	23	-8.7	9.9	199	223
TOTAL	212	181	17.1	100.0	1898	1923

ONSOLD FERRARI PRICE MISLEADING

VISION DEVELOPMENTS (AUCKLAND) LIMITED V CONTINENTAL CAR SERVICES LIMITED

At the beginning of 2015, the purchaser acquired a 2-15 Ferrari 458 Spider. Later that year, the purchaser was considering moving to Indonesia. He contacted the trader to talk about the possibility of selling the car, and initially arranged to store the Ferrari at the dealership for two months. He said he would contact the trader from Bali to let it know whether he wanted to sell the car. He asked the trader to contact him if it identified a prospective purchaser.

Just before Christmas, the purchaser contacted the trader to confirm he would sell the car. The trader's dealer principal proposed the vehicle would be marketed from mid-January, 2019. On January 21, the trader emailed the following to the purchaser:

"Trust all is well and you are enjoying life in Bali. Mate we have had a guy on our 458 Spider but would you believe he really wants a white one, at this stage we have not shown him your car as he is a mid to late 20's buyer. Just asking the question if we were to quote him your car at 299,000.00 with a view to sell at $285,000.00 then to net $270,000.00 would this work.

I am not saying that this would be a done deal as we are only at the start of the process with him but at those numbers, which is what we discussed, I think we have a solid opportunity."

The owner of the vehicle after, though noted the $299,000 asking price was a little low, noting another version of the same car was listed for more. He did, however, sign the on-behalf authority document.

This authorised the trader to sell and give delivery of the Ferrari and accept payment on the owner's behalf. The parties agreed that "in consideration thereof", a commission comprising "as much of the selling price that exceeds $270,000" would be payable. The agreement also contained a section authorising the trader to arrange for the completion of any listed repairs to the car. **However, no repairs were listed in the table set out on the form.**

Both parties agreed at the hearing that this "on behalf of" agreement was still in effect. However, the owner described the reference to $270,000 as "hypothetical".

On or around April, 2019, a representative of the trader and the owner spoke by telephone while the owner was in Bali. The trader said an offer had been received for $280,000 - with the trader's representative claiming that the $280,000 figure was "280 real", by which he meant it was net of any expenses that the trader would need to incur in preparing the vehicle for sale.

In the tribunal hearing the owner denied that trader's representative had used the word "real" in conversation with him - and that he did not know what "280 real" meant anyway.

The tribunal noted there had been no detailed discussion on what the deal would actually mean or cost. The owner understood the trader was proposing that Vision Developments would net $263,000, taking into account the cost of the tyres.

The owner questioned the need for the tyres to be replaced at all. As mentioned above, he understood that the car had new tyres when he purchased it. The owner told the trader's representative that if he could make the tyre cost "go away", he would accept $265,000 for the car, on the basis that the trader would net $15,000 profit. Owner reports that the trader's representative then said "he would make it happen".

A vehicle purchase agreement was drawn up in which the trader agreed to purchase the vehicle for $265,000.

The vehicle offer and sale agreement dated April, 2019 between the trader and the new purchaser records the sale of the Ferrari for $290,740, including $740 for transport.

Upon his return to New Zealand, the owner's lawyer **David Compton** asked to see the vehicle offer and sale agreement recording the sale of the vehicle for

Continued on page 51

Continued from page 50

$280,000. The trader did not reply so the lawyer asked whether the vehicle "was sold for more than the agreed on-sale price ..."

A representative of the trader advised the lawyer the vehicle was "sold for $290k, with $10k incurred as selling expenses." The representative also noted "that our margin was $15k (incl GST) as agreed with [the owner]."

Before the tribunal, the owner argued that it was only on the basis that he had been told the purchase price to be paid by the third party was $280,000, that he had instructed the lawyer to sign a sale and purchase agreement on its behalf for $265,000.

The owner argues in effect that this document was signed in the belief that the trader was taking a straight margin of $15,000 with no provision to take any amount above this. In other words, he argues that the "on behalf of" agreement figure of $270,000 was later varied by agreement, but that he only agreed to do so because he had been told that the on-sale price was $280,000.

Put yet another way, he was agreeing to reduce his asking price to $265,000 to reflect the apparently agreed margin of $15,000 and to allow the trader to recover that margin despite what he mistakenly understood was the lower on-sale price.

The owner's suspicions grew when the trader initially refused to provide him with a breakdown of its asserted selling expenses for the vehicle.

In response to the tribunal's request for this information, the trader stated that it incurred the following GST exclusive expenses in selling the vehicle:

New set of tyres
$3090
Update WOF, check tyre pressure $70
Half of the transport costs to Christchurch
$750
Remove RHR liners $1281.96
UV load $1200
Petrol charge $150
Total: $6541.96

The owner questioned the need for some of these expenses, in particular the tyres as earlier mentioned, which he says were new when he purchased the vehicle, and the fuel filler which he says he had already addressed back in October 2018.

He also questioned the entry for "UV load" for which no supporting documentation was provided.

The tribunal did not investigate the costs or deem whether or not they were acceptable.

It did, however find the trader had misled over the on-sale price of the vehicle.

"In my view, based on the evidence outlined above, [the trader's representative] misled [the owner] into thinking that the sale price for the vehicle was $280,000. In my view, [the trader] sought to withhold the true sale price from [the owner's company], along with the true cost of the selling expenses it incurred. By misleading [the owner] into thinking that the real sale price was $280,000, rather than $290,740, it persuaded [the owner] to agree to a lower sale price than he would otherwise have agreed to."

Even accepting the selling costs, the trader's margin inclusive of GST was $18,216.75, 20% higher than the $15,000 margin on which the parties had agreed. The tribunal's adjudicator found the trader engaged in conduct in breach of the Fair Trading Act.

Remedies under the FTA are discretionary, and are to do justice to the specific issues of the case.

The adjudicator explained he considered the true loss in respect to the sale on the owner was not $3216.75 (the difference between the agreed margin and the margin actually taken by the trader) but $5000.

"That is because, the "on behalf of" agreement, which both parties agreed was still in effect, states that [the trader] is entitled to as much of the selling price that exceeds $270,000. There was no provision in that agreement for any repairs to be deducted from the proceeds of sale of the vehicle.

Accordingly, given that the purchase price was $290,740, I consider that [the trader] should have been able to retain all of that amount minus $270,000. $270,000 was the agreed figure that the parties accepted [the owner] would recover from the sale.

He noted the owner only accepted less as he was told the achieved sales price was less.

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