THE VEHICLE DEALER'S NEWS SOURCE

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AUTOTALK DEBUTS BOLDER LOOK

by **Richard Edwards**
Managing Editor

You may notice a difference in the look and feel of *AutoTalk* magazine this month - as we shift to a more magazine-like format from our traditional newsletter look.

As it approaches its 10th birthday, New Zealand's leading automotive industry magazine is being redesigned to feature more images and graphics, and longer, more in-depth articles, interviews and insights, while still maintaining the sharp news and technical content that has made it so popular with dealers, distributors and the supply chain.

Over the coming months it will also grow bigger, coming more in-line with a traditional magazine than the extended newsletter form currently used.

Why the move?

Our previous format came from a time when internet news and email newsletters did not exist. It was designed to be produced weekly and feature short, immediate news. This is a role now played by our website and the three email alerts readers get each week.

We want to produce something that looks great, feels great to read and has the space to give stories a chance to "breathe".

The car industry is now predominantly made up by highly professional and technically advanced multi-million dollar businesses. They deserve a magazine that reflects these qualities, while still acknowledging the people involved.

News will remain a strong component of the magazine, although expect expanded interview and discussion stories - teamed with video and audio content available direct from the magazine.

You will now see our cover features a full-page picture - the first showing new 2CheapCars boss **Dan Buckley**. From now industry leaders and impressive dealership developments will star in this position. We want to create a magazine that has real eye appeal; that readers will be happy to have on their desk, coffee table or magazine rack.

My hope is to walk into an office one day to find an *AutoTalk* on someone's wall.

Already the largest industry trade magazines, we will add more pages as we settle into the new format. For those that chose to receive the magazine in print, the paper will become of higher quality. In digital format, the number of video and interactive elements directly linked to the pages will increase.

For our valued advertising clients, pages will be less cluttered - we want the advertising to really "pop" in this new magazine. Higher page counts will mean less clashing between branding and better exposure for brands.

You can expect a similar, cleaner look to appear soon on our website as well.

I look forward to feedback from our readers and customers on the new look - or for those wanting to nab that front cover spot! Best to email me, **richard@automediagroup.co.nz**.

SHAW TAKES ON INSPECTORATE ROLES

The chief executive of VINZ has moved up within its parent Optimus Group - taking on an international role within its inspectorate businesses.

Gordon Shaw

Gordon Shaw has been appointed to new executive and governance roles within the Optimus Group's inspection segment. These include executive director of Vehicle Inspection New Zealand (VINZ), director of JEVIC New Zealand and director of Inspicere New Zealand.

In addition, he will take up responsibilities as chairman of the group's Inspection Segment Strategy and Digital Inspection Committees and as chief secretary of the company's Conflicts of Interest Council.

The moves are partially to replace **Damon Jackson**, who stepped down as head of JEVIC and as a director of Optimus for personal reasons.

Damon Jackson

Shaw says Jackson's departure is a shock, and changes within the executive team are being made to send a clear message to regulators and the market that the group has a high level of stability.

Shaw is an experienced transport industry professional with particular expertise in the vehicle inspection industry.

He previously held senior roles within the Land Transport Safety Authority.

Prior to that he held senior roles in core public sector organisations, state-owned enterprises and the private sector, working for Auckland Council ACC, Baycorp and Dun and Bradstreet.

NO MOVE ON CONFLICT LIKELY TO CHANGE TRADE

The decision by the NZ Transport Agency last month to not rewrite rules on how conflict of interest is handled in the import supply change is likely to trigger significant change within the supply chain itself.

The review had been triggered around concerns raised by an anonymous group of industry players concerned about the integration of importation and compliance into the Optimus Group structure

General manager for regulatory compliance, **Kane Patena**, says that the original proposal to change the policy generated a high level of engagement from industry, which was taken into account in the decision-making process.

"We were pleased to have such good engagement with industry on our proposal," Patena says.

"The feedback helped us establish that it would be more efficient to introduce a wider range of improvement activities to protect the integrity of entry certification decisions – such as refining our guidance for managing conflicts of interest, stepping up our assurance programme, and providing more support to inspectors and entry certifiers."

"What this decision will mean for industry is that we'll be committing to a more robust process for audits and reviews of vehicle inspection companies," Patena says. "We'll be engaging further with industry over the next few months to make sure we get all the detail right."

AutoTalk understands that as we went to press on September 4, members of the inspection trade were meeting with the agency in Wellington on what the process will look like.

In response to the announcement, JEVIC NZ chief executive **Euan Philpot** says the decision has lifted a cloud of uncertainty from the trade.

"We think NZTA has assessed the evidence and reached the right decision," Philpot says. "The proposed policy changes would have introduced complexities and a rigidity that would have inevitably disrupted the pathway and discouraged investment and innovation.

"In our view, NZTA carried out a thorough and transparent consultation process and then made a sound and well-considered evidence-based decision.

"JEVIC welcomes this outcome as it avoids duplication and disruption for pre-shipment inspection processes," Philpot says.

VINZ chief executive **Gordon Shaw** notes the decision now paves the way for more investment in its business.

"The proposed policy changes had a chilling effect on investment across the sector," Shaw says.

Frank Willet, chief executive of vehicle logistics firm Autohub, says the outcome was not what they expected.

"From our point of view, it is not the outcome we were expecting, but we are very happy the issue has been considered and put to bed. We are now looking forward to getting on with business that has been on hold while this has been under way."

He would not be drawn on whether Autohub, as part of the larger Heiwa Group, would now look at entering the inspection business.

"Nothing is off the table. We will be taking a look at a strategy for the years ahead of us very shortly."

VIA chief executive **David Vinsen** tells *AutoTalk* he understands a number of major players in the supply chain are looking at options in light of the decision.

"We know of a number of companies considering integration, and this comes in advance of what we know will be a reduction in volume next year," Vinsen says.

"Businesses will now be able to consider amalgamations, vertical and horizontal integration and acquisitions," Vinsen says. "The whole industry is likely too fragmented to be profitable for anyone."

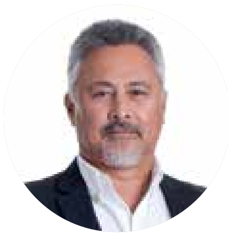
He says such moves may be good for Kiwi traders, likely to improve efficiency and cost.

'I think it will mean just a continuing trend to the old Japanese idea of 'disintermediation', squeezing out the middle man for profitability and efficiency."

Kane Patena

Euan Philpot

Gordon Shaw



Frank Willett

David Vinsen

LEET TO LEAD VOLKSWAGEN NEW ZEALAND

Skoda general manager **Greg Leet** is returning to the brand he began his wholesale career with – having been appointed general manager of Volkswagen New Zealand.

Current gm **Tom Ruddenklau** is leaving European Motor Distributors to become chief executive of tourism success story Jucy.

Leet says it is sad to leave the brand he has run for the past five years.

"It is a hell of a sad thing. What we have achieved with Skoda over the years has been phenomenal," Leet says.

Greg Leet

He is excited by the challenge, however.

"The opportunity that Volkswagen has, is as an aspirational player in the New Zealand market. What is particularly exciting is it is very much a family brand, and the current promotion out there in the market speaks to that."

Leet is referring to a campaign around a Golf GTi being handed down through a family.

The main character's name is, amusingly for industry insiders, Tom.

Leet says a key difference between his work on Skoda and leading Volkswagen is its carpark, boosted by a large number of imports on the road.

"What we have achieved with Skoda over the years has been phenomenal"

"It is a very different playground to Skoda that has been on the ground a shorter time and doesn't have imports."

Leet began his automotive career with Volkswagen Group brands in 1994 with Gary Keith Motors in Hamilton. He then moved to EMD working for Volkswagen, before a four-year stint as national sales manager of Audi, then on to Volkswagen.

Rodney Gillard

"I have always felt akin to Volkswagen – it has been a part of my life for years, ever since I have been in the industry," Leet says.

Leet could not speak more highly of Ruddenklau, who he says has left Volkswagen in great shape.

"I have worked with Tom for the last eight years. I think his legacy is the real shift to customer focus for the brand."

Ruddenklau was known for his work when the "diesel gate" scandal broke. He fronted directly to media, customers and dealers – travelling the country to meet with those affected.

"It is actually an awesome time to come into the Skoda brand," Leet notes.

"One of the things that is very exciting is the maturing of the brand. We can now talk about how it feels to own a Skoda – it is not just a value proposition."

EV focus to job start

Leet was excited about the electric products coming to the Skoda brand, but now has an even broader electrified product range to handle.

One of his first jobs is heading to Germany to check out coming electrified products, before heading to the Frankfurt Motor Show.

"I understand the Frankfurt show for the Volkswagen brand will only have cars that have a plug attached to them."

While it offers the eGolf, Leet is keen to get more plug-in products on the road.

Gillard takes reins at Skoda

Taking over at Skoda will be Volkswagen sales manager **Rodney Gillard**.

Gillard has in excess of 36 years automotive industry experience. He has been at Volkswagen for the last nine years, and before this was with Nissan New Zealand.

Gillard called the job an amazing opportunity in a Linkedin post by the brand.

"I'm a real team player and know that our success depends on each one of us," Gillard says.

"This amazing opportunity will allow me to help my team reach their best potential. Together we will continue on the road of success ŠKODA NZ has started."

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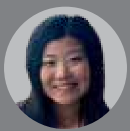

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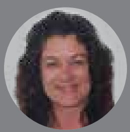

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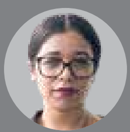

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'THE ONLY LOGICAL STEP LEFT' - MIA

The Motor Industry Association has welcomed the announcement this week that from early next year vehicles with an outstanding recall for Takata alpha airbags will no longer be able to pass a Warrant of Fitness.

New Zealand Transport Agency regulatory general manager **Kane Patena** says the new measure is about protecting the safety of New Zealand drivers and passengers.

"Under the provisions of the compulsory recall for Takata Alpha airbags announced last year, all affected vehicles are legally required to be remedied by 31 December 2019.

"Current indications show there could be somewhere in the region of 10,000 affected vehicles still on the roads after this date, despite widespread promotion and advertising, and multiple attempts at direct contact with owners," Patena explains.

Vehicles fitted with Takata alpha airbags have been subject to a compulsory safety recall in New Zealand since April 2018.

MIA chief executive **David Crawford** says they have been encouraging the agency for some time to take the next step in the process.

"It is the only logical step left," Crawford says.

He notes his members and the NZTA have sent multiple communications to the owners of the vehicles, so while there may be some issues with incorrect addresses, the rest need a solid push.

He say the service market is ready to replace the airbags in the remaining vehicles, with parts generally on hand, and it is possible to get the job done.

"I think so," Crawford explains. "Everyone is geared up to do it - but it will be a challenge."

David Crawford

For New Zealand-new vehicles the numbers are quite small - I think we are in the mid-90% completed range - so most of the outstanding cars are used imports."

Crawford had hoped the letter to registered owners warning them of the change would go out earlier, but wished to compliment the NZTA on their work overall.

"A lot of people have been bagging the NZTA for a lot of things lately, but they have done a very good job on this one."

He does not believe alpha airbag vehicles are making their way into the country through the used import supply chain any more.

"They have been a banned import since May 1 and we think officials have been doing a good job of catching them. There are a number of non-alpha airbag recall vehicles still coming through though."

The date for affected vehicles to start failing WoFs will be confirmed in early 2020.

Takata airbag recall figures – as at July 2019:	
Compulsory (Takata alpha) recall:	
Initial number of vehicles under compulsory recall:	82,000
Number of vehicles still under compulsory recall:	17,800
Compulsory recalls completed:	78.5%
Voluntary (Takata non-alpha) recall:	
Initial number of vehicles under voluntary recall:	483,000
Number of vehicles still under voluntary recall:	192,000
Voluntary recalls completed:	60%

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FROM CLOTHING TO CARS

INDUSTRY NEWCOMER HEADING ONE OF NZ'S LARGEST DEALERS

Dan Buckley has taken one of the arguably most challenging jobs in the used car industry, wrangling the fast-growing beast that is 2CheapCars into shape. He sat down recently with *AutoTalk* managing editor Richard Edwards for a rather candid take on the challenge.

The obvious question to ask **Daniel Buckley** first when given a chance is why is he running 2CheapCars - one of the largest import retailers in the country - when he comes from a background in fashion - he co-founded streetwear brand Huffer - and homeware products. He admits it is a good one.

"Well, I think both Eugene and David [**Eugene Willams** and **David Sena**, the directors and shareholders of the business] are pretty open on that level - they are not from the car game," Buckley explains.

"David was a builder, Eugene was a Provender franchisee.

"They both have an idea, as I do, of not being too entrenched in the industry. That's what I'm doing, running this business, bringing fresh thoughts and fresh ideas. But at the same time holding its trajectory - it is a full growth business and that what is attractive about it to me."

Buckley quips that business "excites the s*** out of me," and notes being a car trader is a pure form of the discipline - buying for X, selling with X plus a margin.

"It's a simple game. It's a simpler game than clothing because clothing's got a design aspect to it."

Though Buckley arrives at 2CheapCars at a complicated time. In the last year it was hit with two significant penalties: Firstly for employment law breaches, and most recently for violations of the Fair Trading Act following actions a judge called "tantamount to devious."

Buckley denies his appointment was directly

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triggered by the fine, or that a change of leadership was required by the Commerce Commission. He says he already knew Williams, and the possibility of the role had been discussed for some time - and was a natural progression for the business.

He admitted his appointment also makes way for further investment and improves its value for any potential sale.

"They've got a bunch of other stuff going on and probably relatively natural progression for a business. I think as far as there's a possibility of investment or sale of the business, and so hand-in-hand with that, you want to have a fully geared business."

Buckley was keen to clarify that any such thought is a "future aspiration" rather than an immediate plan.

The business, he says, is financially in excellent health and can take the hit of the fines.

"The business is pumping. I'm a numbers person, I love just looking at a balance sheet and looking at a profit and loss and this business is beautiful. It's humming, doing really well."

His tasks at the moment primarily relate to refining workflow.

"I've been in the business now for four months, and there are some simple adjustments to be made for a pretty good return."

For example, he is working to resolve the pinch point caused by their distribution being in a cul-de-sac with only one road entrance. It is a busy place, and loading in and out is not simple. This slows delivery to the branches and creates lower stock levels. 2Cheap has found a direct correlation with stock levels and sales, ie, a branch kept at 98% capacity sells more cars than one held at 85% capacity.

"It is a very simple idea, but it is hard to execute, as far as getting all the parts of the business to sing together," Buckley says.

How much does he want to grow the trade?

"I want to focus on identifying the simple goals that we can kick to push the business up to the next level. We're annoyingly sat in this zone of selling a little under 1000 vehicles per month for a long time. I want to blow that target and then see if I can knock on the door of 1100 then that'd be a beautiful thing, and a real indicator as to what makes me different."

Side-projects coming to fruition

Whether it is because of Buckley, or coincidence, a range of delayed 2CheapCars side projects appear to be coming to fruition at the same time.

A rental company, initially mooted years ago with Williams and Sena invested in the ill-fated Kiwi International Airlines, is finally under way. Buckley says a facility has been established near the airport, and around 50 vehicles allocated to start its fleet.

A Canadian dealership is also set to open this month, which Buckley suggests could be a game-changer for the value of the business.

"if it does work, it'll just blow the roof off the value of the business - because at the moment it's relatively capped as far as it's a New Zealand entity trading in New Zealand.

"Both of those things are off-brief but related to the vehicle market. And they are complimentary; they will benefit the core business."

Likely to play a more significant role in the day-to-day operations of the central business will be NZ Motor Finance, a 2Cheap majority-owned joint venture with long-time automotive finance executive **Martin Blockley**.

Buckley says NZMF will not be replacing Finance Now as their leading supplier of retail finance but will handle deals that "need a little bit more analysis". He is reluctant to suggest the focus will be low-tier finance.

"[Blockley] has identified a spot in the market where there are a substantial amount of deals that just the top line investigation of will return a no. But with just a little more digging they can be good."

Are commerce rules blurred?

The reality of interviewing the boss of 2CheapCars at the moment is the need to discuss the Commerce Commission decision.

The fines related to making customers sign waivers regarding their rights if they did not buy an extended warranty, and issues around the advertisement of sales.

The waiver included terms such as: "The vehicle you are purchasing does not include a warranty of any kind; I do

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understand that 2CheapCars will comply with the Consumer Guarantees Act. I also understand that I am, and would prefer to be, solely responsible for any repair bills, and if any repairs are carried out it will be done by 2CheapCars at a time of their convenience and that there are no courtesy cars provided."

The issues were made and then corrected before Buckley arrived at the business, although suggested with the speed of growth, not enough attention may have been paid to those areas as it required. Though he also feels there is a little "blur" around the guidance for informing customers of their rights.

What he does struggle with is the suggestion that the 2Cheap team were devious in their dealings on the issue.

"It is a good team, with good people, and everyone is trying their hardest to do a great job and provide good vehicles for New Zealand families. To get slated like that feels a little bit off, it's a little difficult not to take it personally."

The team totals 87 people, with 18 at the headquarters and the rest split between the distribution centres, Japanese buying team, finance and insurance team and the 17 branches.

The number of 2Cheap branches has risen, with the end of the attempt at the secondary "Best Auto Buy" brand – which was rebranded and brought into the main network.

"It was an experiment to see if you could parallel two similar business entities with a new brand, running relatively side by side," Buckley explains.

Is there anything wrong with the 2CheapCars brand and has it been damaged by the legal penalties against it? I floated to Buckley the idea that while the business may have a negative perception within the automotive trade, the way its customers see it is entirely different.

He notes that when they flipped the Best Auto Buy dealerships back, there was an uptake in sales showing the brand has value. But nor does he feel 2CheapCars is necessarily a brand people need to love.

"If I need a tee-shirt, I will like Google search it and see what comes up first; if I need a cheap car, I will search for cheap cars."

Electric future

An area of the market Buckley is keen to make a move on is electric. He has contracted a consultant to work on applications for funding for charging facilities at all its branches and develop overall packages for EVs including potential electricity supply deals.

The move comes off the back of a massive uptake in hybrid sales for the brand. Stock is likely to be mostly Leafs, and there is the possibility of EV demonstrators at every site and extended test drives.

"Hopefully we can have EV be a real major part of the whole programme in the not-too-distant future."

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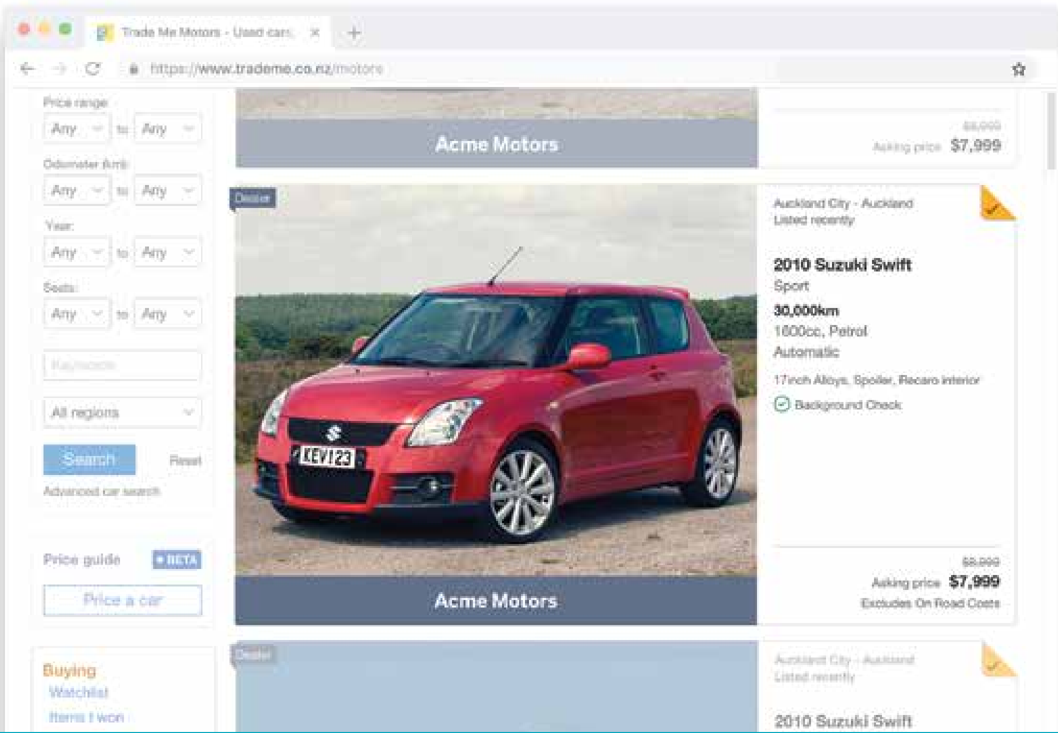

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DEALERS GETTING IN ON CAR-SHARE AND SUBSCRIPTION

"With the launch of Loop, we get to be at the coal face of learning how consumers use alternative mobility solutions and that can only benefit the rest of our operations"

It's only been a month since Hamilton's first car-sharing services opened, and Loop Carshare general manager **Jamie Russell** says the enthusiasm has been enormous.

He doesn't see car sharing as a direct threat to dealerships, because they don't provide the same service.

"So much of our transport is emotion," Russell says. "We feel a connection to our cars. We're not an immediate threat to car dealerships, because there's a different emotive connection."

"Uber is a threat to the taxi business. Car share is not a threat to dealers because they don't provide the same service."

"If you're a dealer, are you asking yourself, will I sell less cars because there is now car sharing in Hamilton?"

Once you become a Loop member, you can order a Loop car to rent. It costs $15 an hour, which is 25c a minute – cheaper than a Lime scooter, which recently brought its price up from 30c to 38c a minute.

Loop Carshare is owned by Ebbett Group, a prominent Waikato dealership group.

Ebbett director **Richard van den Engel** is interested in exploring mobility options such as Loop Carshare.

Richard van den Engel

"Ebbett have been in the mobility business for the last 90 years so it's natural that we're looking at another way of providing that same service to our customers," van den Engel says.

"We know that people are exploring different ways of getting from A to B and car share is just one of the innovative transport options in the mix. With the launch of Loop, we get to be at the coal face of learning how consumers use alternative mobility solutions and

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that can only benefit the rest of our operations."

Russell doesn't think new mobility models are the reason new car sales have gone soft, saying there are other factors.

"There are a lot of users that use car share, but it's not a big thing yet," Russell says.

He does not see it replacing ownership. "I see it as an appropriate model for certain situations."

He compares the evolution of car sharing to hotel rooms. Originally, hotel rooms were for one or two people, then people thought – "why don't we share?" leading to Airbnb.

Russell says there are a number of little steps to go from vehicle ownership to flexible mobility, and car sharing is one potential touchpoint.

Loop's costs cover the fuel, but the fuel is on you if you hire a rental car.

"There is absolutely a demand for this kind of stuff in Hamilton," Russell says. "Loop is convenient, you can impulsively book a car and go." Russell says a Loop user went to Auckland for 10 and a half hours, drove nearly 300km and it cost them less than $100 – including fuel. Excess insurance is only $1000, compared to other rental companies where you could be liable for up to $2500.

Loop has a similar model to Mevo, another car-sharing service exclusively operating in Wellington. Recently, Mevo secured $500k EECA funding, which will be going towards adding 100 battery electric vehicles (BEVs) in early 2020.

"It's a pretty exciting time for us," says Mevo chief executive **Erik Zydervelt**. "The number of trips our members are taking has been growing on average 20% every month since we launched our first cars over two years ago."

Zydervelt echoes Russell's thoughts, saying the average car is used around 4% of its life.

"International research shows that for every car share vehicle deployed, 10 cars are taken off the network," Zydervelt says. "Mevo does tens of thousands of trips every year, with thousands of members."

Finn Lawrence and Erik Zydervelt

However, Zydervelt says Mevo differs from other car-sharing services as once you pick up a Mevo car, you are not required to drop the car off at the original place of pick up.

Free-floating sets Mevo apart from others. "There's where we differ quite a bit," Zydervelt says. "We're working with local government to create a future mobility that doesn't look like booking and returning."

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Mevo also has the added option of hybrid plug-in Audis, which Zydervelt says is great as more people can sample that electric driving experience.

"With the plug-in hybrids you have that really comfortable, stable feeling that the car isn't going to go dead once the battery runs out," Zydervelt says. "With the VW Polo option, we give members a cost efficiency, and consistency in the look, feel, and a consistent product experience.

"Since the start we have tried to be very pragmatic about our approach to environmental impact."

Mevo monitors and offsets carbon emissions. It reduces emissions by charging its hybrid electric models on New Zealand's 80% renewable grid.

Mevo has dealerships that partner with the service. The car-share works with local dealerships Armstrong Prestige Wellington and Gazley. European Motor Distributors, a subsidiary of the Giltrap Group, is also an early investor in Mevo, alongside Z Energy.

"We do move a few vehicles through dealerships."

Zydervelt says Mevo is working with dealerships, to help people with different needs.

"For many people in the future, vehicle ownership won't be the most desirable option. The total number of vehicles on the road will decrease by some magnitude within 10 years."

But Zydervelt says dealerships are good at what they do.

"Running a car share is incredibly different from a dealership and requires a different skill-set. We are not an automotive company; we are a tech company."

The two vehicle options at Mevo are the Volkswagen Polo and the hybrid plug-in Audi a3 e-tron.

Car-sharing is a lot more short-term than car subscription.

With Simplify, you can now subscribe to a car for a minimum of three months, with a range of vehicles available.

Simplify co-director **Scott Robertson** says car subscription has the benefits of car ownership for a shorter period of time.

"If you're not 100% sure what car you want, or you are after greater flexibility and convenience, then car subscription works really well. It's a fully insured vehicle and it's yours for a term that suits you."

Co-director **Glenn Wilson** says the service is popular and working well for a range of customer types, from busy city professionals to transient employees with global companies.

"We have been blown away by the interest it has generated in the market, which is really pleasing," Wilson says.

Simplify has been around for four years in the New Zealand car finance market, while its car subscription is a newly launched product.

Robertson says with any new product, launch or service, it has to be what customers want.

The subscription service has aligned with prominent Auckland dealer West City Auto Group, who provides a range of Holden, Suzuki and Kia vehicles.

When Wilson is asked if car subscription is a direct threat to car dealers, he says it is quite the opposite as it exposes more people to a variety of makes and models.

"It's quite the opposite effect – dealers are wanting to get on board; they see it as another way of bringing more people into their dealership.

"A three-month subscription on a Kia, that's perfect, when that three months is up they may even want to buy that car. It's a three-month test drive.

"It's a great opportunity for dealers to extend their service offering. It complements how dealers currently serve their customers."

Robertson says for dealerships in the future the traditional type of

"For many people in the future, vehicle ownership won't be the most desirable option. The total number of vehicles on the road will decrease by some magnitude within 10 years."

ownership model will be challenged. Car subscription offers them ways to bring the vehicle to customers.

"People still want to buy cars, but more and more will start to move to this kind of short-term ownership model. We are currently developing a platform to extend our dealer partners a way to offer subscription as a point of sale option," Robertson says.

Simplify head of marketing Rob Chamberlain with a satisfied subscriber.

Glenn Wilson and Scott Robertson

Wilson and Robertson are talking with different dealers that are interested in coming on board. These dealers will work with Simplify to provide their vehicles to be subscribed out on the platform.

"It's a new way for dealers to generate income," Wilson says. "We're providing them with additional revenue streams they aren't currently getting."

The Simplify co-directors are happy with the response car subscription has had so far, with interest and enquiries coming through.

"We're learning more and building it," Wilson says. "The feedback has been really important, and the product will continue to get better as we grow."

HAMILTON ELECTRIC VEHICLES CHARGES ALONG

It's been seven months since the inaugural Hamilton Electric Vehicles, the city's only EV centre, opened in early February. Dealer principal **Nicholas Down** says the enquiries have been huge, which is "absolutely phenomenal".

"We can't keep up with it!" Down says.

Hamilton Electric Vehicles specialise in just battery EVs, and when Down was asked why there aren't any plug-in hybrid EVs, he jokingly said "they're stupid".

"They still have petrol; they still have maintenance. They have over 2000 moving parts that can break down. With pure electric vehicles, you don't have any of those problems. The cost savings are phenomenal with a full, pure electric car," Down says.

"We want to stay in our lane. Our lane is pure electric. We are pure EV. That's all we want to do, that's all our customers want as well."

Down says they are breaking away from what he calls a "car sales" mentality.

"If we sell the car for this, and we discount the car for that, we can make some money off their trade if we do this or do that – all that mentality is old school, it's gone."

So, what's new school?

"New school is giving customers service, education and support.

Solving their problems and answering their questions, it's about giving them massive value, and price is never an

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Hamilton Electric Vehicles exterior

Continued from page 15

issue.

Down says: "Price is always an issue in the absence of value".

"None of our staff are incentivised with bonuses or commissions. We aren't about trying to get customers to buy cars. We're here to help them, educate them, show them where the investment can be made and how much it can save them, and make sure the vehicle is fit for purpose."

Down says Hamilton is a great place to own an EV as everything is in commute distance – Morrinsville, Te Aroha, Matamata, Otorohonga, Raglan, all 30-40 minutes from Hamilton.

Raglan has been called the "Leaf capital of the Waikato," with Down regularly seeing 18 to 20 Leaf's coming from Raglan way into Hamilton on the daily commute.

Down says electric is one of the answers in response to the massive challenges with global warming, oil crisis and climate change.

Amazed by the autonomous electric bus he took in Shanghai, Down questions why New Zealand is further behind in the uptake of alternative transport but says it's all scale of economy.

"But we've got to take that step," Down says. "And we've done that with Wellington. We've done that with the full electric buses and in Christchurch."

He points out SEA Electric's electric trucks and the fully electrified Nissan ute, which will "revolutionise" the market.

"It's going to take some time to come to New Zealand with the scale of our market, but it will come," Down says.

Hamilton EV differs from other EV dealerships as it's the only dealership that is pure electric and showroom based.

Down says he did not want to replicate the car yard model like traditional dealerships, where customers are instantly on guard because of the old school car salesman techniques.

He credits his early days in the industry to the likes of **Garry Keith**, **Ian McLeod** and **PJ**, (**Peter Johnson**, GVI Electric), people that taught him the value of great customer care and value.

The EVs are in a showroom

August was a good month, starting with 37 cars and only nine left in the showroom at the end of the month, with more sold, sight unseen (currently in transit).

There is more stock arriving and the business can't keep up with the demand.

Even university students could afford an EV at $29 a week – which Down points out is probably less than what they would spend on fuel or public transport.

"If we can't show a university student that they will spend more on the bus or on petrol, then we're doing something wrong."

There is virtually no maintenance with an EV, compared to a warrant of fitness bill that could add up to $500 (with an ICE car).

"You wouldn't even spend $500 a year with an EV," Down says.

Down says anyone who buys an EV from Hamilton Electric Vehicles will have a warrant of fitness for life – every year, a new warrant of fitness and service will be issued for free.

"It's part of the service we provide to our customers to support them and the huge repeat business this brings us."

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"If we looked after the customers from the start and continue to look after them, they will be customers for life."

Down takes the Hamilton EV philosophy from Tesla – "once you buy a Tesla you will never buy another brand and the majority of cars are sold by existing owners".

He compares his customer centric approach to banks, where banks often have special offers to generate new customers.

"They make all these amazing offers for new customers. What about the existing ones?" Down asks. "They say 'hang on, I've been with you for 20 years, what are you going to do for me'?

"The bank says: "We've already got you; we only want new customers'."

Down uses this analogy as an anti-example of his approach to customers.

"We are customer centric. The grass is always greener on the other side of the fence, but if you water your side of the grass? We want to look after the existing customer."

"You can quote me on this: You will never see Hamilton EV in the disputes tribunal or MTA resolution with an unsatisfied customer."

Month on month, Down says sales and enquiries have increased. There was a small "blip" when **Julie Anne Genter** announced the government were looking at incentives such as extra taxes to convert people to buying EVs.

However, people were hesitant about buying EVs as the incentives were only going to take place next year and the year after.

"Why wait until then? Why not make the savings now?" Down asks.

He says the Nissan Leaf is by far the most popular EV and the best value, saying you can't beat the benefits and value for money. Every electric car has its advantages and features.

Down says the Clean Car plans are fantastic, but if the government was serious about their intentions, they would introduce it immediately.

"CO_2 emissions are poisonous, and people breathe it in every day. It's harmful on the environment, people's health, our whanau and the planet."

Down applauds micro-mobility and alternative mobility options, such as e-scooters and ride-shares. He notes the new NIU e-scooters, which can do 80-100km on a single charge, will be hitting the streets of Hamilton and will be especially targeted towards the university market.

Car ride-share technologies are in infant stages, Down says.

"But it's only a matter of time before people get their head around how much they can save."

Hamilton Electric Vehicles will soon venture out towards electric motorcycles, with ZERO and EVOKE coming and expanding the range.

"As we grow the company, our focus is full electric transport. We are serious about what we do."

At Hamilton Electric Vehicles, customers have the option to rent an EV from $99.

This is similar to car subscription, where people can subscribe to a car for a certain amount each week.

Down offers this to potential customers who want to test the waters before purchasing one – after making the investment, Hamilton EV will deduct the rental cost and put it towards a new EV.

So far, Down says there has been a 100% conversion.

Down was born and bred in Hamilton and lived in Dubai and then Wellington for years where he set up an EV dealership in Lower Hutt, (that has since closed, go figure?) before being scouted to open Hamilton's first pure EV showroom.

He co-manages the showroom with **Shane Hobson** and several team members.

Shane Hobson and Nicholas Down

AUTO SUPER SHOPPES
HOPING TO BE PART OF TECHNICIAN SHORTAGE SOLUTION

Auto Super Shoppes is predominantly known for its network of 96 franchised workshops around the country – although since 2017 has also been working to help solve the shortage of qualified automotive technicians.

Back in 2017, the then directors of the company realised a need to get further engaged with industry training, as chief executive **Jonathan Onyszkiewicz** explains.

"When talking to our 96 workshop owners around NZ we realised it wasn't that they didn't want an apprentice, in fact most have at least one, it was just that finding the right calibre of apprentice was so hit and miss," Onyszkiewicz says.

"Finding a good apprentice who was genuinely passionate about the trade as well as reliable and ready to learn was hard. If we could help with the initial recruitment and training process that would be the best thing we could do, not just for our own workshops, but for the industry as a whole."

July 2017 saw the first intake of this exciting new educational opportunity – with a difference. The 12-week pre-trade course focuses on teaching the students 23 core competencies that will fast track them from liability to viability – making them useful to their new employer from day one.

"Unlike other automotive pre-trade courses that take up the best part of a full school year, the academy is an accelerated learning opportunity that will take place over 12 weeks," Onyszkiewicz explains.

"It is a mix of automotive workshop and classroom education. The students are expected to turn up on time, with the right attitude, prepared and ready to learn.

"They are taught automotive skills that will see them join the workforce as a valuable and contributing staff member from day one, but more importantly, they are taught good work ethic and what their future employer will expect of an Auto Super Shoppe Academy Graduate.

"They are learning alongside other students who are just as passionate with a high level of motivation to succeed. They are treated like an employee from day one, not a student."

Each intake into the academy has only 10 placements, meaning the learning environment is far more personal, and students learn from one of the best and most experienced automotive tutors in New Zealand.

While the Auto Super Shoppe Automotive Academy aligns its teachings to the MITO apprenticeship curriculum, the pre-trade course has a focus on 23 core competencies that workshop owners want the students to have from day one.

This level of industry consultation into the course content is unique to the academy. The curriculum has been written by the industry, for the industry.

This unique pre-trade opportunity is fully supported by some very big players in the automotive industry too. BNT and Repco put aside any commercial competitiveness and are both key supporting partners. They could see the need for a programme like this and didn't hesitate in putting their support behind the solution.

After two years the Academy can still boast that 100% of their graduates are offered employment upon graduation – but – graduation is an achievement, not a given.

WHY WE CONTINUE TRAINING

by **Paul Cooksley**
Provident Business Development Manager

There is a famous quote that has been attributed to **Gary Masters**, the famous PGA golfer, where he said: **"The more I practise, the luckier I get!" Nothing could be more true when it comes to your performance with finance and insurance sales.**

We can all, at different times in our career, look at a period where it seemed that everything we touched turned to gold. Each time you introduced a product it would be accepted by your customers; and every finance deal you submitted approved without a problem!

So, what has changed? Have all your clients suddenly come into a windfall of cash? Are there no more good finance customers out there? Are the insurances that used to help your clients out in times of need suddenly irrelevant?

Or, more likely, did you stop selling the features and benefits of the product suite that you offer to your clients, and just start telling them about them instead? Have you fallen into the trap that so many of us have at some point, where instead of enthusiastically trying to work for the best possible finance solution that you can get for your client, and for the dealership, you have simply started taking the path of least resistance, neglecting to even offer solutions to your customers that may be of significant value to them?

Training is the remedy for complacency.

- It reminds us of our need to offer finance in a responsible way and maximise our opportunity to offer better solutions for our customers.
- It refreshes our thinking on key features and benefits of the products we have to offer customers, and how they provide great protection for customers when they need it most.
- It reinforces our faith in our ability to address the concerns some customers have around different products, and
- It enables us to recognise and promote all applicable products that can benefit specific customer needs.

Provident Insurance offer both one and two-day F&I training seminars, that are highly informative and guaranteed to provide the tools and skills necessary to improve and sustain F&I sales performance by:

1. Ensuring the disciplines of the F&I road to a sale are embedded effectively, from the sales team through to the business manager.
2. Maximising opportunities and delivering good customer outcomes.
3. Presenting F&I products with skill, confidence and full disclosure.
4. Improving opening and closing skills/ selling with integrity.
5. Understanding common customer concerns and how to address them.
6. Helping deal with difficult customers.
7. Understanding regulation and the requirements of the business manager, particularly around the principals of responsible lending.

As trading conditions get tougher there's never been a better time to look in the mirror and determine a training plan to sharpen your knowledge and skills.

And for those of you who are sports enthusiasts, remember, even the greatest teams in the world train, day in/day out … on the basics of their game … to help keep them at the top of their game.

Developed with over 30 years of hands-on experience, Provident CEO **Steve Owens** has created an F&I training system with proven techniques and processes for both the new and used vehicle sales trade. His programmes have been attended by over 900 business managers throughout the country and testimonials from dealerships throughout New Zealand confirm the value of this training and support.

Delivered by senior members of the Provident sales and training team, the only question left is: Are you ready for the challenge?

"The more I practise, the luckier I get!"

If you would like further information, or to register your interest in one of our upcoming seminars, contact your local Provident insurance representative, or call **Jaques Gray** on 021 944 885, or **Paul Cooksley** on 027 7768 437.

IS IT WORTH INVESTING IN CONTINUOUS TRAINING?

Yes. At Autosure we see the benefits internally and among our dealers of having a strategic approach to ongoing training - investing budget, manpower and time in continuously upskilling everyone in the business.

Have you ever watched a professional sports coach working with a player?
It's a hands-on event. The coach is actively involved in the process. There's pushing, directing, handling, pointing and instructing. Sports (like sales) are learned in the field, and they are best taught by a subject matter expert who has experienced the event in the field. For example, anyone could give a tennis class using a workbook, videos and Powerpoint, but an experienced and accomplished player can show the student how to serve and volley.
In addition, with the incredible pace that sports science (and in our case the science of buyer behaviour) evolves, you need a subject matter expert who is not only current and relevant, but stays that way. How F&I and sales were taught 20 years ago is simply not relevant anymore.
Selling skills (as well as most sports skills) are acquired through situational training, relevant information, practice, follow-up instruction, best practice and hands-on coaching.

Sound business practices (best practice) work in every marketplace.
We can't expect an increase in sales (as with sports) by doing the same things we have always done. The businesses that are at the front of the pack are the ones who are constantly refining their processes, searching for improved methods, and are willing to listen to and act on better plans.
No matter how long you've been in the industry, you and your business will benefit from making training a part of your annual business plan.
Plus, if you keep an eye out for new competitive forces and trends that could be factored into your sales training, you'll be able to update and recharge your approach, for continued growth.

Relevance is critical.
In our industry there's a premium on time, especially when coming out of the dealership for training. Therefore, it's important learning is situational, real-world based, practical and up to date. Providing its relevant and current, learners will want to immediately apply what they've learned.
What you're aiming for is the trainee to think: "Wow, I just faced that situation just the other day, and these concepts and tactics seem to fit perfectly. I took a lot away from that training and I will do a better job (or take a different approach) next time I'm in that situation."
It's also essential that training builds on your best practices. But if what they are learning does not seem immediately applicable, relevant or realistic, then they disengage.
The training loses its impact, the messages are soon forgotten, and learners retreat to their old habits.

Does training and skill development pay?
Using Deloitte Car Benchmarks – New Zealand 2017 - for margin and average leads per month, training and coaching a 1% increase in the closing ratio for one salesperson equates to 1 extra unit sale per month. This can deliver potentially $30,000 in additional gross per annum to the average dealer.
Do you have salespeople on your team right now that close at 5% below others on your team – that might be costing you over $150,000 per year?
F&I is very similar – again using the same Deloitte Benchmarks, increase the Income per Vehicle Retailed by 10% and the potential incremental income you are looking at is over $50,000 per annum, per business manager.
Multiply these numbers by how many salespeople or business managers you have and you'll get the idea.
The added benefit is there and there is no need to increase stock, advertising or any capital spending. The return on investment is potentially very high.

Investing in your people is investing in your capital.

James Searle
is general manager of DPL Insurance Limited

Training is often viewed as an expense rather than an investment in the people who produce for the dealership. Salespeople are the capital that drives the car business. That is the most vital link to success that you have. It's the most wonderful opportunity if you pay attention to it in your dealership today.

Autosure's training programmes
We have a number of different training options that our partners can utilise - a very successful F&I course, a vehicle sales course, on-site bespoke programmes and one-on-one coaching.
During our F&I course attendees are exposed to new and innovative ways to increase penetration, customer satisfaction and revenue, using modern selling practices; and leave with a good understanding of compliance and responsible lending requirements.
The course teaches a wide range of skills including:

- Minimising objections through powerful and compelling presentations.
- Selling to cash customers and those that borrow from banks and other lenders.
- A professional, compliant menu process that encourages customers to buy more.

One attendee walked into his dealership the very next day and sold PPI, GAP and MBI to a finance customer. In the past he had just sold MBI – what a difference the course made!
To maximise the effectiveness of the course, Autosure account managers follow up with attendees afterwards, to support them and ensure their learnings are being put into practice in their dealerships.
If you'd like to find out more about how we can help you with your training and development needs, please talk with your local Autosure account manager.

AUSTRALIAN DEALER CONFERENCE LIKELY TO ATTRACT KIWIS

The Australian Automotive Dealers Association conference is again likely to attract a significant contingent of Kiwi dealers to its range of talks and seminars.

The event is being held at the Melbourne Convention & Exhibition Centre, September 9-11.

The AADA has put together a line-up of industry experts, dealer colleagues who have invaluable advice and experience to share.

This year's headline speaker and is former military general **Sir Peter Cosgrove**, who will speak at the Carsales Luncheon on September 11.

Special content will be presented by SpinCar, the North American Dealer Association, Carsales and Gumtree Cars, Op2ma, Toyota and Nissan Financial Services and Jaguar Land Rover Australia, KPMG, Cox Automotive and Deloitte.

Dealership colleagues like **Rebecca Frizelle** (COO of Frizelle Prestige), **Debbie Clark** (DP of Nepean Motor Group), **Raelene Murphy** from the Stillwell Motor Group, and Phil Gilbert Motor Group director **Edwina Gilbert** will share their tips and tricks for not just getting through a tough economic environment but getting ahead in it.

Expect some fresh perspectives from the likes of Performance Circle founder **Lisa Fogarty** offering her experience in customer engagement, selling, strategy, innovation, presentation skills and relationship building.

That last bit is key right now as lending restrictions make finance a hard sell for dealers. Forgarty's experience goes back to a range of industries, including automotive, retail, banking, finance and insurance – literally every pillar of the dealership life.

The highly informative sessions with the team at Deloittes return – and not a moment too soon given the way the market is heading – so be sure to

Deloitte sessions are always full

make it for these standing-room-only presentations from the likes of **Chris Mandile**, director of Deloitte Motor Industry Services, and partner **Dale McCauley**.

The AADA has put together a line-up of industry experts, dealer colleagues who have invaluable advice and experience to share.

Also getting down to brass tacks will be **Rohan Meyer**, senior manager for Motor Industry Services at KPMG, and senior co-ordinator **Laura Pestell**.

HWL Ebsworth lead partner **Evan Stents** is back with the latest news and progress out of Canberra on the incoming automotive franchising code of conduct which has been both the passion project and bane of **David Blackhall's** existence for the last couple of years.

Blackhall and Stents will form part of an industry panel on September 10, along


Former AADA CEO David Blackhall returns for a franchise code panel

with North American Dealer Association executive VP of legal and regulatory affairs, **Andy Kolbenz**.

Also, with dealers' livelihoods depending on it, a number of vital life lessons will be learned at the convention opening breakfast on Tuesday, September 10, from none other than **Sir Murray Rivers**, QC.

Sir Murray is played by highly awarded Australian writer, actor, comedian and political satirist **Brian Dawe** – the other half of (the late) Clarke and Dawe.

Sir Murray is one of Australia's most controversial legal and political figures. He is a former Victorian Supreme Court Judge and an outspoken media commentator, often described unkindly, and he believes unfairly, as "**The Graham Richardson** of the Liberal Party". He's also not to be missed.

SIME DARBY BUYS GOUGH GROUP

It's the end of an era for almost 100 years of Gough Group family ownership and it's "sad to see the end", chairman **Keith Sutton** says.

The New Zealand-based heavy equipment company is being sold to Malaysian firm Sime Darby for NZ$211 million – one of the country's largest ever vehicle sales and servicing business sales.

Keith Sutton

In New Zealand, Sime Darby Motors operates the Continental Cars and City Nissan dealerships in Auckland representing brands such as BMW, Porsche, Volkswagen, Audi, Ferrari and Nissan. It also has a commercial transport arm representing brands such as Volvo, Hino, Mack and UD Trucks.

In Australia, Sime Darby Berhad is represented by Hastings Deering, one of Caterpillar's leading dealers, as well as through Sime Darby Motors' dealerships for BMW, Volvo, Ferrari and Rolls Royce in Brisbane and Porsche in Sydney.

"The Gough Group's transport and material handling portfolio will complement Sime Darby Motors' commercial truck business in New Zealand, enable growth in aftersales operations and broaden our suite of franchises, essentially strengthening our position in Australasia"

Gough Group has the local Caterpillar dealerships with service territory in New Zealand and interests in the transport and materials handling business in New Zealand and Australia.

It employs around 950 people across a network of over 50 locations in Australia and New Zealand. All Gough Cat and transport service staff at the company will stay on under current terms and contracts under the deal.

Sutton says "stakeholders should be excited about the future direction of the business".

"We are confident that, under Sime Darby's ownership, the outlook for the business will be strengthened, service to customers enhanced, and opportunities for our employees improved," Sutton says.

Jeffri Salim Davidson

Sime Darby Berhad's group chief executive officer Dato' **Jeffri Salim Davidson** says the deal offers great exposure to New Zealand and Australian markets.

"The Gough Group transaction, which would be the largest for Sime Darby Berhad since the pure play restructuring exercise in 2017, provides a rare opportunity for us to enhance our relationship with Caterpillar, and gain exposure to the construction and forestry sectors in New Zealand, further reinforcing Sime Darby Industrial's footprint in the Asia Pacific region.

The company has now entered into a conditional sale and purchase agreement with Sime Darby Berhad which will be fully funded by bank borrowings, on a cash-free and debt-free basis.

"The Gough Group's transport and material handling portfolio will complement Sime Darby Motors' commercial truck business in New Zealand, enable growth in aftersales operations and broaden our suite of franchises, essentially strengthening our position in Australasia," Davidson says.

Gough Group grew its revenue by more than 18% in 2018 to NZ$540 million from the previous year, driven by improvements in sales for both its Caterpillar and transport and material handling businesses.

The company has now entered into a conditional sale and purchase agreement with Sime Darby Berhad which will be fully funded by bank borrowings, on a cash-free and debt-free basis.

It is subject to New Zealand Overseas Investment Office approval and is expected to be completed by September 30, 2019.

mta MATTERS

GOOD IDEA POORLY THOUGHT THROUGH

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

The industry has been abuzz following the release of the government's two Clean Car proposals which would introduce an emissions standard for new cars and a discount (feebate) scheme to incentivise customers.

MTA acknowledges the need for action to reduce CO2 and address climate change. **We agree broadly with the principles behind the government's proposals, but we do not support the Clean Car proposals as presented in the Ministry of Transport's consultation paper.**

Much of the media commentary has looked at the consumer discount and not so much at the emissions import standard. The two policies are intended to work together, but MTA's analysis reveals outcomes that don't line up with the policy rhetoric.

We found that the proposed import standard would place diesel vehicles in a substantially better position than petrol equivalents (eg, Ford Mondeo diesel, Holden Commodore, Hyundai i30, VW Passat, and others).

This is because diesel is more fuel efficient than petrol in a "like-for-like" vehicle and would therefore meet lower emissions standards.

Unfortunately for New Zealand, the world market is moving away from diesel engines and we could face potential supply shortages as manufacturers reduce production.

As well, in some cases, a particular vehicle might earn a penalty under the import standard but be subject to a rebate under the discount. This is because the import standard penalises on weight and the feebate is based on fuel efficiency (CO2 emissions). Models impacted include: Ford Transit and Everest, Holden Spark, Honda Jazz, Nissan Navarra (some models), VW Golf (some models), Suzuki Baleno and others.

We are also concerned that the target levels of CO2 per kilometre are too aggressive and trying to reach low levels in a very short time-frame. Essentially, the industry is being given five years to roll back emissions from 30 years of growth in population and fleet size.

The Minister's plan is to have these taxes and discounts administered at the sales transaction level by the registered trader. The discount scheme is only expected to last five years or so.

MTA is proposing a less hurried introduction of a simpler CO2 emissions entry standard with:

- A more achievable CO2 target (between 125 and 150gm/km),
- Incentives and penalties being applied at the border.
- Properly educating consumers so they are informed about the emissions profile of their potential vehicle purchase.

MTA's view is that the Clean Car standard and discount are poorly designed, lack robust evidence and analysis, and will be incredibly impractical to implement. It is important that any tax or levy be applied in a simple, clear, low cost, and efficient manner.

Imposing the emissions standard duty at the border, before delivery to the motor vehicle traders, would reduce the complexity of transactions and still add the necessary price increase or decrease to influence demand once the vehicle reaches the consumer market.

A duty imposed at the border would affect 25 or so new vehicle importers and maybe 100 higher volume used importers and some small volume importers.

Conversely if the policy is to be applied at retail level, as is proposed, it would involve more than 3000 traders and be significantly more costly to apply, administer, audit and enforce.

As I said, we agree we need to address the rising CO2 emissions, but some things cannot be changed overnight. We must take the time to ensure a just and fair transition for both consumers and the industry that serves them.

LEADS, TEST DRIVES AND SALES BY SOURCE

JULY 2019 (VS JUNE 2019)

The market performance in 2019 to date has been up and down, and July was no different. After increasing by 3.3% from May to June, the volume of leads captured by Kiwi dealers decreased by 3.2% from June to July 2019. Test drives fell again with 4.6% fewer tests loaded across 80% of franchise dealers using AutoPlay in July. Sales bounced back in July with 12.9% more sales being logged among AutoPlay dealers in July.

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 - July 2019 (vs June 2019)

Leads	▼	3.2%
Test Drives	▼	4.6%
Sales	▲	12.9%

Unlike most sources, leads from web-classified sources increased by 5.4% from June to July. July also saw web-dealer' reclaim the second most popular source of leads in spite of decreasing by 1.9% from month-to-month. This is because leads from the brand source decreased by a massive 69.1% from June to July. This is not unexpected as every June in NZ we see brands accounting for a large amount of leads due to the marketing and sales activities around Fieldays.

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

Web - Classified	▲	5.4%
Web - Dealer	▼	1.9%
Brand	▼	69.1%

In July web-classified was the most common source of test drives but fell by 9.4%. Test drives arising from web-dealer leads increased by 2.1% and test drives from direct leads decreased by 2.0% from June to July.

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

Web - Classified	▼	9.4%
Web - Dealer	▲	2.1%
Direct	▼	2.0%

After a sizeable drop in June, sales across the board increased in July 2019 (by 12.9%). This was primarily due to a significant uptick in conversion to sales on web-classified leads – increasing by 23.2% from June to July. Sales from web-dealer source also increased by 5.5% resulting in a great month of sales from online sources. Sales from repeat customers decreased slightly (-0.1%) but still remained the 3rd most prevalent source of leads in July.

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

Web - Classified	▲	23.2%
Web - Dealer	▲	5.5%
Repeat	▼	0.1%

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

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

LEADS			TEST DRIVES			SALES		
Web - Classified	▲	5.4%	Web - Classified	▼	9.4%	Web - Classified	▲	23.2%
Web - Dealer	▼	1.9%	Web - Dealer	▲	2.1%	Web - Dealer	▲	5.5%
Brand	▼	69.1%	Direct	▼	2.0%	Repeat	▼	0.1%

TIPS TO IMPROVE CUSTOMER AND EMPLOYEE COMMUNICATION

by **Peter Aitken**
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The following tips on ways to improve customer and employee communication are sourced from three presentations made this week at the Digital Dealer 27 Conference in Las Vegas, August 19th-21st.

These tips have application across the spectrum of roles within a dealership, ranging from salesperson to dealer principal/general manager.

The first set of tips are provided by **Karl Becker**, executive coach and consultant, and outlines a simple model to improve a sales team's performance connecting with their customers.

Karl sets out a formula he refers to as: 3.2.1.GO. There are three types of buyers, two questions to ask and one thing to remember, GO sell more.

His three types of buyers are:

1. Make my life easy buyer
2. I did my homework buyer
3. I want the best deal buyer

The three types of buyers represent the types of characteristics that most buyers exhibit. While some buyers may demonstrate all three of the characteristics, there is primarily one dominant characteristic most buyers will demonstrate. Exploring these characteristics further we find:

Buyer 1: Make my life easier

- Wants an easy, efficient experience.
- Values time and details
- Less worried about price

Buyer 2: I did my homework

- Looking to validate information
- Detailed decision process
- Takes time to evaluate

Buyer 3: I want the best deal

- The best price is the number 1 driver
- Will trade time for savings
- Wants to win

The two types of questions Karl recommends you always ask are:

1. **Magic wand**
   "If you had a magic wand, what would your ideal car buying experience look like?" Often the feedback one will receive from the customer is they will describe what type of buyer they are and what is important to them.
2. **Did I hear you**
   Ask the customer if it's OK to repeat back to them what you think you heard: "If it's alright with you, can I repeat back what I think I heard you say about the buying experience you want today?"

The second set of customer and employee tips are provided by **Dawn Walston**, VP and GM of Titus-Will Toyota (one of eight stores) located in the Puget Sound area of Western Washington.

Dawn commenced with this dealer group over 30 years ago as a service scheduler and over the three decades worked her way up into her current VP role.

Dawn proudly speaks to the Titus-Wil Group customer philosophy as one that has a goal to change the perception of an icky car dealer image by replacing it with an incredible, transparent and honorable experience and reputation for generations. The following are some of Dawn's customer and employee communication pearls of wisdom:

- Every day is different and the people you interact with are amazing and everyone has a story – if you are prepared to listen.
- Each customer and employee are different and being able to slow down a transaction provides a better experience to all.
- People still crave human interaction and will choose the business based on how they are treated.
- Treat your dealership as if it had no walls and seek input from other departments as they often have the most insight.
- Inside out group - we care about our employees first and our customers second.
- When filling a vacant role in the dealership I look for a customer service attitude, for people who like to smile, keep their eyes wide open and are eager to learn.
- We attempt to build a culture that gives employees a reason to stay and customers a reason to return.

The third and final set of tips are provided by **Anthony Gjonaj**, regional manager, automotive mastermind.

- Although customers spend less time in the showroom, today's customers care about more than just the product, they care about the entire experience and want to feel valued and familiar.
- Look at how the dealership can apply a predictive analysis strategy using data that's already available and combining it with outsourced information to strengthen the overall customer experience.
- Results show dealers who implement predictive analysis strategy see a 15% increase in retention sales.
- The key to customer retention is determining what customers will need once they leave the dealership.

VIA ADVANTAGE

SEPTEMBER 2019

Vinsen's View

The monthly update from VIA chief executive David Vinsen

FUEL ECONOMY STANDARDS: UNNECESSARY LEGISLATION

Over 2,500 years ago, the Greek philosopher Aristotle said "The law should be reason, free from passion".

Aristotle made this comment after observing laws being enacted that were driven by passion and emotion, rather than based on reason and fact. Two-and-a-half centuries later, it seems that nothing has changed; we often see new legislation being proposed, developed and implemented that is at best unnecessary and at worst just "virtue signalling".

Laws are being proposed for their feel-good factor, rather than their possible effectiveness.

I would argue that the current proposal to introduce fuel economy feebates and standards is a classic example of this sort of thinking.

Feebates would send a clear pricing signal to the public about which vehicles were favourable and to be encouraged, and which vehicles were to be discouraged. This could influence demand.

From the time **Julie Anne Genter** received her warrant and delegations as associate minister of transport, she has been determined to introduce legislation to influence the vehicles that consumers purchase, and the range of vehicles that the industry offers.

Her thinking seemed to be based on ideology and her passion for reducing greenhouse gases, and she was very clear about what she wanted to do, long before any research had been done or advice received from the Ministry of Transport.

There are two parts to the proposals: "Feebates", to provide rebates or fees at the point of sale, to influence the choices that consumers make. People purchasing fuel-hungry vehicles would be penalised by having to pay additional fees, but people purchasing EVs or fuel-efficient vehicles would receive a rebate. The amount of the fee or rebate would be based on the fuel economy of the vehicle.

Feebates would send a clear pricing signal to the public about which vehicles were favourable and to be encouraged, and which vehicles were to be discouraged. This could influence demand.

The feebate initiative in itself, if properly developed and administered, could affect consumer choices, which is the purpose of the exercise. We do not oppose feebates, but have doubts and scepticism about their likely effectiveness.

Even Treasury's analysis shows that feebates will have a near-zero impact on greenhouse gas emissions.

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Treasury has warned the Government that implementing a car feebate would create a “double burden” for those needing to buy less fuel-efficient vehicles, such as double-cab utes, while creating a “double benefit” for those able to buy fuel efficient and electric vehicles.

Treasury also revealed the proposal would reduce greenhouse gas emissions by just 0.09 per cent over 20 years. It’s not worth forcing New Zealanders to pay up to $3000 more for some vehicles just to reduce emissions by such a miniscule amount.

Julie Anne Genter has already dismissed Treasury’s advice as “wrong”. That advice was obviously not what she wanted to hear, but other analysis shows similar results.

When we discussed her proposal with the minister, in February 2018, our immediate reaction was that if the Government implemented a feebate scheme, then the industry, new and used, would supply the vehicles required by the demand.

The minister’s response was that she also “wanted to influence the range of vehicles that were offered to the public”.

This is the second part of the proposal: Fuel economy standards.

Julie Anne Genter has already dismissed Treasury’s advice as “wrong”. That advice was obviously not what she wanted to hear, but other analysis shows similar results.

The intention is to set a “maximum average standard” for vehicles entering the fleet, new and used. The target would be based on weighted averages, and the average could be based on an individual importer’s range of vehicles imported, or

The Ministry of Transport is viewing the vehicle exhaust emissions standard, which is designed to reduce noxious vehicle exhaust emissions; this is truly a “Clean Car standard”.

averaged out across a group of importers. In the case of new vehicles, a distributor could achieve the target across their model range.

For the used vehicle industry, I believe that it would be extremely difficult to monitor all imports, and then to co-ordinate purchases to ensure that the fuel economy standard target is met. Some sort of trading mechanism would inevitably be required, and would be extremely complicated to establish and manage.

In the title of this article, I referred to “unnecessary legislation”. The industry does not oppose feebates, but the proposal for setting and achieving a maximum average fuel economy standard is definitely unnecessary, and the industry is united in our opposition to this.

While we understand and support the minister’s determination to reduce greenhouse gases from the transport sector, we do not agree that the fuel economy standard proposal is necessary, or even helpful.

The initial discussion with the minister was held 16 months ago, but despite the consultations and discussions since, her position has not changed. If anything, she seems more determined than ever to drive through the proposals in their initial form, regardless of the facts or logic.

In Aristotle’s terms, she is being driven by passion, not reason.

And to reinforce the “passion, not reason” argument, she has deliberately and deceptively misnamed the proposals, despite repeated requests to be more accurate in the terminology. Calling the feebate proposal “Clean Car discounts” and the fuel economy standard “the Clean Car standard” are misleading and deceptive.

The Ministry of Transport is viewing the vehicle exhaust emissions standard, which is designed to reduce noxious vehicle exhaust emissions; this is truly a “Clean Car standard”.

Deliberately using Clean Car terminology for fuel economy simply confuses the initiatives. This can be taken as a tacit admission that the fuel economy proposals are neither important nor good enough to stand on their own.

So, although we do not oppose the feebate initiative, we are opposed to the fuel economy standard proposal. It will be complicated, difficult to administer, subject to the possibility of rorts and gaming the system, and will add additional costs.

And worse, the fuel economy standard is unnecessary: “Law driven by passion, not reason”.

CURRENCY MAKING PROFITABILITY HARD

by **Graeme McDonald**

Three questions are Kiwi importers now facing, as the Yen to $NZD cross-rates continues the gradual slide south off the low 70s after troughing at only 66.5 during the third week of August.

There have been three concerning issues arising from this - the most obvious being the movement from 71-72 to 66-67 has a real impact upon the landed value of later-model, ie, more expensive, stock, with an extra $NZD1000 or so estimated on an Y800,000 FOB price and at least $NZD500 on a Y400,000 FOB unit.

This is real money being evaporated that simply cannot be added onto the already depressed retail margins on stock in New Zealand.

The second issue is the trend, with 2019 showing a relentless track downwards on rates since March 2019 at a high of 76.4, and from there a month-on-month slide backwards that appears to show little sign of easing, if not stabilising.

With eyes now nervously cast in to the first half of 2020 and buying higher-value stock to suit the constraints of ESC compliance, what impact could a depressed exchange rate have upon an already strained buying market?

Thirdly, and less spoken about, is the credit crunch-time experienced by an increasing number of Kiwi importers and dealers who pay for their stock in arrears, either upon production of a BIL and Customs Duty invoice, or in many cases the whispered “stretch” payment terms up to several months after landing.

For those who bought in July at an anticipated rate in the 70s, and suddenly were faced with invoices calculated in the mid-60s upon arrival, very real financial hardship has resulted.

It has been said many times that the Japanese marketplace adapts, whether by the forces of bidding activity, or by design, to the needs and times of the export markets that consume over a million units per annum.

If that is the case, then Kiwi importers are still waiting, because auction values attained in real-time Yen values during August showed no sign of easing, particularly across the later-model quality stock that many Kiwis are trying to move into ahead of the inevitable in March 2020.

High volume lower-value units such as the Toyota Aqua, Corolla Axio, Fielder, Vitz etc, are at least showing in such numbers at auction to allow Kiwis the opportunities to purchase even if the landed costs have increased, and it has been noted that the “fleet special” marketplace of white Aquas, Fielders etc with higher mileage have seen a significant drop away in prices attained at auctions or tenders.

The issue then becomes one of New Zealand demand, and whether enough “bums on seats” can be found for the inevitable wave of white 120,000km L-spec Toyota Aquas that follow.

Auction entry levels have fallen away in the second part of August, possibly as a consequence of Obon Week holidays and less trade-in stock to cascade through in to the system.

Mazda products appear to have remained lacklustre for Japanese demand, giving Kiwi importers the ability to source the Axela, Atenza, Premacy and Demio models in reasonable numbers and ensuring the Axela retains the No 1 spot in the imported model volume stakes.

Next year, however, buyers will need to be far more vigilant given that ESC inclusion is piecemeal across the various ranges.

If you were thinking of stocking up on vans and light commercials ahead of the virtual black-out of that sector post-March 2020 ESC rules, then you may want to be acting sooner, rather than later, as values of popular models such as Nissan NV200, Mazda Bongo and Toyota Hiace are now creeping upwards, possibly the cloud before the storm as serious stockpiling may occur in the first months of 2020.

It is worth noting the detrimental effect ESC inclusion will have upon the commercial van marketplace, with no real alternative identified that will help “plug the gaps” in 2020 to the business sector in New Zealand that relies upon an ongoing supply of cheap, clean and tidy vans to suit activity levels.

With the Rugby World Cup fast approaching, how many Kiwi dealers might be planning a trip to Japan in conjunction with a spot of stock buying, only to be disappointed when confronted with the realities of the tough nature of auctions in Japan today?

TOYOTA AND SUZUKI FORM CAPITAL ALLIANCE

Toyota and Suzuki have agreed to form a capital alliance to collaborate in new fields such as autonomous driving and electrification.

The two companies began considering a business partnership on October 12, 2016, and since then have continued to consider specific details.

On March 20, the companies announced a move towards joint product development and collaboration in production by bringing together Toyota's electrification technologies and Suzuki's compact vehicle technologies.

Now Toyota plans to acquire 24,000,000 shares in Suzuki (4.94% ownership) for 96 billion yen (NZ$1.4b or A$1.3b).

Likewise, Suzuki plans to acquire shares in Toyota equivalent to 48b yen (NZ$713 million or A$669m).

A reason for the partnership step up is that the automobile sector is experiencing a

turning point unprecedented in both scope and scale, not only because of enhanced environmental regulations, but also from new entries from distinct industries and diversified mobility businesses, Toyota says.

"The two companies intend to achieve sustainable growth, by overcoming new challenges surrounding the automobile sector by building and deepening co-operative relationships in new fields while continuing to be competitors; in addition to strengthening the technologies and products in which each company specialises and their existing business foundations."

JAPANESE COMPANIES WELCOME TRUMP'S TARIFF COMMENTS

Comments by US president **Donald Trump** that he does not intend to impose tariffs on Japanese cars has sent shares of Japanese automotive companies higher.

Japan had been demanding the move as part of a broader trade deal, which the two countries hope to sign in September.

Speaking at the G7 conference in France last week, Trump said he is not considering such tarrifs.

"It's something I could do at a later date if I wanted to, but we're not looking at that," he said.

NEW IMPORT SYSTEM COULD SLOW JAPAN-KENYA IMPORT TRADE

A new system for managing used vehicle arrivals from Japan into Kenya could cause significant delays, according to reports.

The *Business Daily* has indicated there have been hitches with the adoption of the new Integrated Customs Management System (iCMS).

The government department responsible for the subset, the Kenya Revenue Authority, has assured importers it is working on the issues following complaints made by the trade.

"KRA is working on enhancing user experience as piloting of additional cargo types kicks off. We are currently piloting on motor vehicles with a controlled group of stakeholders and addressing all issues along the way," KRA commissioner, customs and border control **Kevin Safari** says.

"Since its rollout, there has never been any major technical hitches, both short term and persistent."

As of last Friday, however, vehicles were still reportedly piling up at Mombasa's port.

STEPS TO FUTURE-PROOF YOUR BUSINESS

At Autosure, we have been constantly developing and improving our business over the past 30-plus years to help achieve better customer outcomes. We've also seen a lot of our partners make many positive changes and we thought we'd share a few ideas with you.

Some of our team (myself included) recently met with **Fiona Clark** from Breakthrough Business Solutions, who has some great advice about how to future-proof your business. We've collaborated with Fiona to bring you these key things to consider and some ideas you can implement in your business.

As **Charles Darwin** said: "It's not the strongest of the species that survives, nor the most intelligent. It is the one that is the most adaptable to change."

Why future-proof?

Businesses need to be adaptive in order to survive and thrive. The one thing constant is change. Even years of a successful track record is no guarantee in a changing environment.

Be open to "pivot" when needed, change direction and find opportunities so you keep relevant and current.

We're all certainly seeing many industry players adapting, using innovative propositions and the integration of new technologies, as the patterns of mobility change. The development of autonomous vehicles, car sharing and digital car key apps are all great examples of this. The key for us is to rise to the challenge and find the best ways to future-proof our businesses.

Here are a few thoughts:

It's all about your customer

It always has been about the customer, and that remains fundamental to how we all do business. However, your customers' expectations can change, how they access information, how they want more of an "experience" and like to do business with companies that "do good" in the community too.

So it's important to evolve your business to meet your customers' changing needs.

Knowing your customers, seeking feedback on their interactions with your team and using the insights you gain is key (see our "Knowledge is Power" article in the August *Autotalk* for more information).

Go online, go social

Online marketing and social media are a big part of business in 2019 and will continue to grow. Consumers make decisions based on others' reviews and endorsements – whether they're positive or negative experiences.

You can positively promote your business by actively asking happy clients to post Google and Facebook reviews and LinkedIn recommendations. Facebook, Instagram and LinkedIn are all great sources of contacts, potential clients and a good way to build professional credibility. Remember, people are more likely to trust friends, family and contacts rather than paid advertising. So nurture clients, ask for online reviews, get active on social media, add video testimonials from customers, show community involvement etc.

Automate marketing

Marketing automation is an established practice now, and together with artificial intelligence, it is going to transform the marketing landscape in the future.

Automation is a platform that you can use to plan, co-ordinate, manage and measure all of your marketing campaigns, both online and offline.

Once set up it makes marketing easier, increases customer "touch points", builds relationships and keeps you top of mind.

James Searle is general manager of DPL Insurance Limited

This is highly valuable to segment your database, and communicate with "one message to one market".

There are many ways to do this. There's software available - eg, HubSpot, Marketo, Autopilot - and there are many marketing agencies that can assist you with this. But it's important to remember to have a clear strategy before implementing tactics, as this will help to keep your approach focused and you will achieve better results.

Transform the workforce

The culture is important to future-proof your company. Highly qualified and engaged employees who are able to drive innovation, will enable your business to thrive. There are two very important trends to consider - ageing employees and millennials - and how to transition between the two. Take the time to review your workforce to see how you can capitalise on these trends.

Do things better

There are many changes within the automotive industry that have already happened, are happening now, and will happen in the next 5 to 10 years.

This means there's a great opportunity for companies who can keep up and adapt to the pace of change.

A philosophy of continual improvement, finding ways to do it better, challenging the status quo, and thinking ahead, will help you and your business keep up in 2019 and beyond.

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

DEALING WITH CUSTOMER CONCERNS

FOLLOWING ON FROM LAST MONTH'S ARTICLE.

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

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

- Listen to your customer's concern. This is the first thing that is required, just listen, don't interrupt, and let them advise you what they see as the issue.
- Empathise, repeat back to them what has been said and if necessary apologise for the situation.
- Offer to work through and find a mutually acceptable solution.
- Follow-up and thank your customer for their business and tell them that they are valued.

This month I will be talking about how to listen to your customer's concerns.

Listening to a concern

- **When a customer first advises you of their concern, take a step back.**
  It can be difficult to remain impassive in the face of criticism, but an emotional response will only serve to irritate the customer further.
- **Give the customer your full attention and listen to the whole issue or concern before responding**
  Put yourself in their shoes - if you had a concern, you would want someone to listen to you. Appearing disinterested, or attempting to argue back, will only exacerbate the situation.
- **Don't jump the gun.**
  You might deal with concerns and complaints on a regular basis, and may well have handled a similar situation before. However, for the customer, their concern or complaint is unique to them Treat them as an important individual by listening to their problem in full.
- **Try to understand.**
  In the face of a concern or complaint, it's easy to be defensive - particularly if you don't believe you're at fault. However, you have to put yourself in the customer's shoes. If you were on the receiving end of their experience, would you personally be satisfied?
- **Always use your initiative when dealing with a customer's concern.**
  For example, if an issue is elevated to management to help

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ASSERTIVENESS AND SELF CONFIDENCE

Assertiveness and self-confidence are comprised of important interpersonal communications skills and traits that can be learned and practiced.

An assertive person is confident and direct in dealing with others. Assertive communications promote fairness and equality in human interactions, based on a positive sense of respect for self and others. It is the direct communication of a person's needs, wants, and opinions without punishing, threatening, or putting down another person.

Self-confidence plays an important role in our everyday lives. Being confident allows us to set and reach our goals. It provides stability when we are faced with a challenge; it gives us that push that helps us overcome difficulties.

Self-confidence is necessary in our personal and professional lives, as without it one would not be successful in either. It gives us the ability to stand up to face our challenges and to pick ourselves up when we fall.

Four Communication Styles

There are four styles of communication: Passive, aggressive, passive/aggressive and assertive.

The passive person

Passive behaviour is the avoidance of the expression of opinions or feelings, respecting others rights, and identifying and meeting others needs. Passive individuals exhibit poor eye contact and slumped body posture and tend to speak softly or apologetically.

Passive people express statements implying that:

- "I'm unable to stand up for my rights."
- "I don't know what my rights are."
- "I get stepped on by everyone."
- "People never consider my feelings."

The aggressive person

An aggressive person communicates in a way that violates the rights of others. Thus, aggressive communicators are verbally or physically abusive, or both. Aggressive individuals display a low tolerance for frustration, use humiliation, interrupt frequently, and use criticism or blame to attack others. They use piercing eye contact and are not good listeners.

Aggressive people express statements implying that:

- The other person is inferior, wrong, and not worth anything.
- The problem is the other person's fault.
- They are superior and right.
- They will get their way regardless of the consequences.

The passive/aggressive person

The passive-aggressive person uses a communication style in which the individual appears passive on the surface, but is really acting out anger in a subtle, indirect, or behind-the-scenes way. Passive/aggressive people usually feel powerless, stuck, and resentful. Alienated

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

from others, they feel incapable of dealing directly with the object of their resentments.

Rather, they express their anger by subtly undermining the real or imagined object of their resentments. Frequently they mutter to themselves instead of confronting another person. They often smile at you, even though they are angry, use subtle sabotage, or speak with sarcasm.

Passive/aggressive individuals use communication that implies:

- "I'm weak and resentful, so I sabotage, frustrate, and disrupt."
- "I'm powerless to deal with you head on so I must use guerrilla warfare."
- "I will appear co-operative, but I'm not."

The assertive person

An assertive person communicates in a way that clearly states his or her opinions and feelings, and firmly advocates for their rights and needs without violating the rights of others.

Assertive people value themselves, their time, and their emotional, spiritual, and physical needs. They are strong advocates for themselves -- while being

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resolve, and there was a form of miscommunication with one particular member of staff, it is often best to remove the customer from their presence. This can defuse tension and emotion, and help the customer to re-evaluate their concern, and work through finding a solution.

- **However, never pass the customer around from person to person.** Each concern should ideally be handled by one staff member. Therefore, you should always ensure that the person assigned to the issue has either the authority, or can refer directly to management so they work directly with the customer to find a mutually acceptable solution.

In my next article we will talk about how to "Empathise and find a mutual solution" as well as "Follow up and thanking your customer".

In the meantime if you need help dealing with customer concerns give me a call, **Jaques Gray**, **021 944885.**

CASH UP FOR GRABS AS HEIWA PROMOTION COMES TO AN END

Customers of Heiwa Group vehicle exporters are being reminded now is the time to claim their cash back as the company's year-long Cash Back promotion comes to an end.

Customers of Heiwa Auto, Auto Portal, EnhanceAuto and Autosolution need to add together the number of vehicles they have purchased between August 2018 and the end of July 2019 and report the figure to their agent to claim their funds.

The cash amounts back range from $2000 for 100 to 250 vehicles, up to $10,000 for customers who have spent $10,000 or more.

To claim the money, the trader needs to remain a customer of one of the Heiwa Group businesses, and have paid for the vehicles they are claiming.

The group is also set to host a function for traders in Osaka to align with the All Blacks vs South Africa match on September 21.

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very respectful of the rights of others.

Assertive people feel connected to other people.

They make statements of needs and feelings clearly, appropriately, and respectfully. Feeling in control of themselves, they speak in calm and clear tones, are good listeners, and maintain good eye contact. They create a respectful environment for others, and do not allow others to abuse or manipulate them.

The assertive person uses statements that imply:

- "I am confident about who I am."
- "I cannot control others, but I control myself."
- "I speak clearly, honestly, and to the point."
- "I know I have choices in my life, and I consider my options. I am fully responsible for my own happiness."

What is your communication style?

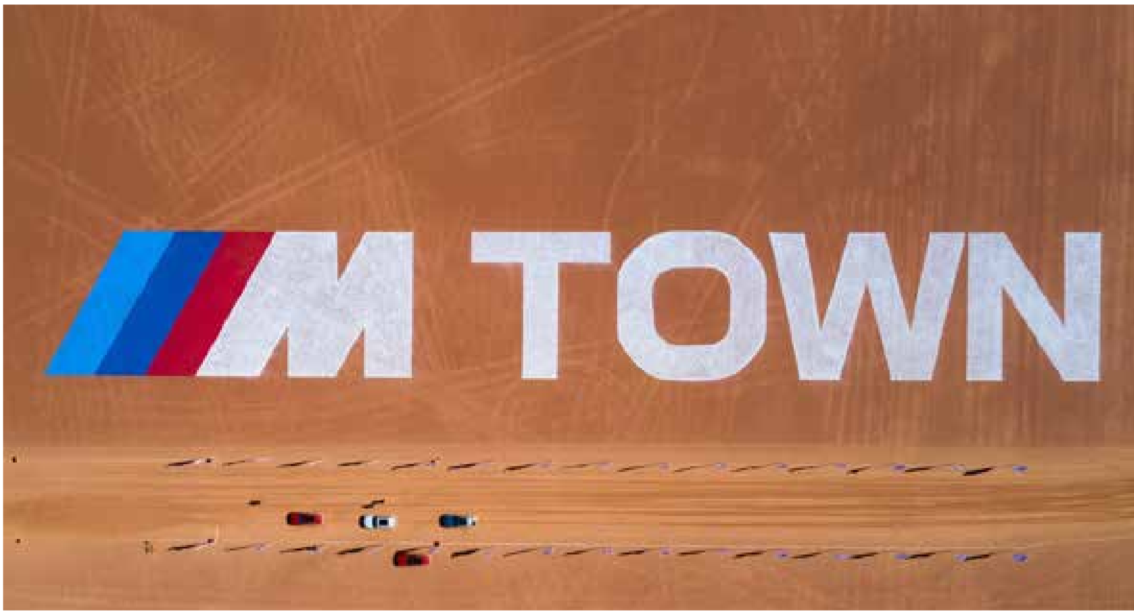
Being positive and feeling good about one's self is the key; you must feel the part. Positivity is a leading factor in one's self confidence, it will help you keep a feeling of worth. Staying positive will provide you a great asset regarding self-talk and recognising and working with your strengths.

Everyone has weaknesses and by being positive you can recognise your weaknesses and then work on them to learn to remove them all together.

Contact me on **0212 468 885** if you require any information relating to any of my articles.

HEADING OUTBACK FOR M TOWN

by **Richard Edwards**
Managing Editor



We have been to a few random places to try out new cars over the years, but BMW Australia managed to land a first recently - out in the wilds of South Australia.

And while the rough conditions of the sunburnt country do lend themselves to four-wheel drives, and by extension SUVs, this event was for something in a slightly different direction.

For this was the second Australiasian installation of the brand's M Town concept. The first was an attempt to hit the snow at New Zealand's Southern Hemisphere Proving Grounds which fell a little flat because of weather conditions.

This time we are on the clay pans at Nilpena Station in South Australia, ostensibly for the launch of the new X3 M and X4 M Competition models - although really to experience more than just that.

What is M Town? It is a global campaign to show off BMW's broad range of specialist M models. The tagline is a little awkward: “Where too much is just right”, but the intent and execution are rather fun.

To pull from the BMW marketing kit: "M Town is a virtual dream city that celebrates the legendary BMW Group brand specialising in high performance sports cars and provides the platform to generate immersive content for both motorsport enthusiasts and fans of the marque."

The event this time equated to an almost Mad Max feel to the safer tents housing the non-driving elements of the day, massive M Town signage best observed from a drone, and - most importantly - a massive rally stage marked out on the firm-yet-powdery clay pan surface.

Before we get into the fun, why is BMW so eager to push its M and X products out to the market? Because they sell. Tony Sesto, general manager of marketing for BMW Group Australia, says it is because

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both badges sell. In New Zealand, X models account for 58% of sales to the end of July, M and M Performance models made up 27% to the end of July, compared to 19.50% for the same period in 2018. "For us, in Australia, and I am sure in New Zealand, we are petrol heads," Sesto puts it.

It is a busy year for a new product for both X and M as well. A new X6 is on the way, an M50i and plug-in hybrid models are joining the X5 range, and the X7 range is beginning to find its footing at the top end.

The last to hit the road, err, clay, and likely to be a solid seller, will be the X3 and X4 M models.

Specifically, Australia is getting the “Competition” model only, as according to head of product planning, Brendan Michel, that is what Australasian buyers flock to.

"History has shown that when we have an M model and an M Competition model, everyone goes for the Competition.

The headline figures for both models are impressive. Power comes from the straight-six twin-turbo producing 375kW and 600Nm. BMW claims the engine is 90% new, and includes trick 3D printing for the core of the cylinder heads. The turbos drive three cylinders each.

The cooling system has been significantly up-rated to allow you to spend time on the track without the fear of cooing the engine.

"This is what the guys back in Munich refer to as a race-track ready cooling system," Michel says. "You can take this car to the track and fang it around all day and it will be fine.”

The claimed 4.1-second 0-100km time is reportedly conservative, and reports are 3.8 seconds is possible.

Drive goes to all four wheels, though an eight-speed automatic and a rear active M differential. Unlike the M5 you can't send 100% of power to the rear wheels, though in 4WD Sport it gets close at up to 80%.

Combine this with BMW's programmable drive systems and you can set the car up through the steering wheel mounted buttons - M1 and M2 - for leery slides on the appropriate surfaces.

The brakes are massive 395mm vented discs with four pistons at the front, and 370mm discs with a single piston in the rear.

Comfort is as you would expect in a BMW SUV - a well screwed together interior, comfortable model specific sports seats and an updated heads up display.

You also get the full BMW

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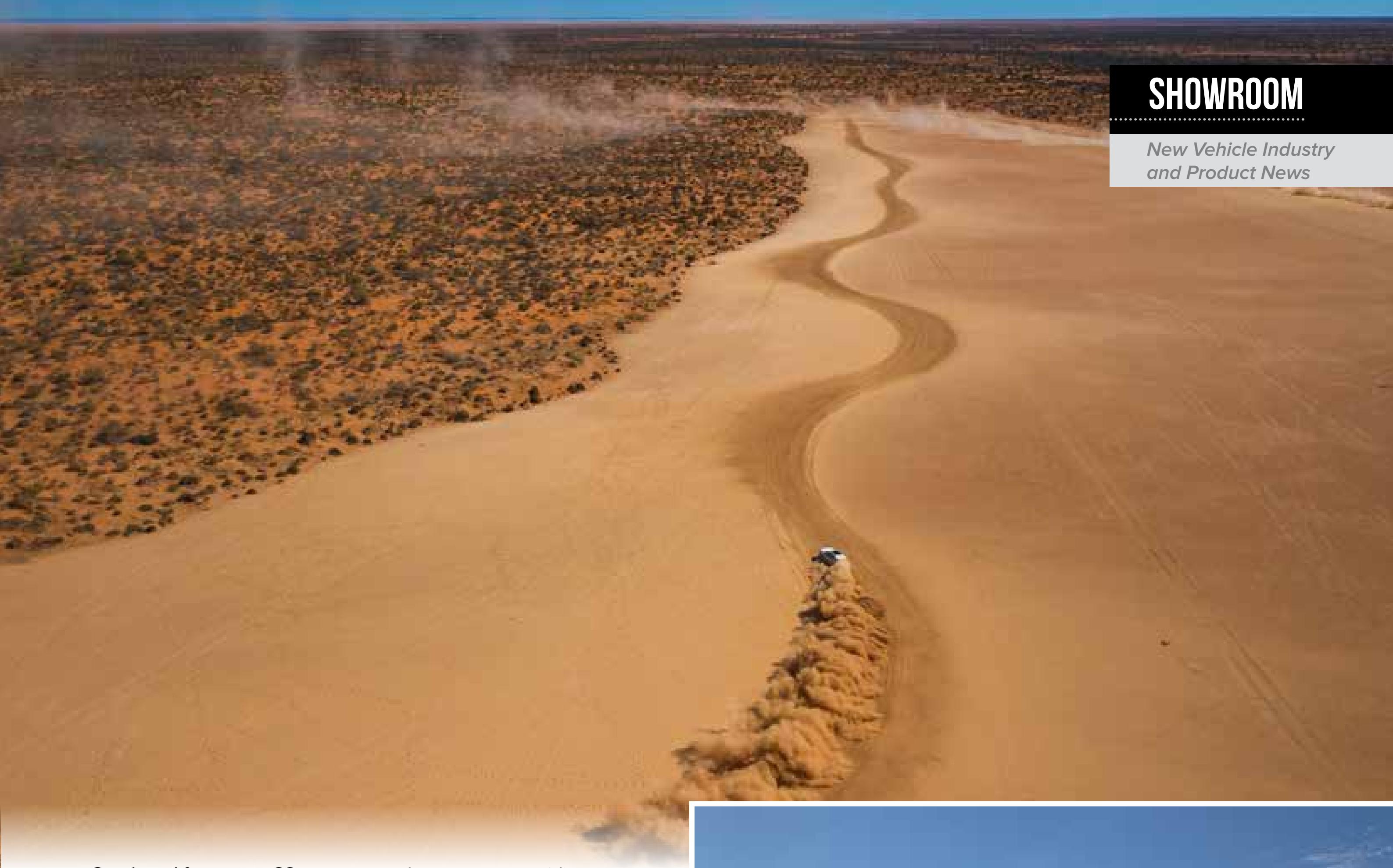

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Driving Assistant Plus system. The X3 M is priced from $178,900 and the X4 M at $183,600.

Slideways

So, what does 375kW and rear-biased all-wheel drive feel like on a 23-corner clay and bull dust based circuit? A lot of fun.

Racer **Karl Reindler** took us for a sighting lap prior, encouraging us to stay on the power in certain sections and to avoid cutting the barely defined corners. He demonstrates with a near overshoot that the surface offers little braking grip.

We get our chance behind the wheel with the full stability programmes on, and find the X3M gets around well enough.

Acceleration even on the surface is rapid (the engine sounds amazing), but the systems seem a little too eager to intervene in the corners.

Next lap, hit the M2 button and forcing a switch to Sport 4WD and a less intense M Stability mode - turning everything off was verboten - and what a difference.

Instantly it felt like I was a rally hero, able to take corners in a near 90-degree power slide. This is not talent, this is great electronics and a brilliant chassis.

Cue round after round of fun, coating the cars in bull dust and sending plumes into the blue South Australian sky.

If this is M Town, point out where to sign up for residency.

The event this time equated to an almost Mad Max feel to the safer tents housing the non-driving elements of the day, massive M Town signage best observed from a drone, and - most importantly - a massive rally stage marked out on the firm-yet-powdery clay pan surface.

SUB $50K PRICE FOR MG ELECTRIC SUV

MG has confirmed its new MG ZS electric SUV will be priced at $49,990 for the first 50 pre-orders, with the vehicles due to be delivered from mid-2020.

It is unclear what the price will be past the first 50 units – that will be confirmed closer to launch in a similar strategy to what MG is doing in the United Kingdom.

To pre-order buyers will be required to put down a $1000 deposit.

For now, that makes it the cheapest new electric vehicle in the country – the LDV EV80 van is $57,488.50 while the Nissan Leaf and Hyundai Ioniq start at $59,990.

At 44.5kW the battery in the MG is 11.25% bigger than that of the Leaf, and unlike the Nissan's is water cooled. MG says the WLTP rating for the car gives it a range of 262km, though they also note a somewhat ambitious "city range" of 370kW.

The MG is capable of DC charging at up to 50Kw, while the onboard AC charger is a 7kW unit. The charging port sits behind the front grille, and is a CCS2 Combo.

The electric motor drives the front wheels produces 105kW of power and 353Nm of torque.

Other specifications have yet to be confirmed, but the car will get a panoramic sunroof, 8-inch colour touchscreen, Apple CarPlay and satellite navigation. The EV features unique alloy wheels, a rotary drive selector and a range of drive modes.

The model will also benefit from an impressive 7-year / 130,000km new vehicle and battery warranty.

Peter Ciao, MG Motor Australia and New Zealand chief, notes local testing is to be undertaken on the car before launch.

"We are both humbled and excited to be undertaking the final phase of local testing for the MG ZS EV, working with important partners in the New Zealand market to bring this exciting model to our customers."

"We anticipate the MG ZS EV will draw strong interest from our customers and to satisfy this demand we will see a dealer present in each key metro area by the time the EV launches in 2020," Ciao explains.

"We are delighted to be offering another family friendly option, designed for our customers who want all the advantages of a zero emissions vehicle without compromising on practicality or style."

Anthony MacLean, business manager, MG Motor New Zealand, notes since relaunching five months ago the MG brand has been gaining strong momentum.

"The exploration of new and cleaner energy is particularly important to Kiwis and it has been pleasing to see the level of interest and investment the market has made in electrification of its transport infrastructure. New Zealand is an important market for MG Motor and we are delighted to offer our customers more choice and affordability with our new MG ZS EV.

MG's parent company, SAIC Motor, sold more than 140,000 New Energy Vehicles (NEV) in 2018, doubling the NEV sales of the previous year for the fifth consecutive year. SAIC Motor has continued this trend into 2019, with NEV sales reaching 82,000 units in the six months to June 30, 2019.

SHORT, YET BRILLIANT, FIRST MODEL 3 DRIVE

by **Richard Edwards**
Managing Editor

The Tesla Model 3 has arrived in New Zealand, and *EVtalk* has driven it - albeit briefly.

With just 45 minutes behind the wheel, and the need to generate content in that time, we are far from ready to draw full conclusions on the vehicle.

On initial impressions, however, it is brilliant.

The model we got to drive was the Performance version, the top of a three-model range for now. Last time we reported on the range there were only two, a Standard Range Plus and the Performance, now you can have a Long Range version, and the Performance has seen a price rise to $101,100.

All models are pretty well specified, the Standard Range Plus gets 12-way power adjustable heated front seats, premium seat material and trim, upgraded audio, standard maps and navigation, LED fog lamps, centre console with storage, four USB ports and docking for two smartphones.

The Long Range and Performance get the premium interior package, satellite-view maps with live traffic visualisation and navigation, premium audio with 14 speakers, in-car internet streaming music and media, internet browser, location-aware automatic garage door opener.

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Slip inside and the Model 3 is a different proposition to the S and X. In fact, even getting in is different. You tap your key card on the b-pillar to unlock and then you fold out the door handles - rather than them popping out. Inside the interior is dominated by the large central screen that controls most of the vehicle's functions - the only other significant controls are the steering wheel and the combination button/scroll wheels on it.

The dash feels low, and the vents - controlled from the screen - run almost full length across it. The slimmed down design helps the car feel very spacious, and also of a higher quality. Tesla seems to have avoided points where soft finishes meet curved edges - it all feels tighter and cleaner.

The seats themselves are very comfortable. We set the seats up for a 6'2" man to sit behind himself and there was decent room. The steering wheel does feel a little small and basic, but that is only by a measure of the rest of this technical marvel.

We briefly tried AutoPilot on the run back from Point Chevalier to the city and it reinforced our usual experience - that it goes forward in leaps every time we drive it. It drove the car the full motorway trip with little intervention. It even noted and dealt with a somewhat nosey motorcyclist who passed close to the car.

We hit the road. Our short drive meant we left the vehicle in Sport mode rather than chill mode. This allowed us to access all the available performance - this version is capable of achieving 0-100km/h in 3.4 seconds. It has a near perfect 50/50 weight distribution and, of course, all-wheel drive grip, none of which we could test at 11.30am in Grey Lynn.

I do wish Tesla would work to make their modes more adaptable, as Audi has done with the e-tron. Sport is sport, and comes with a slightly over-responsive throttle pedal that will probably force you to leave the car in Chill most of the time.

Otherwise, the short drive was impressive. The ride, for a sports-orientated model, was surprisingly good. The steering had a nice weight and response level to it, and the brakes bite well.

We briefly tried AutoPilot on the run back from Point Chevalier to the city and it reinforced our usual experience - that it goes forward in leaps every time we drive it. It drove the car the full motorway trip with little intervention. It even noted and dealt with a somewhat nosey motorcyclist who passed close to the car.

Full self-driving preparation adds $8000 to the price.

With Tesla Auckland building up to prepare for delivery, it will not be long will we see a lot more Model 3s on the road. Hopefully one will make it into the hands of the *EVtalk* team for a full review.

INNOVATIVE VIDEO PLATFORM SET TO BENEFIT INDUSTRY

GardX, better known for its vehicle protection products, has branched out with the launch of an advanced video marketing platform for dealers.

B2See was launched as a video platform to engage the "time-poor" consumer.

"Our platform is a low-cost solution allowing the dealer to create personal one-to-one videos which are sent to the customer via email and SMS text arriving on a dealer branded landing page," GardX managing director **Shaun Fletcher** says.

Once the video has been watched by the customer, a notification is sent back to the person who sent the video – for example a salesperson or service adviser.

Additional text can be added underneath the video, which can be a proposed date and time for a test drive, or a quote for repair work.

"There is the ability to add a price all of which can be accepted or declined by the customer directly from the landing page."

The B2See app can be downloaded on any Apple product to use. The app provides a user ID and password and access to the online portal.

Fletcher says from the portal, the dealer can review real time results, export reports and view staff performance.

"We believe this is a game changer here in New Zealand, further standing GardX apart from its competitors in this market."

"The platform provides modules covering all departments from sales to service as well as integration to the dealerships' own social media platforms," Fletcher says.

A marketing module is available for dealers to engage with multiple customers by sending invites to events and new product launches.

"We're seeing dealers using B2See as a walk-around tool for when the customer drops the vehicle off for service or prior to the customer using a loan vehicle.

"It has been shown that dealers who adopt this form of technology will build stronger relationships, sell more cars, increase upsells within their service departments while improving customer satisfaction index (CSI) scores and increasing customer retention."

Not only will the system work well within the service department, Fletcher says GardX sees the product benefiting the business managers who sell the GardX paint and interior protection.

Business managers can send a pre-recorded video direct to the customer via email or SMS text, which could be the dealer principal or sales manager thanking the customer for their vehicle purchase, before highlighting the benefits GardX protection provides.

"The business manager can also include the price for the GardX product which can be accepted or declined by the customer," Fletcher says.

"We believe this is a game changer here in New Zealand, further standing GardX apart from its competitors in this market."

Interested dealers that want to arrange a demonstration of the product or receive more information on the costs can contact the GardX office on **0800 242 739** or send an email to **info@gardx.co.nz**.

WHY USE A BROKER?

by **Ron Van Herpt**
Group general manager
Credit One and Kiwi Car Loans

As you would likely know from being at the coal face of retail vehicle sales, no customer is exactly the same. They all have their needs, expectations and situational differences. Those differences are even more glaring when it comes to finance. Traditional dealer finance systems can require you fit those clients within a relatively rigid box, and it is not always an easy task.

Unlike banks or other lenders, finance brokers help you find a finance solution that suits

Finance brokers have access to several lenders in the market and browse around for the best rates - as circumstances change constantly.

your individual needs – we are great at finding the right box, and helping your client fit.

Particularly with the sale business equipment, caravans, motorhomes, bikes or fleets of cars, more creative approaches are required to finding the right product.

Finance brokers have access to several lenders in the market and browse around for the best rates - as circumstances change constantly.

Banks will only have one option and dealerships tend to only have accreditations with at most three finance companies.

Conversely, a specialist brokerage will have many – Credit One as an example has accreditations with 11 leading lenders and compare them on your behalf to get you the best finance rate for your circumstances and have spent years establishing relationships with finance companies and negotiating interest rates which only means your clients will be walking away happy with their purchase.

In circumstances when it is difficult to get an approval due to your customer's credit history, past bad credit or are even starting a new business, a finance broker can often provide a positive outcome which only means getting a deal closed quickly and efficiently for dealers.

Using a finance broker saves you time and time is money so by having a finance broker negotiate on your behalf can save you countless hours for what you do best – sell more vehicles.

Finance brokerage firms "paint a picture" to the lender, explain the client's circumstance on their behalf and negotiate great rate finance solution.

Going straight to your current bank may limit you to potential finance products and researching all the options would take a long time to complete on your own. A finance broker takes the time to explore your individual circumstances and goals, and who has access to a variety of loans and lenders, can quickly identify the right options for your needs.

Finance brokers also have real feedback from other clients on how various loan solutions have worked for them giving them additional insight of which solution would be the best for you.

Finance brokers also have real feedback from other clients on how various loan solutions have worked for them giving them additional insight of which solution would be the best for you.

They understand the retail and commercial environment and the importance of turnaround and communication to dealers and customers and are open seven days a week to provide dealers and customers the support needed at any time.

IMPORTS DOWN FOR FIFTH STRAIGHT MONTH

The market for used import cars has fallen yet again for the fifth straight month of sales.

Registrations totalled 12,353 units, down 7.6% from 13,368 in August last year. For the year, the market is now down 8% to 93,995.

By this time last year the market had already crossed the 100,000 unit mark.

Commercials continue to suffer a worse fat, now down 23.5% month on month to 936 vehicles. For 2019 so far this segment has fallen 5% to 7492 units.

Toyota was the most popular passenger car brand with 2722 units, down 6.4% for a 22% share of the market.

Nissan took second on 2386 vehicles, down 10.6% for a 19.3% share, followed in third by **Mazda** on 2007, down 9% for a 16.2% stake.

Honda in fifth was up 0.7% for the month to 1388 and 11.2% of the trade, while **Subaru** took fifth on 753, up 3.9% for a 6.1% share.

The **Mazda Axela** continues to hold on to the top spot in the passenger market with 627 units, down from 689 a year ago.

Second in the market was the **Honda Fit** on 609, followed by the **Suzuki Swift** on 507.

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20 TOP USED IMPORT PASSENGER MAKES

MAKE	AUG '19	AUG '18	Movement	% Change	Market Share
TOYOTA	2722	2909		-6.4	22.0
NISSAN	2386	2668		-10.6	19.3
MAZDA	2007	2205		-9.0	16.2
HONDA	1388	1379		0.7	11.2
SUBARU	753	725	Up 1	3.9	6.1
SUZUKI	600	755	Down 1	-20.5	4.9
MITSUBISHI	567	517		9.7	4.6
BMW	454	506		-10.3	3.7
VOLKSWAGEN	399	436		-8.5	3.2
AUDI	239	277		-13.7	1.9
MERCEDES-BENZ	139	221		-37.1	1.1
LEXUS	135	115		17.4	1.1
FORD	86	90		-4.4	0.7
VOLVO	61	68		-10.3	0.5
JAGUAR	53	46	Up 2	15.2	0.4
HOLDEN	47	51		-7.8	0.4
CHEVROLET	40	58	Down 2	-31.0	0.3
LAND ROVER	37	34	Up 3	8.8	0.3
HYUNDAI	31	20	Up 5	55.0	0.3
JEEP	29	41	Down 2	-29.3	0.2
OTHER	180	247		-27.1	1.5
TOTAL	**12353**	**13368**		**-7.6**	**100.0**

USED IMPORT COMMERCIAL MAKES

MAKE	AUG '19	AUG '18	Movement	% Change	Market Share
TOYOTA	421	603		-30.2	45.0
NISSAN	212	252		-15.9	22.6
MAZDA	60	56	Up 1	7.1	6.4
ISUZU	42	64	Down 1	-34.4	4.5
MITSUBISHI	37	36	Up 2	2.8	4.0
FORD	35	37		-5.4	3.7
HINO	31	38	Down 2	-18.4	3.3
CHEVROLET	16	21	Up 1	-23.8	1.7
HOLDEN	14	29	Down 1	-51.7	1.5
VOLKSWAGEN	13	6	Up 5	116.7	1.4
OTHER	55	82		-32.9	5.9
TOTAL	**936**	**1224**		**-23.5**	**100.0**

TOP 10 USED IMPORT COMMERCIAL MODELS

MAKE	MODEL	AUG '19	MAKE	MODEL	AUG '18
TOYOTA	HIACE	313	TOYOTA	HIACE	472
NISSAN	NV200	55	NISSAN	CARAVAN	78
NISSAN	CARAVAN	53	NISSAN	NV200	53
MAZDA	BONGO	39	TOYOTA	REGIUS	43
NISSAN	NV350	34	MAZDA	BONGO	39
ISUZU	ELF	30	TOYOTA	DYNA	39
TOYOTA	TOYOACE	30	ISUZU	ELF	37
TOYOTA	DYNA	28	NISSAN	NV350	35
TOYOTA	REGIUS	23	NISSAN	VANETTE	34
NISSAN	ATLAS	22	TOYOTA	TOYOACE	25

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The **Nissan Tiida** was next on 452 followed by the **Mazda Demio** on 444.

The top hybrid model was the **Toyota Prius** in seventh on 362, the top SUV was the **Mitsubishi Outlander** on 328, top MPV the **Toyota Wish** on 269, top large car the **Subaru Legacy** on 262, and the top EV the **Nissan Leaf**, down in 13th on 259.

No prizes for guessing the top brand in import commercials - it was, as always, **Toyota** on 421 units - though this result was down 30.2% for a 45% market share.

Nissan took second on 212 vehicles, down 15.9% for a 22.6% share, while **Mazda** was third on 60, up 7.1% for a 6.4% share.

The top truck brand was **Isuzu** on 42, followed by **Mitsubishi** on 37.

Toyota's Hiace was the top model on 313 vehicles, though this is down significantly on the 472 unit haul from this time last year.

The **Nissan NV200** was second on 55, followed by its big brother, the **Caravan**, on 53.

Joe Chatwin, sales manager at JC Car Company in Paeroa, notes that this year has been quite up and down.

"We're not where we want to be, but things are picking up," Chatwin says.

He puts slower sales down to how many used car dealerships are out there and the changes that have been happening in the industry.

"We were involved in the stink bug dramas and felt a lot of those problems. It's been a rollercoaster."

"ESC, that's another thing that you have to think about," Chatwin continues.

However, he says used car sales is "probably on the up".

"Dealers can look forward to a better end of the year," Chatwin says. "A lot more people are coming out and looking at cars."

"There's still dealers hanging around and going."

"We have a good presence in our community. Our reputation is strong."

"We pride ourselves in customer care and aftersales, making sure everything is in place so there aren't any problems later on down the track, and I think it shows."

At JC Car Company, in August four-wheel drives and hatchbacks performed well.

Chatwin says people are going with the highest safety ratings these days.

Jap Imports Ltd dealer principal **Zab Dost** says sales in August "wasn't too bad" at his Mount Roskill-based used car dealer.

"It wasn't as good as May. The last couple of months have

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AROUND THE COUNTRY
PASSENGER REGISTRATIONS

DIST	AUG '19	AUG '18	% CHANGE
WHA	269	344	-21.80
AUC	5935	6015	-1.33
HAM	836	893	-6.38
THA	99	132	-25.00
TAU	492	529	-6.99
ROT	169	206	-17.96
GIS	65	73	-10.96
NAP	272	341	-20.23
NEW	169	210	-19.52
WAN	113	118	-4.24
PAL	318	382	-16.75
MAS	92	120	-23.33
WEL	910	1057	-13.91
NEL	273	306	-10.78
BLE	60	73	-17.81
GRE	31	36	-13.89
WES	5	8	-37.50
CHR	1478	1705	-13.31
TIM	109	136	-19.85
OAM	18	17	5.88
DUN	417	440	-5.23
INV	223	227	-1.76
TOTAL	**12343**	**13368**	**-7.67**

USED IMPORT COMMERCIAL MAKES – YEAR-TO-DATE 2019

	CHEVROLET	DODGE	FIAT	FORD	HINO	HOLDEN	ISUZU	MAZDA	MITSUBISHI	NISSAN	TOYOTA	VOLKSWA-GEN	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
YTD 19	115	37	107	318	294	120	347	343	242	1713	3435	59	362	7492
YTD 18	131	40	93	287	252	140	402	415	248	1492	3186	38	380	7104
%diff	-12	-8	15	11	17	-14	-14	-17	-2	15	8	55	-5	5

20 TOP USED IMPORT PASSENGER MODELS

MAKE	MODEL	AUG '19	MAKE	MODEL	AUG '18
MAZDA	AXELA	627	MAZDA	AXELA	689
HONDA	FIT	609	NISSAN	TIIDA	653
SUZUKI	SWIFT	507	SUZUKI	SWIFT	641
NISSAN	TIIDA	452	TOYOTA	COROLLA	562
MAZDA	DEMIO	444	MAZDA	DEMIO	545
TOYOTA	COROLLA	435	HONDA	FIT	537
TOYOTA	PRIUS	362	TOYOTA	PRIUS	403
MITSUBISHI	OUTLANDER	328	SUBARU	LEGACY	315
TOYOTA	AQUA	316	NISSAN	LEAF	303
SUBARU	IMPREZA	300	MITSUBISHI	OUTLANDER	290
TOYOTA	WISH	269	TOYOTA	WISH	287
SUBARU	LEGACY	262	MAZDA	ATENZA	270
NISSAN	LEAF	259	TOYOTA	VITZ	255
MAZDA	ATENZA	257	VOLKSWAGEN	GOLF	247
NISSAN	DUALIS	246	MAZDA	PREMACY	241
MAZDA	PREMACY	245	NISSAN	NOTE	233
TOYOTA	VITZ	235	SUBARU	IMPREZA	232
NISSAN	NOTE	221	NISSAN	DUALIS	213
VOLKSWAGEN	GOLF	220	HONDA	STREAM	178
NISSAN	X-TRAIL	204	NISSAN	SKYLINE	172

Continued from page 46

been slow because it has been cold," Dost says. "Weather hasn't been that great. It wasn't as good compared to this time last year for us."

However, Dost says they achieved their minimum target.

He says demand is quite low in the market and there are a lot of cars for sale.

"There is quite a lot of supplies and it is very competitive out there," Dost says. "But it always picks up again in October, November and December. Last November, we did really well, it's the time where heaps of people come, students graduate, get jobs and get vehicles."

Jap Imports Ltd sell a lot of hybrid vehicles, with 40-50% of all sales being hybrid cars. Dost says just over half the stock is hybrid.

August saw good sales in the **Toyota Prius** and **Aqua**, the latter Dost says is very well priced and good value for money at the moment.

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
YTD 19	1742	3384	311	50	593	283	10483	205	15351	1172	4326	18419	68	5468	5069	20365	3040	3666	93995
YTD 18	2026	4226	399	76	695	310	10421	177	16605	1832	3384	19420	128	5730	5510	23653	3144	4051	101787
%diff	-14	-20	-22	-34	-15	-9	1	16	-8	-36	28	-5	-47	-5	-8	-14	-3	-10	-8

MIA EXPECTING 6% FALL FOR YEAR

The market for new vehicles in August continued the year's downward trend, leading the Motor Industry Association to predict how the year will end.

"Growth has disappeared from the 2019 market and we are expecting an out-turn for 2019 at about 6% below 2018 levels," chief executive **David Crawford** says in the August announcement of sales statistics.

For the fourth month in a row, fewer new vehicles were sold in August compared to the same month last year.

Overall, August 2019 registrations of 12,607 vehicles were down 4.5% (583 units) on the same month in 2018.

Registration of 8506 passenger and SUVs for August 2019 were down 1.5% (133 units) on 2018 volumes, and commercial vehicle registrations of 4101 were down 10.1% (460).

The market overall to the end of August is down 5.1% (5418 units) on the first eight months

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NEW COMMERCIAL MODELS (UNDER 3500KG)

MAKE	MODEL	AUG '19	MAKE	MODEL	AUG '18
FORD	RANGER	733	FORD	RANGER	785
TOYOTA	HILUX	690	TOYOTA	HILUX	693
MITSUBISHI	TRITON	348	HOLDEN	COLORADO	399
HOLDEN	COLORADO	327	MITSUBISHI	TRITON	346
NISSAN	NAVARA	242	NISSAN	NAVARA	283
MAZDA	BT-50	200	TOYOTA	HIACE	221
TOYOTA	HIACE	181	MAZDA	BT-50	212
ISUZU	D-MAX	137	ISUZU	D-MAX	175
MERCEDES-BENZ	SPRINTER	100	MERCEDES-BENZ	SPRINTER	133
FORD	TRANSIT	98	FORD	TRANSIT	123

NEW PASSENGER MODELS

MAKE	MODEL	AUG '19	MAKE	MODEL	AUG '18
TOYOTA	RAV4	468	TOYOTA	COROLLA	597
TOYOTA	COROLLA	388	MAZDA	CX-5	324
MITSUBISHI	ASX	289	MITSUBISHI	ASX	275
NISSAN	QASHQAI	269	KIA	SPORTAGE	273
KIA	SPORTAGE	250	SUZUKI	SWIFT	264
MAZDA	CX-5	243	MITSUBISHI	OUTLANDER	198
SUZUKI	SWIFT	220	NISSAN	QASHQAI	184
MITSUBISHI	OUTLANDER	215	TOYOTA	YARIS	183
HYUNDAI	KONA	212	FORD	FOCUS	177
NISSAN	X-TRAIL	210	NISSAN	X-TRAIL	176
HYUNDAI	TUCSON	198	TOYOTA	RAV4	172
TOYOTA	CAMRY	185	MAZDA	MAZDA3	162
HONDA	CRV	179	HYUNDAI	TUCSON	161
TOYOTA	YARIS	176	MITSUBISHI	ECLIPSE CROSS	142
MAZDA	MAZDA3	146	HONDA	JAZZ	132
HONDA	HR-V	136	SUBARU	OUTBACK	132
HOLDEN	TRAX	130	TOYOTA	HIGHLANDER	130
HYUNDAI	SANTA FE	120	FORD	ESCAPE	128
HOLDEN	EQUINOX	115	HOLDEN	COMMODORE	126
SUZUKI	VITARA	115	SUBARU	XV	126

NEW PASSENGER MAKES

MAKE	AUG '19	AUG '18	Movement	% Change	Market Share
TOYOTA	1468	1334		10.0	17.3
MAZDA	701	841		-16.6	8.2
MITSUBISHI	659	702		-6.1	7.7
HOLDEN	633	529	↑ Up 3	19.7	7.4
HYUNDAI	626	609	↓ Down 1	2.8	7.4
NISSAN	544	434	↑ Up 3	25.3	6.4
SUZUKI	522	596	↓ Down 2	-12.4	6.1
KIA	511	562	↓ Down 2	-9.1	6.0
HONDA	398	425	↑ Up 1	-6.4	4.7
SUBARU	330	321	↑ Up 2	2.8	3.9
VOLKSWAGEN	322	342		-5.8	3.8
FORD	253	520	↓ Down 4	-51.3	3.0
AUDI	176	141	↑ Up 2	24.8	2.1
BMW	163	122	↑ Up 2	33.6	1.9
SKODA	161	144	↓ Down 1	11.8	1.9
MERCEDES-BENZ	148	199	↓ Down 3	-25.6	1.7
LAND ROVER	111	118		-5.9	1.3
PEUGEOT	83	88	↑ Up 1	-5.7	1.0
LEXUS	73	67	↑ Up 1	9.0	0.9
HAVAL	71	52	↑ Up 3	36.5	0.8
Other	553	493		12.2	6.5
Total	**8506**	**8639**		**-1.5**	**100.0**

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of 2018.

The top two models for the month of August were utes, with the **Ford Ranger** continuing its hold on the top spot (733 units), followed by the **Toyota Hilux** (690) and the **Toyota RAV4** in third place (468).

Toyota remains the overall market leader with 19% market share (2372 units), followed by **Ford** with 9% (1084) with **Mitsubishi** retaining third spot with 8% (1007).

Toyota was the market leader for passenger and SUV registrations with 17% market share (1468 units) followed by **Mazda** with 8% (701) and then **Mitsubishi** with 8% market share (659).

The top-selling passenger and SUV models for the month were the **Toyota RAV4** (468 units) followed by the **Toyota Corolla** (388) and the **Mitsubishi ASX** (289).

Toyota regained the market lead with 22% market share (904 units) followed by **Ford** with 20% (831) and **Mitsubishi** third with 8% (348).

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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
YTD 19	429	7301	173	581	266	490	3425	697	2123	910	1435	770	3853	2500	351	6279	860	2291	34734
YTD 18	603	7471	369	584	128	480	3308	501	2461	1321	1430	771	2979	2604	327	7064	1324	2164	35889
%diff	-29	-2	-53	-1	108	2	4	39	-14	-31	0	0	29	-4	7	-11	-35	6	-3

NEW AROUND THE COUNTRY
PASSENGER REGISTRATIONS

DIST	AUG '19	AUG '18	% CHANGE
WHA	173	137	26.28
AUC	3778	1686	124.08
HAM	530	389	36.25
THA	103	91	13.19
TAU	361	227	59.03
ROT	126	109	15.60
GIS	34	63	-46.03
NAP	192	163	17.79
NEW	145	97	49.48
WAN	88	50	76.00
PAL	260	175	48.57
MAS	85	94	-9.57
WEL	670	296	126.35
NEL	100	89	12.36
BLE	50	59	-15.25
GRE	11	24	-54.17
WES	3		
CHR	1356	428	216.82
TIM	53	71	-25.35
OAM	7	10	-30.00
DUN	278	188	47.87
INV	103	115	-10.43
TOTAL	**8506**	**4561**	**86.49**

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The **Ford Ranger** retained the top spot as the best-selling commercial model with 18% share (733 units) followed by the **Toyota Hilux** with 17% (690) with the **Mitsubishi Triton** in third with 8% (348).

The top three segments for the month of August were SUV medium vehicles with 20% share followed by SUV Compact in third with 16% and the Pick Up/Chassis Cab 4×4 segment with 15%.

The top three models year to date are utes, with the **Ford Ranger** on top spot with 6464 units, followed by the **Toyota Hilux** with 4727 and the **Mitsubishi Triton** with 3843.

John Andrew Ford dealer principal **Phil Saunders** says the new vehicle registration market in retail, fleet and corporate has softened somewhat in the last few months – but August did not follow the same trend.

"It has never been more vital to drive sales teams to follow tight, refined processes and make sure appointments are made and conducted," Saunders says.

Saunders says the Ford Ranger continues to retain its No 1 position in the market. "The Ford Ranger continues to impress new and existing customers and maintains the daily required sales rate," Saunders says. "The New Zealand new vehicle market and registrations is driven by the ute sector at present."

NEW COMMERCIAL MAKES (UNDER 3500KG)

MAKE	AUG '19	AUG '18	Movement	% Change	Market Share
TOYOTA	904	958		-5.6	22.0
FORD	831	908		-8.5	20.3
MITSUBISHI	348	346	↑ Up 1	0.6	8.5
HOLDEN	337	407	↓ Down 1	-17.2	8.2
ISUZU	242	268	↑ Up 1	-9.7	5.9
NISSAN	242	283	↓ Down 1	-14.5	5.9
MAZDA	200	212		-5.7	4.9
MERCEDES-BENZ	148	166		-10.8	3.6
VOLKSWAGEN	131	157		-16.6	3.2
LDV	102	155		-34.2	2.5
Other	616	701		-12.1	15.0
TOTAL	**4101**	**4561**		**-10.1**	**100.0**

NEW PASSENGER MAKES

	ALFA ROMEO	AUDI	BMW	CHERY	CHRYSLER	DODGE	FORD	GREAT WALL	HOLDEN	HONDA	HYUNDAI	JEEP	KIA	LAND ROVER	LEXUS	MAZDA	MERCEDES-BENZ	MINI	MITSUBISHI	NISSAN	PEUGEOT	PORSCHE	SKODA	SSANGYONG	SUBARU	SUZUKI	TOYOTA	VOLKSWAGEN	VOLVO	OTHER	TOTAL
19-Jan	17	111	130	0	0	0	606	0	689	450	551	110	710	179	76	1052	247	65	803	370	107	60	113	72	382	592	1718	374	68	290	9942
18-Jan	12	178	187	0	1	7	846	0	777	524	553	82	762	73	62	1025	188	77	626	423	89	54	140	82	342	591	2490	300	57	250	10798
% diff	42	-38	-30			-100	-28		-11	-14	0	34	-7	145	23	3	31	-16	28	-13	20	11	-19	-12	12	0	-31	25	19	16	-8
19-Feb	9	120	163	0	1	0	416	0	545	512	528	55	580	128	76	758	152	41	547	355	72	49	108	55	299	580	800	309	64	256	7578
18-Feb	5	169	144	0	1	4	395	0	602	412	489	142	512	76	69	773	166	70	489	269	86	35	104	64	157	577	1013	342	47	203	7415
% diff	80	-29	13		0	-100	5		-9	24	8	-61	13	68	10	-2	-8	-41	12	32	-16	40	4	-14	90	1	-21	-10	36	26	2
19-Mar	19	157	178	0	0	0	346	0	543	699	561	77	626	135	70	805	214	72	631	489	84	22	124	67	338	564	960	307	61	276	8425
18-Mar	6	193	232	0	1	4	504	0	673	636	551	143	617	83	71	858	200	66	722	371	99	37	164	59	291	605	1196	341	53	274	9050
% diff	217	-19	-23		-100	-100	-31		-19	10	2	-46	1	63	-1	-6	7	9	-13	32	-15	-41	-24	14	16	-7	-20	-10	15	1	-7
19-Apr	12	98	109	0	0	0	273	0	325	305	562	82	537	90	74	601	159	58	444	365	42	43	107	76	299	460	1112	231	46	268	6778
18-Apr	8	140	126	0	0	8	312	0	540	317	398	88	511	60	61	760	183	46	486	354	84	20	116	42	373	539	712	258	51	255	6848
% diff	50	-30	-13			-100	-13		-40	-4	41	-7	5	50	21	-21	-13	26	-9	3	-50	115	-8	81	-20	-15	56	-10	-10	5	-1
19-May	11	125	139	0	0	0	328	0	536	407	688	37	455	96	69	707	192	81	474	346	71	32	133	92	305	528	1086	311	54	321	7624
18-May	6	176	161	0	0	5	487	0	660	399	831	153	618	135	66	879	187	65	600	268	84	30	130	52	342	543	1779	336	50	233	9275
% diff	83	-29	-14			-100	-33		-19	2	-17	-76	-26	-29	5	-20	3	25	-21	29	-15	7	2	77	-11	-3	-39	-7	8	38	-18
19-Jun	5	161	159	0	0	1	326	0	540	333	926	66	562	96	72	790	193	77	616	393	66	36	122	96	282	569	1561	304	57	339	8747
18-Jun	22	213	170	0	0	5	443	0	695	521	823	169	639	124	66	862	207	56	727	394	71	33	170	69	323	563	1558	413	53	336	9725
% diff	-77	-24	-6			-80	-26		-22	-36	13	-61	-12	-23	9	-8	-7	38	-15	0	-7	9	-28	39	-13	1	0	-26	8	1	-10
19-Jul	15	147	116	0	0	0	280	0	555	412	457	92	585	78	75	713	174	44	499	455	57	28	122	81	304	550	1432	313	42	299	7925
18-Jul	8	123	125	0	0	2	404	0	532	443	505	65	555	113	67	817	190	45	604	461	83	19	143	60	362	554	1202	278	6	274	8040
% diff	88	20	-7			-100	-31		4	-7	-10	42	5	-31	12	-13	-8	-2	-17	-1	-31	47	-15	35	-16	-1	19	13	600	9	-1
19-Aug	12	176	163	0	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	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
YTD 19	100	1095	1157	0	1	1	2828	0	4366	3516	4899	588	4566	913	585	6127	1479	499	4673	3317	582	300	990	581	2539	4365	10137	2471	439	2412	65525
YTD 18	83	1333	1267	0	3	35	3911	0	5008	3677	4759	951	4776	782	529	6815	1520	478	4956	2974	684	255	1111	476	2511	4568	11284	2610	379	2055	69790
%diff	20	-18	-9		-67	-97	-28		-13	-4	3	-38	-4	17	11	-10	-3	4	-6	12	-15	18	-11	22	1	-4	-10	-5	16	17	-6

DEALER BUYING SLOWS IN SECONDHAND MARKET

Dealer purchases in the secondhand market appear to be slowing, according to the latest registration statistics.

Dealers purchased 12,825 used cars in August, down 11% on the year before. They sold 19,219 - down 3.7%.

Public transactions fell 2.4% to 43,236.

In bikes, sales by dealers were up 3.2% to 449, while dealer purchases were down 8.7% to 306.

In the truck market, dealers purchased 2820 units, down 2.8%, and sold 3740, down 2%.

SECONDHAND REGISTRATIONS – JULY 2019

SALE TYPE	WHA	AUC	HAM	THA	TAU	ROT	GIS	NAP	NEW	WAN	PAL	MAS	WEL	NEL	BLE	GRE	WES	CHR	TIM	OAM	DUN	INV	TOTAL
Cars 2019																							
Public to Trader	217	5053	877	200	548	159	54	465	223	129	793	102	1102	188	85	25	1	1825	123	3	384	269	12825
Public to Public	1995	13946	3552	681	2125	1058	399	1556	1002	685	1737	531	3218	1086	468	176	33	5165	552	131	2029	1111	43236
Trader to Public	612	7151	1469	291	850	411	154	725	408	246	788	247	1752	291	172	77	7	2172	207	37	664	488	19219
Cars 2018																							
Public to Trader	274	5883	1090	199	638	170	86	471	209	179	822	109	1093	214	106	30		1977	118	4	456	290	14418
Public to Public	2106	14621	3576	736	2135	1094	396	1606	1031	708	1756	528	3228	1043	438	167	28	5176	553	137	2063	1183	44309
Trader to Public	647	6750	1522	320	985	488	202	713	396	285	884	242	1752	370	197	87	4	2559	247	29	804	477	19960
Cars % Change																							
Public to Trader	-20.8	-14.1	-19.5	0.5	-14.1	-6.5	-37.2	-1.3	6.7	-27.9	-3.5	-6.4	0.8	-12.1	-19.8	-16.7		-7.7	4.2	-25.0	-15.8	-7.2	-11.0
Public to Public	-5.3	-4.6	-0.7	-7.5	-0.5	-3.3	0.8	-3.1	-2.8	-3.2	-1.1	0.6	-0.3	4.1	6.8	5.4	17.9	-0.2	-0.2	-4.4	-1.6	-6.1	-2.4
Trader to Public	-5.4	5.9	-3.5	-9.1	-13.7	-15.8	-23.8	1.7	3.0	-13.7	-10.9	2.1	0.0	-21.4	-12.7	-11.5	75.0	-15.1	-16.2	27.6	-17.4	2.3	-3.7
Motorcycles 2019																							
Public to Trader	2	117	20	4	22	1	1	11	2	8	15	8	39	6				36			11	3	306
Public to Public	81	472	125	25	90	54	11	69	53	29	80	29	170	57	32	11	1	246	24	7	73	46	1785
Trader to Public	17	127	53	8	25	11	2	19	7	6	20	10	38	12	3	1		51	5	1	29	4	449
Motorcycles 2018																							
Public to Trader	4	144	29		17	3		6	2	7	13	5	42	3				39	3		12	6	335
Public to Public	61	471	142	32	96	42	13	82	36	43	83	14	142	64	35	10		225	23	5	65	44	1728
Trader to Public	18	139	34	7	13	14	3	22	9	7	19	13	45	10	3	1		43	3		27	5	435
Motorcycles % change																							
Public to Trader	-50.0	-18.8	-31.0		29.4	-66.7		83.3	0.0	14.3	15.4	60.0	-7.1	100.0				-7.7	-100.0		-8.3	-50.0	-8.7
Public to Public	32.8	0.2	-12.0	-21.9	-6.3	28.6	-15.4	-15.9	47.2	-32.6	-3.6	107.1	19.7	-10.9	-8.6	10.0		9.3	4.3	40.0	12.3	4.5	3.3
Trader to Public	-5.6	-8.6	55.9	14.3	92.3	-21.4	-33.3	-13.6	-22.2	-14.3	5.3	-23.1	-15.6	20.0	0.0	0.0		18.6	66.7		7.4	-20.0	3.2
Trucks 2019																							
Public to Trader	65	1065	256	68	112	45	18	109	45	41	187	41	138	52	51	10		307	36		77	97	2820
Public to Public	398	1929	621	135	423	204	81	341	224	141	371	113	449	221	84	52	6	852	116	22	449	273	7505
Trader to Public	169	963	352	79	206	128	55	179	102	77	198	76	222	92	56	20	2	409	51	14	178	112	3740
Trucks 2018																							
Public to Trader	62	1014	260	58	119	58	33	139	49	38	221	41	154	55	52	10		322	34		91	90	2900
Public to Public	442	1855	567	155	408	217	98	313	210	144	342	124	402	233	100	49	5	861	96	24	350	237	7232
Trader to Public	168	933	327	95	192	129	85	194	79	63	187	67	225	89	65	21	3	380	54	13	165	134	3668
Trucks % change																							
Public to Trader	4.8	5.0	-1.5	17.2	-5.9	-22.4	-45.5	-21.6	-8.2	7.9	-15.4	0.0	-10.4	-5.5	-1.9	0.0		-4.7	5.9		-15.4	7.8	-2.8
Public to Public	-10.0	4.0	9.5	-12.9	3.7	-6.0	-17.3	8.9	6.7	-2.1	8.5	-8.9	11.7	-5.2	-16.0	6.1	20.0	-1.0	20.8	-8.3	28.3	15.2	3.8
Trader to Public	0.6	3.2	7.6	-16.8	7.3	-0.8	-35.3	-7.7	29.1	22.2	5.9	13.4	-1.3	3.4	-13.8	-4.8	-33.3	7.6	-5.6	7.7	7.9	-16.4	2.0

DEALER SAYS BIKE SALES **'SURPRISINGLY GOOD'**

Motorcycle registrations were down in August compared to this time last year.

A total of 572 new bikes were registered, down 15.9% year-on-year with August 2018 registering 680; 2019 registrations total 5479 units.

Suzuki continues to lead the chase with 94 bikes, but down 14.5% on last year for a 16.4% market share.

Harley Davidson trails second on 63, selling one less than the previous month but up 3.3% for a 11% share, followed by **Yamaha** on 49, down a whopping 31% to take 8.6% of the share.

The **TNT Roma** regained its place as the top-selling model in August with 25 units, after the **Suzuki UZ50** took the lead in July. It trails second on 18, followed closely by the **Harley Davidson Street 500** on 17.

Used bike registrations were down 15.6% to 173 units, from 205 this time last year.

Harley Davidson dominates the used motorcycle market on 69, up 9.5% for 39.9% of the market, followed by **Ducati** on 24 and **Honda** on 17.

Auckland central motorcycle dealer Colemans Suzuki manager **Alistair Henwood** says August was surprisingly good, with a mixture of road bikes sold.

"We sold 55 in total for the month," Henwood says.

"A mixture of road bikes sold here at Colemans, 50c scooters and up to M109R (1800cc) big cruiser."

Henwood says Colemans sell a lot of learner approved bikes, and August was no different at 16 units.

"V-Strom 650 have also sold well this month," Henwood says.

NEW BIKE MODELS

MAKE	MODEL	AUG '19
TNT MOTOR	ROMA 2T	25
SUZUKI	UZ50	18
HARLEY DAVIDSON	STREET 19 STREET 500	17
FACTORY BUILT	ARIIC	16
SUZUKI	GN125H	12
SUZUKI	GSX150 FDZA GIXXER	12
YAMAHA	YZF-R3A K	12
INDIAN	FTR 1200 S RR	10
UBCO	2X2	10
FORZA	CAPRI LX	9

NEW BIKE MAKES

MAKE	AUG '19	YTD '19	AUG '18	% Change	Market Share %
SUZUKI	94	981	110	-14.5	16.4
HARLEY DAVIDSON	63	511	61	3.3	11.0
YAMAHA	49	651	71	-31.0	8.6
TRIUMPH	41	297	47	-12.8	7.2
KTM	35	273	27	29.6	6.1
TNT MOTOR	28	288	33	-15.2	4.9
HONDA	26	403	54	-51.9	4.5
INDIAN	26	93	8	225.0	4.5
BMW	21	221	22	-4.5	3.7
KAWASAKI	21	304	56	-62.5	3.7
FORZA	18	190	23	-21.7	3.1
FACTORY BUILT	17	128	22	-22.7	3.0
ROYAL ENFIELD	13	164	24	-45.8	2.3
VESPA	11	108	7	57.1	1.9
UBCO	10	42	2	400.0	1.7
DUCATI	9	97	14	-35.7	1.6
BENELLI	8	29	4	100.0	1.4
APRILIA	7	81	11	-36.4	1.2
KEEWAY	7	46			1.2
KYMCO	7	27	6	16.7	1.2
Other	61	545	78	-21.8	10.7
TOTAL	572	5479	680	-15.9	100.0

USED BIKE MAKES

MAKE	AUG '19	AUG '18	% CHANGE	MARKET
HARLEY DAVIDSON	69	63	9.5	39.9
DUCATI	24	24	0.0	13.9
HONDA	17	21	-19.0	9.8
TRIUMPH	15	19	-21.1	8.7
BMW	10	13	-23.1	5.8
YAMAHA	8	13	-38.5	4.6
SUZUKI	6	10	-40.0	3.5
KAWASAKI	5	6	-16.7	2.9
KTM	4	8	-50.0	2.3
BUELL	3	4	-25.0	1.7
Other	12	24	-50.0	6.9
TOTAL	173	205	-15.6	100.0

COMMERCIAL REGISTRATIONS DOWN IN AUGUST

New commercial registrations have dropped year-on-year for the third consecutive month, down by 110 units in August.

Total registrations of new trucks and buses over 3500kg GVM sits at 552 units for the month. This is down 16.6% compared to the same period last year which saw 662 registrations of new commercials for the month.

A total of 4157 new trucks and buses have hit the road in the year-to-date compared to 4496 for the same period last year.

Isuzu is market leader for the month of August with 105 units registered and a 19% market share. The brand was up 12.9% year-on-year compared to the 93 registered in the same period last year.

Fuso is in second spot for the month, up 8.1% with 80 units registered and a 14.5% market share. **Hino** is third, down 12.5% (63) and an 11.4% market share.

Mercedes-Benz follows, down 14.9% with 62 units registered, **Kenworth** down 2.9% (33), **Iveco** up 42.9% (30), **Fiat** down 36.1% (23), **Volvo** down 23.3% (23), **Scania** down 36.4% (21) and **UD Trucks** down 20% (20).

Total used imported truck and bus registrations were also down year-on-year, dropping

New commercial registrations have dropped year-on-year for the third consecutive month, down by 110 units in August.

10.6% with 186 registrations in August compared to 208 in the same period last year.

Toyota lead the used commercial import market for the month with 42 units registered and a 22.6% market share. This was down 8.7% compared to the 46 registered in the same period last year.

Isuzu comes in second, down 26.4% with 39 units registered and a 21% market share. **Hino** third, down 18.4% with 31 and a 16.7% market share.

Nissan follows, up 33.3% with 24 units registered, **Mitsubishi** up 15% (23), **Mazda** up 100% (6), **Ford** up 300% (4), **Iveco** up 200% (3), **Volvo** unchanged (3) and **GMC** up 100% (2).

NEW TRUCK MAKES (over 3500kg)

MAKE	AUG '19	AUG '18	% Change	% of Market	YTD '19	YTD '18
ISUZU	105	93	12.9	19.0	838	780
FUSO	80	74	8.1	14.5	583	586
HINO	63	72	-12.5	11.4	490	480
MERCEDES-BENZ	63	74	-14.9	11.4	315	344
KENWORTH	33	34	-2.9	6.0	205	221
IVECO	30	21	42.9	5.4	195	175
FIAT	23	36	-36.1	4.2	170	238
VOLVO	23	30	-23.3	4.2	226	211
SCANIA	21	33	-36.4	3.8	135	178
UD TRUCKS	20	25	-20.0	3.6	173	174
Other	91	170	-46.5	16.5	827	1109
TOTAL	552	662	-16.6	100.0	4157	4496

USED TRUCK MAKES

MAKE	AUG '19	AUG '18	% Change	% of Market	YTD '19	YTD '18
TOYOTA	42	46	-8.7	22.6	323	303
ISUZU	39	53	-26.4	21.0	311	393
HINO	31	38	-18.4	16.7	294	276
NISSAN	24	18	33.3	12.9	146	124
MITSUBISHI	23	20	15.0	12.4	158	152
MAZDA	6	3	100.0	3.2	37	36
FORD	4	1	300.0	2.2	34	19
IVECO	3	1	200.0	1.6	9	19
VOLVO	3	3	0.0	1.6	22	16
GMC	2	1	100.0	1.1	5	7
Other	9	24	-62.5	4.8	162	202
TOTAL	186	208	-10.6	100.0	1501	1547

THE MARKETING WEB

COX V GOLDEX LTD

In February 2019, the purchaser paid $17,535 for a 2006 Mercedes-Benz S500L, trading in his 2001 Mercedes-Benz E430 for $1500 as part of the deal.
The purchaser has made a three-prong claim to the tribunal under the Fair Trading Act rather than the Consumer Gaurantees Act. He claims the trader mislead him by:

a. representing that the vehicle was an AMG model, when it was not;
b. representing that the vehicle's remote boot opening and headlight washer functions were operational, when they were not; and
c. misleading him as to the value of the trade-in vehicle.

The vehicle had been advertised online with a headline saying it was an "AMG" model. The purchaser claimed he saw the listing and purchased the vehicle believing that it was an AMG model. It is not. Mercedes-Benz has confirmed that the vehicle is not an AMG model, something the trader agrees with.
The tribunal noted this description was significant. It noted the purchaser claims the AMG model is the "ultimate model" Mercedes-Benz, with various features an ordinary model does not have. The Tribunal's assessor agrees and advises that the phrase AMG is used by Mercedes-Benz to designate that the vehicle has been upgraded from the base model, with a bigger engine, and upgraded brakes, suspension and body kit. The assessor advises that an AMG model ordinarily has a much higher price than the base model.
On this point the adjudicator found the trader had mislead the purchaser.
In the second point, the purchaser says the vehicle was listed online as having "headlights washer" and "remote boot open" functions. The trader also claimed in their listings that all their vehicles were: "Without any mechanical or electrical problems".
The adjudicator was satisfied that the combined effect of these representations would have led a reasonable consumer to believe that the trader had inspected the vehicle and that the vehicle's headlight washer and remote boot open functions were operational. They are not. The boot does not open remotely, and the headlight washers did not work.
The vehicle was assessed by a franchise dealer which found that the trunk control unit, which controls the remote boot open function is faulty and requires replacement. It also found that the headlight washer pump had been disconnected. It reconnected the headlight washer pump and found a water leak from an O-ring that requires replacement at a cost of $166.64.
Again on this round the adjudicator felt the representations were misleading.
The trader claims, however, that it told the purchaser the remote boot function was faulty. A manager gave evidence at the hearing that he told the purchaser on the day that he purchased the vehicle that the remote boot function was not operational. The purchaser denies this and says that he first discovered the fault after his return to Wellington.
The adjudicator said he preferred the purchaser's evidence, and continued to hold the opinion that the purchaser was mislead.
"Even if I had accepted [the manager's] evidence that Goldex Ltd told [the purchaser] on the day of sale that the remote boot function is faulty, [the trader] would still have engaged in misleading conduct in breach of s 9 of the FTA because of the misleading representations made on Trade Me.
As recognised by the Court of Appeal in Godfrey Hirst NZ Ltd v Cavalier Bremworth Ltd, an advertisement will be misleading where it has:
"A tendency to entice consumers into the marketing web" by an erroneous belief engendered by the advertiser, even if the consumer may come to appreciate the true position before a transaction is concluded. Enticing consumers into "the marketing web" includes, for example, attracting them into premises

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Continued from page 54

selling the advertiser's product. Once a prospective customer has entered, he or she will often be more likely to buy. The misleading advertising would then have contributed to any sale."

The adjudicator noted that in this case, the trader's listing essentially drew the purchaser into the "marketing web" by enticing him to their premises under the mistaken belief that the vehicle's remote boot open function was operational.

As foreshadowed in the passage from Godfrey Hirst above, once the purchaser had been enticed to the trader's premises under this erroneous belief, he proceeded to purchase the vehicle despite it not having the features he wanted.

In his third claim, the purchaser alleges the trader has engaged in misleading conduct by understating the value of the trade in vehicle and overstating the cost of rectifying any faults present. He says he was told by a salesperson at the traders that the trade-in vehicle was worth only $3000 but required $1500 worth of repairs due to an oil leak. As a result of these representations, he accepted $1500 for the trade-in vehicle.

He says that he had recently spent a lot of money performing repairs on the trade-in vehicle and that, in his opinion, the vehicle was worth between $4000 and $5000. The purchaser says that he accepted less for the vehicle because he had no reasonable alternative but to accept the amount offered by the trader as he could not drive the trade-in vehicle home to Wellington.

On this count the adjudicator did not find in the purchaser's favour:

"Although I accept [the purchaser's] evidence that he considered that the vehicle was worth more than the amount [the trader] was prepared to pay for it, I am not satisfied that he has proven [the trader] engaged in any misleading conduct by representing that it considered that the vehicle was worth $3000. The evidence presented by [the purchaser] does not enable me to form any precise view as to the wholesale value of the trade-in vehicle, so I do not feel able to conclude that [the trader] has engaged in misleading conduct by saying that its value was $3000.

Further, I am not satisfied that [the purchaser] has proven [the trader] engaged in misleading conduct by representing that the vehicle had an oil leak that would cost $1500 to rectify.

The Tribunal's assessor advised an oil leak on such a vehicle could be expensive to fix.

How to penalise the trader under the Fair Trading Act was discussed by the adjudicator. The purchaser paid $17,535 for the vehicle and has provided a valuation from a franchise dealer, which shows that the vehicle's current market value is $19,990.

"On that basis, I am not satisfied that Mr Cox has suffered any recoverable loss.

[The purchaser] also sought a punitive penalty against [the trader] for this misleading representation. As explained to [the purchaser] during the hearing, this Tribunal cannot impose such punitive penalties."

> ***"A tendency to entice consumers into the marketing web" by an erroneous belief engendered by the advertiser, even if the consumer may come to appreciate the true position before a transaction is concluded. Enticing consumers into "the marketing web" includes, for example, attracting them into premises selling the advertiser's product. Once a prospective customer has entered, he or she will often be more likely to buy. The misleading advertising would then have contributed to any sale."***

It did, however, award the purchaser the $50 cost of getting the valuation - which the Adjudicator felt was a fair cost of pursuing the claim.

In regards to the boot and washer issues, the Tribunal felt the purchaser was entitled to have them rectified. It ordered the trader make the repairs and pay the $529.55 cost of having the issues assessed by the franchise dealer.

A claim for the cost of flying to Auckland for the hearing was turned down.

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