

# autofile

## Code of practice for independent repairs

The Motor Industry Association (MIA) has published guidelines to help non-authorized dealers and repairers obtain technical details from the correct official sources.

The code of practice, which explains access to repair and service information for cars and motorbikes, is voluntary with all of the association's members signed up to it.

It is seen as a way of securing industry agreement on processes to follow when non-authorized dealers request access to proprietary

specifications in New Zealand.

The code's primary purposes are to provide guidance on repair information, and broadly highlight any restrictions on providing the data and its use.

David Crawford, chief executive officer, says the MIA decided to produce guidelines after becoming aware the Federal Chamber of Automotive Industries (FCAI) was starting to develop some.

"This has been more of a sensitive issue in Australia, but not quite so here," he told Autofile.

"The driver there has been a

government review after some issues were raised by different parts of the industry being unable to easily access information.

"Franchised dealers in Australia may have to pay for manuals, but some repairers wanted that information for free.

"When we became aware of what the FCAI was doing, we thought about introducing a similar code in New Zealand for non-authorized dealers.

"The MIA decided to drive forward a code so it's clear to the repair industry what the rules and

[continued on page 4]

### In this issue

p8 Great result for electric day

p9 VTNZ lands driver contract

p10 IMVIA founders honoured

p12 Holden's 60th anniversary

p13 Top marques for business

p18 Profile on Malcolm Yorston



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## Aussie importers make progress

Some names familiar to members of the used imports industry in New Zealand have joined the board of a trade association across the Tasman.

The Australian Imported Motor Vehicle Industry Association (AIMVIA) held its first general meeting in Sydney on December 8 at which its office bearers were elected.

Until then, the fledgling

association had only been a working group and steering committee.

Its founding members include international logistics and inspection companies, compliance experts, importers and traders.

Chief executive David Vinsen says the board will take the organisation through to its first annual general meeting when fresh elections will be held.

He told Autofile two of the

directors are Damon Jackson, president of JEVIC, and AUTOHUB director Tony Tiehuis.

Graeme Macdonald and Lloyd Wilson, co-chairmen of the IMVIA in New Zealand, have been voted in as non-executive directors.

Jack Sandher was elected president with Ross Pendergast as vice-chairman.

[continued on page 7]



**Best of Los Angeles Auto Show**

p14

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## When models get lost in translation

Car names have been a source of much laughter and head-scratching over the years, so – as it's the season to be jolly – let's explore some.

I recently asked a Japanese student why Latin-sounding and English words are used so often and his reply was "because they sound more exotic".

So what about Daihatsu's Naked, for example? The Japanese equivalent of "naked" is "mappadaka" and this kei car's exterior does appear slightly "raw".

Sometimes an understanding of linguistics may help. Take Toyota's apparent obsession with the letter C – as in Camry, Carina, Corolla, Corona, Cressida, Celsior, Century, Curren, Chaser, Cresta and so on. Perhaps it's because there's no hard C in Japanese and it sounds "soft".

There are also some rude faux-pas. For instance, a fictional place from Jonathan Swift's Gulliver's Travels is used for the Mazda Laputa, but in Spanish – spoken by more than 300 million people worldwide – it means "lady of the night".

To make the mistake once may be forgivable, but twice? Yes, that's the case with the same marque's LaPutta, which translates as "whore".

The Buick LaCrosse, from the 1960s, means "masturbating teenagers" in French, while Mitsubishi's Pajero – also known as the Shogun – is the somewhat coarse noun of that verb in Spanish.

It gets worse because the Opel Ascona may be mistaken for "female genitalia" in Spain and Portugal, while the Ford Pinto is Portuguese slang for penis. And, trust me, there's much worse than that out there.

Moving away from body parts, here are some that seem just plain silly – the Great Wall Wingle, Toyota Deliboy, Mitsubishi Lettuce, Suzuki Every Joypop Turbo, Geely Rural

Nanny and Mazda Carol Me Lady.

Most of these make the BMW X5 xDrive30d M Sport seem boring by comparison, although in German words are added to other words to make an even longer word, which is perhaps why the teutonic marques often opt for numbers instead.

Here's an example. "Umweltverschmutzung" translates into English as "pollution". This word is literally made up of "Umwelt" or "environment" and "Verschmutzung", which is "contamination".

But back to vehicle names and the word "truck" could have been added to the Isuzu Giga 20 Light Dump, which shouldn't be confused with Mazda's Titan Dump. Shame that middle bit isn't "Titanic".

A particularly daft one is Maserati's Quattroporte, which means "four doors" – helpful for blind people and those who can't count.

Renault opted for the obvious with its LeCar. At least it couldn't be accused of vanity, which is what the Daihatsu Charade Social Poze may have been aiming for. Or perhaps it only acts like a car?

It's just as well the All Blacks have been plugging a certain ute on television recently otherwise they could have been lumped with Mazda's Scrum Wagon – a small van.

Nissan's Homy Super Long is a campervan, while Isuzu's Mysterious Utility Wizard could be a character from Lord of the Rings in disguise.

But my all-time favourite is the Suzuki Van Van, which is – in fact – a motorbike.

Why not share some of your most-loved cars names with us over this festive period – we'll publish some of the best online and in the next magazine.

All that remains is to wish you all a great Christmas and new year.

**Darren Risby, editor**

### autofile

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# Code creates open processes

procedures for access to information are. We thought standardising this would be best practice."

One part of the code sets up the framework and recognises distributors have different policies, while an appendix has details for non-dealer repairs shops about how to obtain that.

"We have developed the code and appendix so people can quickly and clearly see where to go to get the information required," explains Crawford.

"Some other industry organisations think this is a constructive step and we've had positive comments from other sectors as well.

"We are unaware of any negative feedback since publishing the code, which is all about providing clarity around information that can be accessed

– although third parties may have to pay for it."

## COSTS PASSED ONTO USERS

The MIA's code of practice provides pathways to repair and service information for use by



**"The code is all about providing clarity around information that can be accessed." – David Crawford, MIA**

parties outside authorised dealers at commercially reasonable prices.

It also lays down obligations on those accessing this without causing any detriment to authorised dealers.

Reasonable costs associated with developing systems to comply

with the code will be passed onto users and this may include the original equipment manufacturer (OEM) assessing cost recovery.

The MIA recognises that owners of vehicles can choose where to have servicing or repairs carried

Manufacturers work closely with dealers and support them to ensure they have this, while franchises also need to invest in tools and equipment to carry out work on cars to set specifications.

Similarly, workshops invest

out, but cautions they need to look closely at what's provided by different repairers.

Authorised networks have to ensure all work for their brands is performed to high standards, which means they need to access the correct technical information.

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## Marques' policies on repairs

**M**anufacturers provide repair information differently with charges often made for services, many of which are web-based.

Toyota's body and crash repair information can be obtained from authorised dealerships.

When available, Holden dealers provide collision repair details for body components sold to the repairer, while information or manuals for most Fords are available from its service departments.

PDFs can be obtained from Hyundai dealers and its service agents, while manuals can be bought from Kia dealers.

Vehicle body, crash repair and safety-restraint system information are available from Mazda's parts departments – one CD covers all models.

CD-ROMs and DVDs for Suzuki's Swift, SX4, Grand Vitara, Alto and Kizashi are provided to I-Car NZ with copies available for

repairers from franchises.

Older Mitsubishi manuals in hard copy can be ordered, while newer vehicle's details are included in the dealer diagnostic tool from franchises. The I-Car website also has some information.

Manuals for most Nissans are available at its dealers' parts or service departments.

Body repair manuals are available as PDFs through Honda's parts website. Users need to have an account.

With BMW Group vehicles, including Mini and motorbikes, franchises will provide fitting instructions for body components sold to the panel repairers on request – as will Chrysler, Dodge and Jeep dealers.

Subaru has no material for early models, but details for 2000 model year onwards are available from its service departments.

Visit [www.mia.org.nz](http://www.mia.org.nz) for information on other marques. ⊕



◀ may have inferior performance.

While a wide range of information is available, the MIA's guidelines exclude providing certain details relating to security, safety and environmental performance by OEMs.

The code doesn't provide for the supply of special or diagnostic tools or software to support their use, but the guidelines represent minimum standards, while many manufacturers already provide repair information to independent repairers.

"There have been some concerns in the past with questions raised from time to time about getting repair information from distributors and where to access it," says Crawford.

"In the past, inquiries were dealt with on an ad-hoc basis. There was also some implied criticism the process wasn't open and existed to protect the distribution and dealer network, so this code fills any information void.

"When vehicles are still under

warranty terms, access to some specialist information may not be possible due to intellectual property protection.

"There are also costs on distributors and franchised dealers to know how vehicles work and repair information is one of many overheads.

"This means they have to recover some expenses in doing so, but over time – and as certain models become older – it's a different story."

The code emphasises repair information should be available at "commercially reasonable prices" and in a form similar to authorised dealers.

The costs can take into account developing and maintaining specialist systems and expected volumes of use given the overall market penetration of any particular marque.

Repair information can be provided online or via another medium in a subscription model

with blocks of time when possible.

The fact independent repairers have access to this doesn't give them the right to claim or represent themselves as "factory trained", an "authorised dealer" or use other similar terms.

The repair information is provided by the OEM without warranty as to its fitness for intended purpose or accuracy, and solely to help provide services to customers and information must not be copied, sold or republished.

The MIA will deal with any complaints in writing if non-franchised repairers claim the code of practice has been breached. As a general rule, they will be determined within six weeks of receipt.

Its members that are bound by the four-year document will provide contact details for a "responsible officer" as the designated contact for all communication with that OEM.

The MIA's code of practice for independent repairers has been

welcomed by the Motor Trade Association (MTA).

Its chief executive, Warwick Quinn, told Autofile: "The MTA is conscious of the varying interests of all the parties involved.

"Market dynamics force organisations to rethink and adopt different strategies to remain competitive, and issues around repair data are one such example that has been the subject of heated debate overseas.

"With no definitive and long-lasting resolution having been reached yet, the MTA supports the pragmatic approach taken by the MIA.

"As the MTA represents the interests of repairers and franchises, a balanced outcome is essential to ensure a fair outcome for all parties and we're watching what happens internationally closely."

Log onto [www.mia.org.nz](http://www.mia.org.nz) to find out more about the code of practice for access to repair and service information for motor vehicles. ☺

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# Car of year 'raises the bar'

The Mazda3 has been described as a clear winner of the 2014 New Zealand Car of the Year title.

The compact vehicle fought off strong competition at Auckland's Viaduct Events Centre to secure the Peter Greenslade Trophy.

It's the third time the awards have been staged as a joint venture between the AA and NZ Motoring Writers' Guild.

Stella Stock, the AA's general manager of motoring services, said the Mazda3 was an "outstanding all-rounder" with a wide model range and great safety technology.

"It's a mainstream car with an air of desirability because of its many features and creature comforts that would normally command a premium price-tag."

"Despite the impact of SUVs on the market, the Mazda3 was a clear winner due to its styling, fuel economy, safety features and value for money," added Liz Dobson, guild president.

Maria Tsao, marketing services manager of Mazda New Zealand, received the trophy at the ceremony hosted by comedians Paul Ego and Jeremy Corbett.



Maria Tsao, Mazda NZ's manager of marketing services, flanked by Stella Stocks, left, the AA's general manager of motoring services, and Liz Dobson, president of the NZ Motoring Writers' Guild

She said the Mazda3 was currently the top seller in its range – up to the end of November it had sold 2,244 units.

Andrew Clearwater, the marque's managing director, added: "This award is a credit to our team in Japan, which has created a vehicle that ticks all the boxes from design and safety through to performance and technology.

"Feedback has been positive and we believe this vehicle has raised the bar in the compact car segment."

Tom Ruddenklau, general

manager of Volkswagen NZ, presented the trophy after the Golf took out the title last year.

"The one big thing that's fantastic about this is it's symbolic about what the industry is about – winning," he said. "None of us are here for participation."

The other finalists were Nissan's Qashqai and X-Trail, the Mitsubishi Outlander PHEV, BMW M3/M4, Jeep Cherokee, Mercedes-Benz C-Class, Toyota Highlander, Range Rover Sport and Honda Jazz.

The Mazda3 secured

the best-in-class compact car award, while the marque also took out the small-medium SUV category with the CX-5.

Mercedes-Benz scooped three awards. Its C-Class was judged to be the safest new car in the Kiwi fleet and best medium-large car, while its S-Class secured the luxury car title.

BMW scored a double with the luxury SUV honour going to the X5 and the M3/M4 being best sports/performance car.

Honda's Jazz was the best-in-class small car winner, Hyundai's Santa Fe topped the large SUV category and Ford's Ranger was best utility.

Stocks said the awards were a result of a collaboration that came about after realising there were multiple similar events in New Zealand.

"Two of the most significant were the AA's Motoring Excellence Awards and guild's car of the year, so we saw sense in combining forces," she said.

"For the AA, we want to provide motorists with objective information about new cars. The car of the year and best-in-class categories help us to assist people find the right vehicles for their needs." ☺



"Our team in Japan has created a vehicle that ticks all of the boxes."

– Andrew Clearwater

## More online

Autofile Online was the first media outlet to reveal this year's NZ Car of the Year reporting direct from the awards ceremony on December 4.

The website has in-depth coverage of the event, including more than 50 pictures across four galleries, all of the winners and much more.

You can also visit [www.autofile.co.nz](http://www.autofile.co.nz) to vote for your favourite car from 10 finalists.



Maria Tsao with the Mazda3 on the backdrop at Auckland's Viaduct Events Centre



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[continued from page 1]

# Government being 'open-minded'

Andrew Troha is secretary and Zoran Todorovich is treasurer, while Simon Fell is a director.

"There was an open discussion at the meeting on developing the market, the association's future, a membership drive and ideas for sustainable funding," says Vinsen.

"Key issues include continued advocacy about opening the Australian market for the importation of used cars, providing avenues for revenues and funding plans."

The membership drive, which is due to start in early 2015, include visits to all major capital cities.

Vinsen also attended a meeting with senior government officials in Canberra earlier this month as the AIMVIA continues its lobbying about the review of the Motor Vehicle Standards Act, which – among other guidelines – governs

what can be imported into Australia.

"It was a good and healthy discussion, which lasted about two-and-a-half hours, and we are pleased with how it went," he told Autofile.

He believes government representatives are being open-

The association feels a Productivity Commission recommendation to delay any changes until 2018 is too far away and it questions initially limiting any relaxation of border restrictions to vehicles no older than five years.

with inaccurate odometers to be banned, and for competition to be promoted by reducing the barriers on personal and commercial imports of new and quality used vehicles.

The AIMVIA adds a review of international standards to



**"Key issues include continued advocacy about opening the Australian market for the importation of used cars."**

– David Vinsen, chief executive of the AIMVIA

minded in terms of suggestions made by the association.

"At the meeting, the AIMVIA was given the opportunity to expand on its submission and make further suggestions and recommendations on the way forward."

It wants action to boost job creation in the imported vehicle industry to help replace those lost in manufacturing, and for the luxury car tax and tariffs on imported vehicles to be scrapped.

It's also calling for imports

approve those that complement Australian Design Rules will boost moves towards global harmonisation.

"Australia will not become a dumping ground for other nations' used vehicles," it says. ☺



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Steve West on the track in his Tesla Model S



Eva Håkansson on KillaJoule

# Electric racer outpaces Ferrari

New Zealand's first owner of a Tesla Model S has ordered another one after roaring to a number of successes at EVelocity in Christchurch.

Steve West took out the title for best standing sprint in the car and notched up the best car lap sprint in his Tesla Roadster.

The country's first-ever day of electric motorsport at Mike Pero Motorsport Park in Ruapuna saw electric vehicles (EVs) take on

combustion vehicles and a two-lap race with modified electric bikes.

"It was great to demonstrate the capabilities of EVs," West told Autofile. "Most people don't think of them as competitive and I was able to show a seven-seater family sedan could beat all but one vehicle on the drag strip."

The outright winner in the electric-versus-combustion drags was an Audi R8, which clocked 12.4 seconds, while the Model S

had the best electric time of 12.56.

"I beat a Ferrari and a Porsche – everything except the two-seater Audi," adds West, whose new dual-motor Model S will arrive here in June. "It has 500kw electric motor and can reach 100kph in 3.4 seconds."

EVelocity also featured drags and lap sprints for electric go-karts and motorcycles, while 15 high-school teams competed in challenges using vehicles they built during the year.

Rob McEwen, who organised the event on November 30, says it has got the EV community buzzing as well as having an impact on die-hard petrol-heads.

"I got a call afterwards from a Ferrari club member. He was blown away with the performance of the Tesla S against the Ferrari, and took an opportunity to drive a Nissan Leaf and couldn't believe its

acceleration off the mark."

Nevertheless, it wasn't all plain sailing with the world's fastest electric motorbike – the KillaCycle – unable to reach its top speed of 270kph due to technical issues.

Sponsored by Orion, the

event had three primary goals – to stimulate innovation in the electric sector, demonstrate EVs' capabilities, and encourage young people to pursue studies in science, technology and engineering.

Competitors are already talking about innovations to improve performances in 2015, while some students are considering making an electric drag

car with mentorship from John Wayland, owner of White Zombie, the fastest one in the world.

Visit [www.autofile.co.nz](http://www.autofile.co.nz) for school and EV results, and an online gallery. ☺



Some of the other action from EVelocity

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The Tesla Roadster in action



# High standards set for learners

**V**ehicle Testing NZ (VTNZ) has won the contract to run practical driver testing following what the NZTA describes as a robust procurement process.

It will take over from New Zealand Driver Licensing Ltd on May 1, 2015, and will carry out all practical car, motorcycle and heavy vehicle licence tests for an initial period of five years.

"VTNZ has been chosen because we believe it is best-equipped to continue to enhance customer service and deliver tests at a high standard," says Celia Patrick, the NZTA's group manager of access and use.

Mike Walsh, chief executive officer of VTNZ, adds: "We started on this process in January with the agency taking a fresh approach by having a competitive process, which was well-run.

"The tender process will give the NZTA outcomes it requires and a service run in a way it wants it delivered."

He told Autofile VTNZ will be looking at driving test locations over the coming months.

This will take into consideration various factors, such as accessibility, treating customers fairly, and ensuring they learn what they need to know and then apply it.

"We will be providing the service around the country, which may involve making some changes to our network of testing stations," says Walsh.

"Testing routes need to be

approved by the NZTA because they have to contain elements all drivers need to go through to get licences, and we will be talking to and advertising for testers over the coming months."

Other providers, such as driver-training specialist AMS Group, will come on board to help set up a complete service and pathways required for people to get licences.



VTNZ's Mike Walsh

Walsh adds:

"We aim to keep people involved in the process because the NZTA reports too many drop out of the system at various stages – be that during theory, practical, restricted or full licence.

"We don't know why this happens, but we will be making use of mechanisms to stay in touch with them.

"We'll be working hard to ensure people learning to drive on our roads meet the required standards, which is important to the safety of everyone."

Patrick adds: "Practical testing is one of the most important interactions we have with young and novice drivers, so it's important to provide the best service we can."

The level of skill and competencies required to pass practical tests will remain unchanged.

She says: "These were made more challenging in 2012 as part of the government's Safer Journeys strategy to raise the skill level of young drivers, reduce crashes, and prevent avoidable deaths and injuries." ☺



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# Southern founders honoured

Three car dealers have been recognised for the roles they played in campaigning for used vehicles to be allowed into New Zealand.

Martin Todd, Donna Silvester and Graeme McVicar have been presented with founder's awards by the Imported Motor Vehicle Industry Association (IMVIA).

The three South Islanders were unable to attend the association's silver anniversary gala dinner in Auckland in October to receive their accolades in person.

Instead, their awards were handed over at the IMVIA's national executive meeting in Christchurch on November 25.

Martin Todd was the founding chairman of the Licensed Motor Vehicle Dealers Importers Association (LMVDIA) in the South Island, which was formed in September 1988.



Martin Todd, the first chairman of the Licensed Motor Vehicle Dealers Importers Association, with his founder's award. He is flanked by Lloyd Wilson, left, and Graeme Macdonald, Imported Motor Vehicle Industry Association chairmen

He admits to being a "bit chuffed" to receive the award from the association in recognition of his work.

"It was an interesting time back then," says Todd, who now owns

Martin Todd Cars in Christchurch.

"It was a lot of fun developing the used imports industry – and hard work and challenging.

"At the time, we were having problems with New Zealand

Customs and other government departments.

"They refused to believe we could buy cars in Japan at the prices we were able to and many obstacles were put in our way.

"So I phoned up some car dealers in the area to say we were getting picked off and we all got together as a group in a pub not far from where I worked.

"I told them I wasn't running the association because I had got them all there, but I did. That's how it all started and it could quite easily not have happened.

"Rod Milner was doing the same thing in Auckland at roughly the same time, but we chose to remain independent.

"Later on, after a meeting in Wellington with government officials, we were talking about how to make New Zealand's fleet

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## General manager on board

Mark Greenfield is looking forward to helping car dealers get the most out of their systems as general manager of Limelight Solutions.

The Christchurch-based company develops software for Kiwi businesses with its flagship products being Motorcentral and Motorcentral Dealerzone.

Greenfield, pictured, is a familiar face in the finance and motor vehicle industries having taken up his new role after being chief executive of Buy Right Cars for 11 months.

Before that, he worked for Autosure NZ for more than nine years. He started as business development manager before becoming national sales manager and then general manager.

Greenfield has joined Limelight Solutions because he likes the team, its direction and how its solutions help used

vehicle dealerships succeed.

"We are passionate about what we do," he told Autofile. "The company is young in that it came into the motor vehicle

industry not that long ago and has listened to dealers' needs to operate effectively.

"Everyone in the company compliments each other more than I have ever known before, which makes for a positive

and results-based team culture.

"It's about evolving and delivering solutions to businesses. The speed in which we can evolve thanks to the team's expertise is staggering."

Greenfield says Limelight's dealer management systems, websites and future solutions can help facilitate ongoing change by ensuring traders sell more cars.

He is based in Auckland along with national sales manager Darren Marmont. ☺





◀ younger when a Toyota Corolla was driven past looking like it was being held together by finger nails.

"I remember saying, 'yes guys, we will be so much better off with used imports'."

Todd adds many other people have worked hard over the years to get the industry where it is today.

"We had to influence and convince significant parties that the used imports industry would be beneficial to the Kiwi motor vehicle buyer, which it has been.

"We all put in a huge amount of effort in those early days and that placed importers in good stead moving forward to today.

"The IMVIA is now highly recognised and respected at government level, and that's great."

Donna Silvester was formerly chairperson of the Motor Vehicle Dealers Institute in Canterbury and was the LMVDIA's first secretary.

She is now dealer principal of Silvester Motor Company, where her brother Grant concentrates on the performance parts and servicing side.

Although already involved in different fields of the business, they took over running the company when their father Ron, who was also heavily involved with the LMVDIA, died in 1995.

Ron, who started off in the industry cleaning vehicles as a teenager, set up Sydenham Park Car Sales with three premises in Christchurch and, in later years, a Wellington branch.

A new showroom was built in Moorhouse Avenue in 1995 so the company, which was then renamed Silvester Motor Company, could consolidate onto one purpose-built site.

Ron was also well-known for racing his red and silver 1938 Chevy Coupe, which still takes pride of place at the premises.

"I am delighted with the award and my father was certainly recognised through it as well," says Silvester.

"Ron was heavily involved in the industry in its early days, and proactive in forming the industry group and communicating with the likes of Customs.



Donna Silvester and Graeme McVicar with their founder's awards

"I accepted the award on behalf of myself and my father. It was a humbling occasion and I'm proud to be recognised by the IMVIA in this way."

Looking back to the formative years of the used import industry, Silvester recalls everyone putting in the long hours needed to form a united front as an acknowledged group.

"We had to influence and convince significant parties that the used imports industry would be beneficial to the Kiwi motor vehicle buyer, which it has been," she told Autofile.

"We all put in a huge amount of effort in those early days and that put importers in good stead moving forward to today. The IMVIA is now highly recognised and respected at government level, and that's great."

Graeme McVicar, who owns Cockram McVicar Imports, was also honoured with a founder's award at the meeting in Christchurch.

"I guess I must be one of the oldest dealers in the country now," he quips.

"There are a lot more people who did a lot more work than I did back in those days.

"It took a while to get used to the new conditions, but it was all pretty simple in the end although it took a while to weed out the good agents from the bad."

Lloyd Wilson, chairman of the



the time because the government was putting all sorts of barriers in the way," he explains.

"This helped us to get to the stage where we are at now – having moved away from confrontation to being on the same page.

"They were three of many people who helped pave the way for the rest of the industry. We have a lot to be thankful for what all our founders did."

Graeme Macdonald, North Island branch chairman, says all award recipients were prominent with their work during the pioneer days.

"Back then, there were associations for each island with each having its own committee structure. That's the reason why we still have two branches today and it's a great mix for the association to have."

People who received a founder's award at the IMVIA's celebration in Auckland on October 17 were Rod Milner, Peter Johnston, Phil Pacey, Dick Gray, Alistair Sheard and Fred Lewis. ☺

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# Party for marque's milestone

Staff, dealers and friends of Holden New Zealand have celebrated the 60th anniversary of its operations in this country.

Managing director Jeff Murray looked back on its history during a party at Auckland's Imperial Lane on November 26.

"It was 1954 when our story began in New Zealand as the first FJs rolled off the boat from Australia," he told a few hundred people.

"We began to assemble cars locally in 1957 when the first NZ-assembled Holden was driven out of General Motors' plant in Petone. That area will always hold a special place in our hearts.

"Holden's contribution to modern motoring has been substantial. We've helped to shape the history and future



The restored 1969 Monaro GTS Monaro being driven into the party by Greg Murphy



Ken Williams, dealer principal of Wanganui Holden, with his wife Jane



Mark Cromie, of Mark Cromie Holden in Whangarei, with sales manager Richard Evans



Marnie Samphier and Neil Waka, of Holden New Zealand

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of motoring in New Zealand, and that's something we should all be proud of."

Murray, who is leaving to take up a position with the company in Melbourne, thanked Kiwis for sharing six decades of

recollections about the marque.

"From marriage proposals to holidays, and driving lessons to the freedom of independence tied up in the FJ and Commodore,



Jeff Murray, managing director of Holden New Zealand

the past 60 years aren't just Holden's history but also New Zealand's."

Earlier this year, the company unearthed a "rather neglected" 1969 Monaro GTS.

After being fully restored, it has been won by Rich

Grey, who lives in Auckland, for the recollections on Holden that he submitted as part of the celebrations. It was among about 1,500 competition entries.



Marie Linn, of Linn Motors, which has branches in Paeroa and Thames

More online

The restoration of the 1969 Monaro GTS can be viewed over seven online episodes at [www.60yearsloyal.co.nz](http://www.60yearsloyal.co.nz). Visit [www.autofile.co.nz](http://www.autofile.co.nz) for more on Jeff Murray's speech and photo galleries from the marque's party in Auckland.



# Growing with 'aspiration brands'

**G**azley Motor Group has opened a dealership for Fiat, Chrysler, Alfa Romeo and Dodge in Wellington after securing the franchises last month.

Managing director Myles Gazley is excited about the growth prospects of each marque.

"They are aspiration brands with huge customer followings," he told Autofile. "If you look at all of them, the combined market share is quite large."

In its first month, 25 units were sold to retail customers and six to fleet buyers from the Cambridge Terrace facility, which boasts a redesigned interior and is the former site of Star Mercedes.

"We have given these brands one of the best showrooms on the strip and there's room for more than 20 cars. It also has a barista and couches to sit on."

Gazley Motor Group's new dealership in Wellington



The franchises used to be held by Armstrong Motor Group before Gazley was presented with an opportunity to take them over by Fiat Chrysler NZ.

Gazley is also opening a Volkswagen satellite site and service centre in Lower Hutt with the company having seen "tremendous growth" in that marque's sales.

"Five or six years ago, we were selling 10 Volkswagens per month,

but today we're doing more than 32 passengers and 10 commercial units monthly."

He believes the location is well-positioned to expand its base of commercial clients with many small to medium-sized enterprises.

"We will focus on the Amarok and that sort of stuff because there's a large concentration of commercial customers in Seaview, Petone and Lower Hutt," explains Gazley.

The site is also designed to service customers' vehicles locally, who would have otherwise have to travel to the capital to have this done by Gazley.

"It's time to have a servicing centre in the Hutt because so many of our clients are already there."

The business is one of Wellington's largest dealership groups, and also holds franchises for Skoda, Citroen, Renault, MG and Nissan. ☺

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Check in...drive on...



# Show unveils cars of future

**A**udi says it's launching into a new design era after unveiling its Prologue concept car at the Los Angeles Auto Show.

There is no switchgear inside the two-door coupe because everything is operated by touch.

The virtual interior, which already features in the new TT coupe, has an instrument panel with part of the interface utilising organic LEDs.

High-resolution displays and three mirrors generate a virtual stage on three levels.

In navigation view, the first level presents information important for driving, while levels two and three generate the depth effect in the cockpit.

The Prologue's technology combines power, comfort and efficiency. The four-litre TFSI engine produces up to 445kW of power



and 750Nm of torque for 0-100kph acceleration in 3.7 seconds.

Dynamic all-wheel steering, in which the rear wheels can turn up to five degrees, makes the large coupe responsive and stable while driving.

Adaptive air suspension with controlled damping offers a large adjustment range between smooth rolling and tight handling. It also

varies ground clearance over several levels.

The Prologue's suspension systems have been engineered as lightweight five-link designs.

The large carbon-fibre ceramic brake discs decelerate the car powerfully with the 20-inch front brakes gripped by six-piston calipers.

The concept has a flowing

shape with a fresh approach being taken with its lines. The door mirrors are small aluminium sculptures with open-door sensor surfaces integrated.

Vast areas of the stiff multi-material body of the Audi consist of aluminium and high-strength steel.

At the end of the low roof dome, the windows transition into a solid surface of aluminium so they can be lowered despite the C-pillars.

This area integrates the fuel-tank's lid. It has an electric opening mechanism and can be lowered into the C-pillar by pressing an interior button.

## WIDE-RANGING APPEAL

The all-new Mazda CX-3 – a high-riding hatchback based on the platform of the latest Mazda2 – was also unmasked in the city of angels alongside the two-seater MX-5. ▶

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## The costs of autonomy

**A**mid the hype about self-driving cars, it's easy to forget extra costs may come with them.

Software and mapping services required to run autonomous vehicles will need to be updated regularly.

But will those updates be free, bundled into the car's sticker price or clawed back through annual fees tacked on after a few years of servicing?

"Business models will change," says Ogi Redzic, vice-president of Nokia HERE's connected driving unit. "Cars will go from a depreciating asset to an ongoing service."

He adds that's why marques are watching emerging ways of doing business closely.

Redzic also expects technology to change car insurance, so it's based on where you drive rather than where you live.

Two halls of the convention centre in Los Angeles were packed with technology during last month's automotive show, but there

were some fun activities to enjoy alongside the more serious issues.

Dodge had a driving simulator that allowed two drivers – one in a Charger, the other in a Challenger – to go head-to-head in the actual vehicles that raced their way down a simulated track.

At the Toyota exhibit, people made paper airplanes and tried to throw them into a target on the bed of a pick-up because a Tundra pulled the space shuttle Challenger through the city's streets.

There was also a chance to "drive" a Toyota FT-1 via a simulation video game that allowed operators to choose from several world tracks or street circuits.

Ford gave visitors the chance to race a remote-controlled version Shelby Mustang GT350 on an outdoors track, while Kia offered ski lessons on a simulator that electronically recreated Alpine slopes.

Visit [www.laautoshow.com](http://www.laautoshow.com) to find out more about the event. Ⓞ

◀ The two models will go on sale in Japan and the US next month before being rolled out in other markets.

The CX-3 is the fifth new model to be built around the marque's SkyActiv powertrain and construction technology. It will be available with a two-litre petrol or 1.5-litre turbo-diesel engine in two and four-wheel-drive.

The updated Mazda6 and CX-5 were also exhibited.

They feature more "refined" design, better dynamic performance for a more comfortable ride, the marque's connectivity system and advanced

I-ActivSense safety technologies.

They are also Mazda's first models to adopt new-generation adaptive LED headlights, which offer drivers enhanced hazard recognition at night.

"With our CX-3 in the fast-growing compact SUV segment, the all-new MX-5, and the updated Mazda6 and CX-5 reflecting our latest ideas, our line-up responds to a wider range of customers," said Masamichi Kogai, the marque's president.

**'OPPOSITE OF ORDINARY'**

The wraps came off the Alfieri two-plus-two concept as Maserati continued its centenary celebrations in California.

Harald Wester, chief executive officer, was on hand to showcase the best of the marque's automotive design.

"With a robust product plan ahead of us, we remain resolute in our pursuit of unearthing the opposite of ordinary in everything we do," he said. "The Alfieri is a product of that commitment."



Maserati's two-plus-two Alfieri concept



Mazda's new MX-5

The concept, which bears the first name of the most prominent of the Maserati brothers, explores the brand's heritage and anticipates design trends.

The Alfieri was created, designed and built with production in mind. It boasts restyled triple air ducts on the wheel arches, the trident emblem central on the front grille, the Saetta logo on the rear pillar and forged spoke wheels.

Poltrona Frau aniline leather has been used in the interior, and is matched with copper, aluminium and other materials reminiscent of oxidised steel commonly used in the racing cars of the 1950s.

Vintage racing also inspires the wraparound seats, while the A6GCS proved a source of inspiration for the Alfieri's design.

**SLICE OF AMERICAN PIE**

The Mustang Shelby GT350 was perhaps the biggest revival of a legend at the Los Angeles Auto Show.

Ford's Mustang Shelby GT350



The original model debuted in 1965 and was subsequently driven by Carroll Shelby's team in Sports Car Club of America contests.

Its "flat-plane" crankshafts contribute to more power potential, but are typically reserved for racing – not passenger cars because of the increased vibration they typically produce.

But Ford claims to have

eliminated this unwelcome by-product with the car foregoing the Mustang GT's V8 purr in favour of a higher-pitched howl.

The marque's engineers admitted they were near to defeat at times, but persevered to produce this 500hp-plus race engine for street use.

**MAYBACH NAME REVIVED**

Mercedes-Benz is set to revive the super-luxury Maybach moniker.

It marketed a bespoke limousine from 2003-10, which was ditched when worldwide sales dropped to less than 100 units.

But it returned in LA on a modified S Class with the Mercedes-Maybach S600 being a high-end version of its flagship sedan. Powered by a twin-turbo V12, its wheelbase is 200mm longer.

The company says the model offers a "luxury lounge" interior and high level of customisation. It's also being billed as the quietest production car in the world.

[continued on page 16]

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[continued from page 15]



The Mercedes-Maybach S600



Lexus' LF-C2 concept is roofless

# Concept hints at convertible

It is intended for Mercedes-Maybach to be an independent range with other models and the name is expected to be launched.

The Maybach was joined in Los Angeles by the S500 plug-in hybrid, which has a 30km range on electric power.

## WHAT'S IN THE COLOUR?

One of the Cadillac ATS-V's production colours will be "low-gloss crystal white frost".

It has a 455hp 3.6-litre twin-turbo V6 petrol engine backed by a six-speed manual transmission

or eight-speed automatic.

The ATS-V is claimed to hit 100kph in 3.7 seconds with a top speed in excess of 298kph.

Its features include titanium connecting rods, six-piston Brembo front brakes and a 25 per cent improvement in chassis rigidity courtesy of a slew of braces.

## BEST OF THE REST

Lexus was non-committal about a convertible version of the RC coupe at the model's launch earlier this year, but it may be pondering the idea.

Its LF-C2 concept resembles a roofless RC with some futuristic features and styling details.

With no lid whatsoever, the marque may favour a soft-top or folding hard one in its production version.

Volkswagen's Golf R variant has a 296hp turbocharged two-litre four-cylinder petrol engine, all-wheel-drive and lower suspension.

Power courses through a six-speed dual-clutch transmission for a 0-100kph time of 5.1 seconds and a top end of 250kph. It goes

on sale in Europe next year.

Jaguar is planning to increase the number of variants in its F-Type range from six to 14.

There's now an all-wheel-drive option for the flagship Coupe R, which makes the 0-100kph dash in 3.9 seconds.

The R V8 engine is also available in the F-Type convertible, while the marque has added a manual transmission option to the V6 supercharged versions.

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## Focus on more growth

**D**orchester Pacific is looking at further expansion after acquiring all shares in the Turners Group.

Chief executive officer Paul Byrnes says a high take-up of Dorchester shares and bonds for the takeover has resulted in lower bank borrowings and a conservative equity ratio.

"However, it makes no sense to have two listed entities and delisting Turners will save about \$500,000 per annum."

Grant Baker, chairman of Dorchester, adds: "The final consideration mix and capital raised to fund this acquisition has resulted in a balance sheet with headroom for further merger and acquisition activity.

"We are continuing to remain active in evaluating opportunities that could add growth for Turners or the Dorchester group."

Last month, Dorchester advised a higher forecast trading net profit before tax of \$14 million for this

financial year with four months of full-profit contribution from Turners included.

In addition, there will be abnormal profits of between \$3.5m and \$4m for this period.

The company previously advised that if the takeover bid failed, profit before tax for the year to March 31, 2016, would be \$20-\$25m.

With full ownership and control of Turners achieved, profits are expected to come in at about \$23m.

Turners' former chairman, Michael Dossor, who represents the interests of Bartel Holdings, has been invited to join Dorchester's board.

"There should be adequate board continuity on operational aspects and governance cover," says Byrnes.

The auction house will continue to operate autonomously under the leadership of chief executive Todd Hunter, while Dorchester's directors are considering the merits of a group name change.

Visit [www.autofile.co.nz](http://www.autofile.co.nz) for in-depth coverage of the takeover. ☺



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# From mechanics to fostering kids

**W**hen you ask Malcolm Yorston what he does at the Imported Motor Vehicle Industry Association (IMVIA), he modestly jokes “general dog’s body”.

After prompting, he adds: “I look after technical inquiries, research standards and vehicle compliance, advise people on technical and human resource issues, and deal with regulations, rules, legal disputes and so on – with other duties as directed.”

That’s probably only half of the story, so it’s appropriate that – about 25 years after the association formed in another guise – Yorston, technical services and membership officer, and admin manager Bev Purchase received long-service awards at the IMVIA’s gala dinner in October.

Need to find out something

about the industry? Then he’s a go-to man for his knowledge and affable manner.

But what of his formative years? One of Yorston’s earliest memories of Christchurch was the Ballantynes fire on November 18, 1947 – New Zealand’s worst in which 41 people died.

“I was only a year old when my mum and I saw plumes of smoke from where we lived in St Albans. We went to the corner of Cashel and Colombo Streets on her bike where I watched it from her shoulders.

“I think the fire tenders were Ford V8s back then before the Dennises came into service.”

After leaving school, Yorston’s first automotive industry foray was in 1962 as an apprentice mechanic with NZ Post Office



Malcolm Yorston receiving his long-service award at the IMVIA’s 25th anniversary celebrations in October

where he learned everything from electrics to engine reconditioning.

“One of the most memorable days there was July 9, 1967, when we had to tow a van back to Christchurch.

“We were helping move some mail hampers when we were told they were full of decimal notes worth about \$4 million to be delivered to post offices ready for the currency changeover the next day.

“Back then, we dealt with everything from stationary engines and small cars, such as Ford Tens, to ministerial Jaguar Mark VIIIs and construction equipment.

“Although it was a good place to get grounded, I didn’t want to be working with grease all my life, so I sold mutual funds for a while, but there’s a saying ‘there’s no one with endurance, like the man who sells insurance.’”

Yorston joined the Ministry of Transport (MoT) in 1972 as an inspector at the vehicle testing station in Lichfield Street, Christchurch.

“I started on the warrant of fitness [WOF] side and went onto certificates of fitness. My first WOF authority was issued when John Bowie Gordon was in charge of the MoT. I’ve still got it somewhere.”

What followed was a South Island tour starting in Greymouth in 1973, where he also worked in the field in places as far flung as Haast. He took sole charge of Darfield’s testing station in 1976 and six years later returned to the MoT’s Cranford Street facility in his home city.

In 1987, he transferred to Auckland. First stop was the testing station in Grey Lynn where Continental Cars now is, and then it was Otara, but the late-1980s – when the vehicle standards rule was being introduced – were a turning point.

“I got a tap on the shoulder from Dick Reynolds, controller of vehicle standards, and became the MoT’s Auckland-based design compliance auditor in 1989 and went through the ministry being divided up.”

Kiwi standards for seatbelt anchorages were being introduced “when some people thought a 50mm by 40mm plate would probably be alright, but I pushed for a test programme until the boss agreed”. During pilot testing, the plate on its own didn’t work so

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## Making a difference

Malcolm Yorston and his wife Brenda have been fostering children for more than three decades, and during the early 2000s he served for three years as chairman of the New Zealand Family and Fostercare Federation.

Their lifetime of helping kids goes back to adopting their son Blair, when he was 18 months old,

before Brenda gave birth to Lana.

Brenda’s mother Betty was fostering a six-year-old called Jeff when she died, so they took him in and have been foster parents ever since.

“We had three children all less than two years old when someone from social welfare phoned to say Blair’s mum had





Left to right, Malcolm Yorston's first car was a 1930 Willys Overland Whippet similar to this one; celebrating his 50th birthday; Yorston, left, on a trip to Japan about 10 years ago. Also pictured are Terry Richards, of Kiwi Car Carriers, and an employee at the time

◀ different methods were tried.

"The association wasn't involved in the Land Transport Safety Authority's pilot testing because it was commercially sensitive," says Yorston.

"While I was its design compliance auditor, I also ran what was like a helpdesk. The job drove me crazy. I would go to work with things to sort out but people phoned all day about other matters.

"When I left, I was replaced by two people in the Auckland office and a telephone helpdesk in Wellington."

#### WORKING WITH THE INDUSTRY

Yorston couldn't pass up on his current position with what was the Licensed Motor Vehicle Dealers Importers Association (LMVDIA) in December 1993.

It was formed in 1988 after a meeting at Ellerslie Racecourse in Auckland – chaired by Rod Milner and attended by Yorston – at which car dealers stumped up cash to fight Customs issues and seatbelt anchorage testing.

He also went to a gathering in

had another child called Megan, so we adopted her as well.

"We must have fostered hundreds of kids over the years. We do it to make a difference and help children by showing them there's another way.

"Sometimes you succeed. Sometimes you don't, which is hard because you think, 'oh my God' when they go back.

"But gaining children's trust and showing them what love and

Christchurch called by Martin Todd where a similar thing happened.

"LMVDIA chairman John Nicholls contacted engineering consultancy TSL to start developing anchorages for used imports at the Department of Scientific and Industrial Research in Parnell where testing was carried out until we set up our own laboratory with a test rig in Mount Wellington.

"The seatbelt anchorage test programme was a major achievement, as was identifying frontal-impact compliant vehicles in the mid-1990s and producing a list so dealers could bid on them at auction.

"The legal challenge and media campaign against the exhaust emissions rule was also a win even though we lost the case.

"By taking action, the IMVIA got more respect from ministries and agencies. It sent out a message we weren't going to take it, and resulted in the better communication and collaboration we now have with the government."

Yorston recognises there may be a "slight hiccup" with mandatory electronic stability control, "but it

respect are about is wonderful, as well as showing many who have dysfunctional backgrounds there are better options available.

"Fostering is challenging and keeps you young. You do need to compartmentalise, so Brenda does most of the caring during the day while I get involved after work and at weekends.

"We also have the support and help of our family. It's all about whanau."

**"The biggest thing the IMVIA has achieved is keeping the door open for used imports."**

– Malcolm Yorston

won't be anywhere as near as big as the emissions rules".

But looking back, "the biggest thing the IMVIA has achieved is keeping the door open for used imports".

#### WHAT THE FUTURE HOLDS

So what of the next few decades? Yorston predicts more cars with alternative motive power – such as hybrids, electric vehicles (EVs) and those with fuel cells – will be on Kiwi roads.

"In six years' time or so, many more will be available for export from Japan to New Zealand. Tesla is now selling new EVs in Australia. Before long, some will find their

way here as personal imports.

"When you go to places such as Tokyo, there are hybrid buses so we may see a change in motive power with passenger transport here. We will also see more new Chinese cars in our fleet.

"Then there's vehicle-to-vehicle and infrastructure communication – as well as autonomous cars – on the horizon."

As for his own future: "I'm too young to retire at 68, so I will be around for a wee while yet.

"Someone recently told me all industries need old dinosaurs like me. I guess I am one of the dinosaurs of the motor vehicle industry!" ☺

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## NEWS in brief

### Group sells dealership and outlines future growth

Rick Armstrong has confirmed the sale of his Palmerston North dealership to Robertson Motor Group has been concluded.



Armstrong Prestige changed hands on December 1 and is now known as Robertson Prestige with all staff moving over.

The business has the Audi and Volkswagen brands, and is also service dealer for Land Rover, Jaguar and Volvo.

"This location better suits a local operator," says Armstrong, pictured. "We are delighted to conclude a deal with Robertson's – a strong local company."

He stresses the sale isn't a sign his group is consolidating. "We are working on new facilities in Dunedin for Volvo, Jaguar and Land Rover that we hope to have completed in mid-2015.

"We are also reformatting and expanding showrooms in Wellington for those brands. Our immediate focus will remain in the four main centres."

The group is evaluating opportunities in Christchurch and Auckland as part of a growth strategy. Earlier this year, Armstrong bought Auckland City Toyota, his first foray in the city where he now lives.

### Business prepares to tackle health and safety laws

The Colonial Motor Company is working to comply with new health and safety legislation coming in next year, although chief executive Graeme Gibbons says its current workplace safety management plan places it in good stead.

"We will need to continue to improve practices in all operations to place safety first and further reduce the risk of personal injury."

Gibbons adds new consumer legislation that came in this year will make some areas of the industry "increasingly difficult – most notably the disposal of older and low-value trade-ins."

"The realities of age, mileage, condition and expectations generated for purchasers by the Consumer Guarantee Act are often hard to reconcile. A further consequence of addressing door-to-door sales provisions relates to extra work undertaken in [vehicle] servicing."

### Female journalists hand global title to luxury car

The Mercedes Benz S-Class, pictured, has claimed the 2014 Women's World Car of the Year Award.



Female writers from 15 countries voted across six classes with the Kiwi judges being Sandy Myhre, who founded the awards, and Jacqui Madelin.

Class winners were the Audi A3 sedan, Audi S3, S-Class, Range Rover Sport, Honda Jazz/Fit and Tesla Model S.

The Peugeot 308 won the AMI Insurance NZ Autocar of the Year Award and the Mazda3 scooped the NBR's title. Visit [www.autofile.co.nz](http://www.autofile.co.nz) for more on these stories.

### Kiwi's value makes new vehicle purchases favourable

Todd McDonald, general manager of Kia Motors NZ, says the Kiwi market is reaching new heights for new vehicle values.

"Today's environment means consumers can buy at almost 20-year lows," he told Autofile.

"Now is the best time to purchase a new vehicle. The industry is benefiting because our strong dollar is making import prices lower in real terms.

"Exchange rates also affect used stock levels, which are high at the moment. Importers are making the most of these rates to stockpile." ☺



# From racetrack to open road



The Lotus Elise S Cup

The Lotus Elise S Cup, a new breed of road car based around the marque's racing series, completed extensive testing on the Nürburgring and Hethel circuits in Europe ahead of its debut.

Sporting traditional Lotus looks, the S Cup has all the features of the standard luxury range with the addition of racing components.

The new model follows 12 months of development and a full

racing season in the one-marque sanctioned series based around its now sister car – the Elise S Cup R.

The S Cup's aerodynamics package gives it 125kg of downforce at 225kph due to the combination of a front splitter and winglets, barge boards, rear diffuser, rear wing and fixed roof.

The 1.8-litre DOCH VVT-I 16-valve supercharged engine puts out 161kW and completes the 0-100kph run in 4.6 seconds.

It also features a six-speed

manual gearbox with sport ratios and comes standard with a competition-spec racing hoop, which allows buyers the opportunity to head straight from the car yard to the track.

Lotus has also ensured the wiring harness allows retrospective modifications so the fire extinguisher and electrical kill-switch systems can be installed for potential racers.

"The Elise S Cup is all about the pure driving experience with Lotus'

attributes of high performance, light weight and excellent ride and handling," says Jean-Marc Gales, chief executive officer of Group Lotus in Europe.

"It is perfect for the driver who desires a quick, authentic, desirable and competitive sports car."

Priced at about NZ\$76,000 in Europe excluding taxes, on-road costs and delivery, the S Cup R can be bought through the marque's dealer network including Lotus Auckland in Newmarket. ☺

## Sedan concept redesigned

Jaguar says its new XE range redefines the sports sedan concept, with the rear-drive model being the only one in its class to use an aluminium-intensive monocoque.

The robust and light structure – together with double wishbone front suspension and integral link rear axle – is fundamental to its dynamics.

With new Ingenium diesel engines, the XE can achieve 3.8l/km with CO2 emissions of 99g/km to be the most-efficient Jaguar ever.

Powered by a supercharged three-litre V6 petrol engine, the XE S is capable of 0-100kph in 4.9 seconds.

Its eight-inch touchscreen has intuitive access to all functions – along with Apple iOS and Android smartphone applications.

Jaguar's XE S Dynamic



Advanced driver-assistance systems include all-surface progress control meaning the car can electronically gain traction in seconds, which is ideal in low-grip situations.

Laser-projection technology enables the display to generate graphics, such as vehicle speed and navigation, from a module almost one-third lighter than existing systems.

A windscreen generates a three-dimensional view of the road ahead, with data used for functions, such as autonomous emergency braking.

The XE's pricing and specification have yet to be fixed. ☺

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# Sharpen up your sales prospects

It is true what they say, that “a picture is worth a thousand words”. New Zealanders are now, more than ever, attracted to images of cars rather than reading about them.

With buying and researching taking place online, it’s important your vehicles’ photos are a cut above the rest.

Customers can now search the entire country’s stock for sale, so with more competition and selection available it’s important to have your stock shine out.

Sometimes photography can come down to available resources and time, but getting the basics right will boost dealership sales.

As a minimum, you want to ensure you take shots with the right equipment. Five megapixels are ample, and it’s good to have a camera with at least a three-metre flash to help fill in darker areas and bring out the colour in a car.

When you look at Trade Me from a mobile device, listings show the first, second and last photos in the initial line-up. It’s therefore important that the first picture attracts people and the last one leaves a good impact.



A photo with high reflection and glare taken in the middle of the day



An image with minimal reflection and shadows taken towards the end of the day

The last photo could be one of the dealership that depicts the size and quality of the business, or it could include a finance payment with a call to action.

Leaving the last image as an afterthought – such as a steering wheel or engine bay – isn’t exactly inspiring.

With more sales happening out of town, photos need to give customers confidence that the vehicles they are looking at are as good as described.

Great imagery and presentation lead to more sales and gross profits, and also show would-be buyers you care and that their experiences with your business will be similar.

## TAKE PHOTOS AT RIGHT TIME

The optimal times for photographs are just before sunset and just after dawn. This is when the sun is at its lowest point and has its softest tones.

Being realistic from a car-yard perspective, take your pictures before 10.30am and after 4pm, and having the sun behind your shoulders makes for perfect shots.

Taking photos in the middle of the day often gives the harshest light and worst reflections.

## PICK SUITABLE FOCAL LENGTH

Just as some people look better photographed from a distance but zoomed in on, and

others look better up close and personal, different cars look better at different zoom settings.

Wide angles exaggerate a vehicle’s features. A normal-to-longer focal length will do the opposite – it will give a flatter and more elegant look to cars, which is often better for plainer vehicles.

## Beware of shadows and reflections

Be careful of what reflects on the vehicle when you photograph it. A car – especially a new shiny one – is like a mirror. Because of this, try to have an open space behind you.

One of the most important things you want to show in images is the cars’ design lines. Reflections can spoil those “curves”.

Also take care not to have your own reflection or shadow in the photo. If you can’t avoid this, it’s best to put the camera on a tripod, set the timer and move out of shot.

## REMOVE DISTRACTIONS FROM THE SHOT

Avoid shooting in front of an office or workshop and move the subject ▶



This background distracts you from the vehicle in shot



Although reflections aren’t ideal, the subject of the photo is obvious



Low-down shots can make a car look more aggressive



A good interior shot with good lighting

*Motorcentral can help exposure when presenting stock online. Whether on a website or through other selling portals, your best buck starts with photography.*

*If you would like to know more, or would like help with presenting stock online better, call **Darren Marmont** on **022 055 0300** or email **darren@motorcentral.co.nz***





You don't need to be a professional photographer to take good images, just follow a few simple rules

◀ vehicle out of your line of cars so it has its own space.

Remove grooming products that might be lying around the yard and steer clear of any unwanted buildings or branding that may be in the background.

The focus of your shot should be the vehicle itself, so avoid any clutter that may distract customers.

**GET AWAY FROM NORMAL EYE LEVEL**

Try standing on something so you are a few feet taller and avoid taking the same eye-level photos everyone else shoots.

Or kneel down as low-down shots make cars look aggressive, and up high will give more interesting angles and show different perspectives.

**CROP TIGHT AND FOCUS ON FEATURES**

These may include a tail-light, manufacturer's badge, dashboard, curve on the bodywork or a crop of one-quarter of the front grille with a headlight.

It's important to try to establish what makes the car sexy.



Image overlays can alert customers to current offers, or insert images among vehicle photos to display other services

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**TAKING INTERIOR SHOTS**

Take inside shots in shaded areas to avoid creating shadows from the vehicle's pillars and other external features.

You may need to use a flash for interior photos if light levels are too low.

**THINK OUTSIDE THE SQUARE**

You can enhance the impact of pictures and build on the company's brand by adding image overlays.

If you use reputable suppliers, such as the AA, VTNZ or MTA, you can think about including their branding.

Finance and insurance

companies will only be too happy for you to promote their brands in marketing, but ask their permission first.

Taking some of the content out of your text and placing that into JPEGs to be loaded in the photo line-up will also help you get noticed and valuable information you want to share – such as finance, insurance, support for out-of-town buyers, or that the car has been fully groomed and serviced – will hit home more.

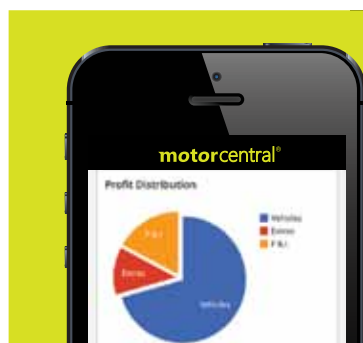
**LAST, BUT NOT LEAST**

When advertising a vehicle that's

still on its way from Japan, you may want to include a banner that stipulates "in transit, pre-arrival special" or "on its way and not up to our usual standard of presentation that includes a full groom".

Would-be buyers don't always get that the three or four shots from the auction house don't fairly represent what the vehicle will look like after being prepared for sale in New Zealand.

And, as mentioned earlier, adding a good yard photo helps to enhance the perception of your stock. ☺



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# Fuelling up into the future

Hybrid vehicles were covered in a previous column when the comment was made that everyone will be driving them in the future, while we investigated issues around electric vehicles (EVs) last month.

This article follows on from both of them by looking at registration statistics in Japan over the past two years because we are likely to see more of these vehicles becoming available at auction in that country in the future.

For the first three-quarters of 2014, there were close to 500,000 regular-sized hybrid cars registered in Japan out of a total of 2,251,470 new registrations.

That means more than 22 per cent of new car registrations, excluding those in the kei class, in Japan up to September this year were hybrids.

With manufacturers adding hybrid options to more mainstream models, we will only see this percentage rise, which will mean a shift in the motive power of vehicles available at auction resulting in more hybrids probably being

bought by Kiwi dealers.

The New Zealand fleet has seen a fairly constant increase in hybrid vehicles. We have added about 7,000 of them to the fleet in the past decade with almost 1,000 in the past year.

As vehicles with hybrid technology become more readily available at affordable prices, we can expect to see that trend increase.

With third or fourth-generation hybrids being more reliable due to technological advances over first-generation models, we can also expect to see greater acceptance of them by the motoring public as the supply of conventionally powered cars diminishes and the availability of hybrids increases.

Similarly, while the overall numbers of EVs has been significantly smaller, we have



**MALCOLM YORSTON**  
IMVIA membership and technical services manager



**KIT WILKERSON**  
IMVIA policy analyst and adviser

seen an exponential increase in the past year. Whether this trend continues will have to be seen.

We discussed EVs in our last article and with BMW releasing its first one – the i3, which has won multiple awards for innovation and design – EVs will also become mainstream in the not-too-distant future.

There are a number of Nissan Leafs in our fleet, supplied both as new and as used imports.

There have been some issues surrounding the servicing of used-imported Leafs but Steve Bavin, Nissan NZ's technical manager, has assured the Imported Motor Vehicle Industry Association that the company has been authorised by Nissan Japan to have Leaf dealerships in this country approved to service them.

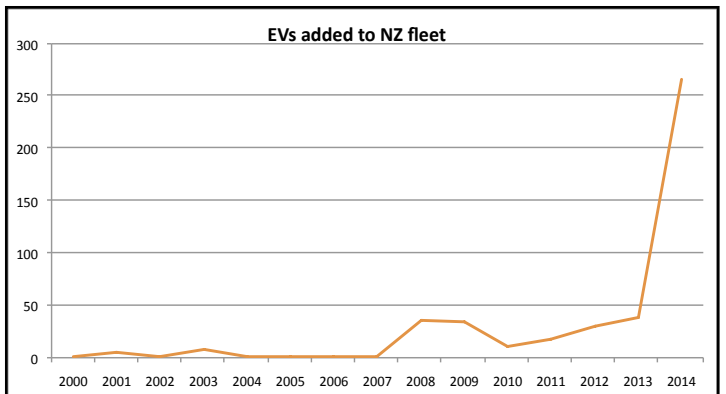
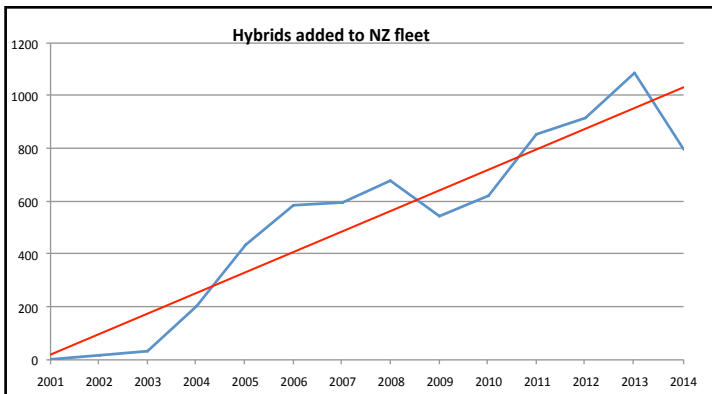
One of the major concerns with EVs is based on limited ranges. Hybrids, of course, overcome this by having a back-up power source, often a small petrol motor.

Even this concern, however, may soon be a thing of the past. Carlos Ghosn, chief executive officer of Nissan, recently stated in an interview that the company is currently working on new designs for batteries that will increase the range of the Leaf to more than 400km.

One of the issues that has been raised is the end-of-life lithium-ion batteries used in hybrids and EVs, and how they will be recycled.

But with the increase of people electing to equip their houses with photovoltaic solar panels, there is a need for storage of the electricity generated by these panels.

Even though the battery is at end of life for automotive use, there is normally adequate capacity for domestic household use so we will see the reuse of these batteries before they need to be recycled as is being done in the US. ☺



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Chrysler's new 300S sedan



# More power and bolder design

The wraps have been taken off Chrysler's new V6 and V8-powered 300 range ahead of its arrival on these shores next year.

Its global line-up has been revamped for 2015 with four models – the 300 Limited, 300S, 300C and 300C Platinum.

The sedan delivers best-in-class highway fuel economy of 7.5l/100km, while the marque's TorqueFlite eight-speed transmission now comes as standard on all variants.

Other engineering features

include electric power steering, and cast-aluminium axles and housing to reduce energy demand, weight and friction.

Building on its worldwide 48 per cent increase in sales over the past four years, the 300 also delivers other "best in classes" – including V6 and V8 driving range, and rear-seat and interior volume.

There's up to a six per cent fuel-economy improvement, plus improved acceleration and refinement with the 363hp 5.7-litre HEMI V8 engine.

The new sport button enables

sport-tuned steering, pedal, engine and transmission calibration, plus rear-biased torque on all-wheel-drive models for more dynamic handling.

The 300 boasts Uconnect Access services, seven-inch colour driver information display and latest-generation Uconnect systems.

At the front, there is a bigger grille with the marque's wing badge with a chrome surround.

The drawn-chrome Mobius strip below the upper grille outlines the lower grille's opening and extends outwards to surround optional LED fog lamps.

Bi-functional projector beam headlamps are available with adaptive forward lighting to better illuminate road curves, while there are integrated LED-illuminated daytime running lamps.

The new 300 has seven new wheel designs, which range from 17 to 20 inches.

The range in New Zealand will consist of the 300S powered by a 3.6-litre Pentastar V6 engine with a recommended retail price of \$62,990, excluding on-road costs, while the 347kW 300 SRT8 starts from \$87,990. ☺

## Fuel-cell sales start

Toyota is beginning to retail fuel-cell cars in Japan this month with the US and Europe to follow in mid-2015.

The four-door Mirai has a price-tag equivalent to about NZ\$72,000 before taxes, with the marque setting its sights on 400 domestic sales and 300 worldwide in its first year.

Owners will have to contend with buying fuel because only a few dozen hydrogen stations have been constructed globally, although some governments are subsidising more.

Toyota expects it will take 10-20 years for the Mirai, which means "future" in Japanese, to reach tens of thousands of sales a year.

The model's fuel-cell stack

delivers 4.1hp and makes the 0-100kph dash in nine seconds. It can refuel in less than five minutes and comes with an optional power take-off device that turns it into a mobile generator.

The company says the Mirai is "capable of powering home essentials in an average house for up to a week in an emergency" and emits only water.

The Japanese government plans to offer a NZ\$21,500 subsidy to fuel-cell vehicle buyers to cut its effective price to about NZ\$50,500. In California, Toyota is offering free hydrogen for up to three years. ☺





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# Industry movers

# NZ labour market report

**CAMPBELL JONES** has been promoted from chief operating officer of Manheim Australia and New Zealand to the new position of managing director.

"We will continue our business transformation, which includes investing in people, technology and facilities to better meet customers' needs," he says.

"Our aim is to add value at every step of the remarketing process."

Current Asia-Pacific chief executive officer, Tim Hudson, who will be succeeded by Jones, is returning to the UK to become managing director for Manheim's remarketing operation there.



**RICHARD LORRAWAY**, Heartland New Zealand's new chief risk officer, has more 25 years' banking and financial services experience gained primarily in risk and credit roles here and in Australia.

He will join the company on March 29 after an extended overseas trip with his family. He was Kiwibank's chief risk officer for the past three years.

As first reported by Autofile Online, chief financial officer Simon Owen is acting chief risk officer until Lorroway starts.



**PAUL COOKSLEY** has been appointed as Provident Insurance's business development manager for the Auckland region.

He was previously used car manager at North Harbour Hyundai and, before that, sales manager at North Western Toyota.



**GLEN TODD** has been appointed as chief executive officer of Motor Trade Finances (MTF).

Todd, MTF's chief financial officer, has been with the company for many years and is a key member of its senior management team. Current managing director Angus Bradshaw retired on November 30.



**MATT BULBECK** is now Provident's business development manager for the Waikato.

In the past, he has held sales and sales management roles with Hyundai, Mazda and Peugeot and Nissan.



**LEIGH BECKHAUS** has been reappointed as chairman of the Motor Industry Association's motorcycle group for two more years.

She is the general manager of Triumph Motorcycles NZ, while the deputy chairman is Darryl Lovegrove, general manager of Yamaha Motor NZ.

Maarten Durent, chief executive officer of Southpac Trucks, has been reappointed as chairman of the association's heavy vehicle group.

**JOHN KEENAN** has been appointed general manager at CAL Isuzu Auckland and is responsible for operations at Lady Ruby Drive, East Tamaki.

He moved from the general manager's role at Sime Darby Commercial after holding that position for about seven years.



**BUSINESSES HAVE UNTIL MARCH** to grapple with changes to the Employment Relations Act (ERA).

They may provide opportunities for employers to modernise workplaces, but understanding obligations is crucial to avoid problems.

Good faith underpins all processes, so employers must introduce changes only after fair and reasonable processes. The minimum is genuine consultation while some changes will need agreement of other parties.

Good-faith provisions have been amended. The changes will enable an employer proposing a decision likely to affect continued employment to withhold confidential information in a wide range of circumstances.

In particular, it will be able to hold back information when there is a mutual understanding of secrecy.

An exception allowing withholding of information about individuals other than the affected employees has been narrowed, and will only apply when there's an "unwarranted disclosure" of someone's affairs.

The legislation doesn't do away with rest and meal breaks, but provides more flexibility.

Rather than linking entitlements to hours worked, employers will have to provide staff with "reasonable opportunities" for "rest, refreshment and attention to personal matters" subject to negotiation.

If agreement cannot be reached, the employer has overriding discretion to implement a reasonable structure.

The obligation for breaks doesn't have to be met when the employer cannot reasonably do so because of the nature of the employee's work.

For example, a worker in sole charge of a shop need not be provided with breaks, but must be compensated for them. In all workplaces, employees can agree to forgo them for compensation.

These changes may allow businesses to introduce greater flexibility into workplaces or

redesign rosters, but must be negotiated properly and fairly.

Flexible working arrangements will be extended to all employees – previously they were restricted to those with caring responsibilities.

Employees no longer have to be employed for six months. Bosses now have only one month to respond to any requests – not three.

The part of the act covering continuity of employment has been amended. Employers with fewer than 20 workers are exempt from "vulnerable employee" provisions if they give warranties about the number they employ.

Employees entitled to transfer to a new employer in a restructure must notify the incoming employer within five working days of being advised of transfer rights.

Bosses are allowed to negotiate the apportionment of service-related entitlements they have to pay, but a default formula will apply when parties disagree.

The outgoing employer must provide individualised employee information to the new employer, as well as more generalised details on employee transfer costs.

The Employment Relations Authority will have to give oral determinations, or oral indications of preliminary findings, when hearings end.

It must then present written determinations within three months, which may encourage parties to settle between oral and written determinations.

A significant change to the law is that parties to collective bargaining are no longer required as a matter of good faith to conclude an agreement. This move aims to prevent bargaining becoming protracted and costly.

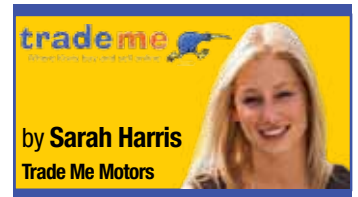
The authority will be able to declare bargaining has concluded, except when one party acts in bad faith. Neither party will then be able to reinstate talks for 60 days without both agreeing.

Visit [www.dol.govt.nz/er/index](http://www.dol.govt.nz/er/index) for more on changes to the legislation. ☎

**TO FEATURE IN INDUSTRY MOVERS**  
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# Car dealers making the most of new packages



At Trade Me Motors, we have recently introduced three new packages for our dealers going by the names of Basic, Torque, and Turbo.

These options were developed following a number of meetings with traders of various sizes from across the country during which packages that bundled our products were discussed.

We took on board feedback and suggestions, and collaborated behind the scenes to develop a series of three packages that we felt our dealers would be quite excited about.

We have loads of products for our motor vehicle dealers to capitalise on.

Our conversations across New Zealand shaped the three packages and we're aiming for them to be advantageous and of great value.

The packages essentially make it easier for traders to purchase great products and at better prices, while still enabling products to be bought individually.

On November 1, all dealers were automatically upgraded to the Basic package which includes DealerBase, 0800 Support, and Price Compare.

Many motor vehicle traders have since chosen to upgrade further to the Torque or Turbo package – and so far the feedback has been positive.

The Basic package better acquaints our customers with DealerBase – an online vehicle management system that allows dealers to easily list and monitor their vehicles on Trade Me.

It also enables dealers to make use of Price Compare. This provides comparative reports and offers suggested market prices for your vehicle on current and historical listings that match your vehicle's description.

The Torque and Turbo packages were

trade me motors	Basic package	Torque package	Turbo package
Advertising Fees	✓	✓	✓
DealerBase	✓	✓	✓
0800 support	✓	✓	✓
Price Compare	✓	✓	✓
Auto Response		✓	✓
SiteLink		✓	✓
Showroom		✓	✓
Extended Showroom			✓
Data Export			✓
Subtitle			✓
MotorWeb VIRs <small>*Amount varies depending on listing package</small>			✓

\*25 VIRs for vehicle limit of 10 to 75  
\*50 VIRs for vehicle limit of 100 or above

created for those who are even more serious about generating the most revenue possible via their online listings.

If you would like further information about these packages, or any of the products available, please contact us on 0800 428 862.



The Toyota Hilux was the most searched vehicle model on Trade Me Motors last month



Most popular car makes searched\*

- 1 Toyota
- 2 Nissan
- 3 Ford
- 4 BMW
- 5 Mercedes-Benz

Most popular car models searched\*

- 1 Hilux
- 2 Corolla
- 3 Falcon
- 4 Commodore
- 5 Golf

Most popular body styles searched\*

- 1 RV/SUV
- 2 Sedan
- 3 Station wagon
- 4 Hatchback
- 5 Ute

Most popular makes of motorbike searched\*

- 1 Honda
- 2 Harley-Davidson
- 3 Suzuki
- 4 Yamaha
- 5 Kawasaki

The asking price for a 1975 Triumph Stag was \$27,950. The blue, two-door convertible has clocked up 104,854km and was listed with its original driver's handbook and service records. "It's a very nice example, one of the tidiest around," says the seller.

\*in November on Trade Me Motors

# Time taken to reject car and lack of evidence lead to dismissal of case

## Background

Rudi Prinsloo bought a 2006 ML500 from Ingham Motors Napier, trading as Mercedes-Benz Hawkes Bay, on October 12, 2012.

He said the transmission was faulty, the dealer failed to fix it and he wanted a refund. The trader said nothing was wrong with it.

## The case

The car had 42,300km on its odometer when sold to Prinsloo, who had problems since buying it.

On November 13, 2012, there was a loud noise when he accelerated, which got louder. He said the transmission hesitated and often choose a gear with a thump. Shifting was harsh when changing down.

On November 23, the air suspension failed and Prinsloo took it to Mercedes-Benz North Shore, which readapted the transmission, updated firmware and replaced the compressor pump.

On December 4, Prinsloo advised the trader all transmission problems were still present.

About two weeks later, he took the car to Coutts Newmarket, which had it for the rest of 2012.

On May 9, 2013, the trader advised Prinsloo that because the transmission problem was intermittent and Autosure wouldn't accept a claim, he should wait until it got worse.

The next day, the buyer took the car to Autohaus Auckland, EC Mercedes, Euro Car Services, Auckland Automatics and The Gearbox Factory.

Prinsloo said the overwhelming response was most symptoms he reported were evident, and there was a problem with the transmission – possibly a faulty valve

body – and worn engine mounts.

On June 10, he returned it to Coutts and drove it with Johannes Visser, senior diagnostic technician, and someone from Autosure. It showed no faults. They agreed to each contributing one-third of \$3,900 to replace the valve body, which was done on August 5 – along with the compressor.

Between January and June 2014, Prinsloo said the transmission was still noisy. In a report dated June 18, Autohaus found "suspected noise" from the front differential. It confirmed "harsh downshift into first or second". There were no fault codes and the odometer was on 69,321 km.

Prinsloo informed the trader of Autohaus' findings on June 19. He and the general manager, Mr S Pallesen, agreed to discuss them with Autohaus and Autosure.

Pallesen told Prinsloo his experts thought the fault might be the circlip or torque converter. Prinsloo wanted to return the car because he didn't think there would be a positive outcome.

On July 1, Pallesen proposed removing the transmission and stripping it at the trader's cost with any fault covered by Autosure, but Prinsloo wanted a replacement vehicle of equal value to his car's cost price.

The dealer emailed options involving Prinsloo exchanging his vehicle and receiving or paying the difference. None were accepted.

On July 27, Prinsloo emailed the dealer wanting a refund of his purchase price, the Autosure premium and his share of replacing the valve body.

The dealer didn't dispute Prinsloo's timeline, but didn't hear

from him from August 5, 2013, to June 19, 2014.

Pallesen left it up to Coutts, as Mercedes-Benz's agent, to deal with the buyer.

Before receiving Prinsloo's application, Pallesen was unaware of any air-conditioning issues. He added work proposed in July involved removing the transmission and torqueing up components.

The dealer believed there was nothing wrong and didn't consider Autohaus acknowledged there was a problem.

The transmission hadn't been assessed by the trader. Visser inspected the car three or four times.

It had harsh gear shifts, but exhibited no faults. He tested it in different conditions and drove it for a week. He couldn't simulate the experience claimed by Prinsloo.

Pallesen said pulling apart the transmission was a precaution to tighten up clearances and he told Prinsloo the trader would do that.

## The finding

The tribunal took into account the six-year-old New Zealand-new ML500 was sold in October 2012 when supplied by a franchise dealer with 42,300km on its odometer.

It considered most consumers would expect this car – having regard to its age, low mileage, price and Mercedes-Benz's reputation for quality and reliability – to be fault-free when sold and durable for a considerable time.

Little more than one month later, the airmatic pump had to be replaced. At the same time, its firmwear was readapted and Prinsloo found the transmission was clunky.

The trader arranged for him to

**The case:** The buyer wanted to reject his car under the Consumer Guarantees Act (CGA) for a full refund of the purchase price, but the dealer denied there was anything wrong with its transmission.

**The decision:** Although the vehicle was not of acceptable quality when it was supplied, the tribunal wasn't satisfied the purchaser proved – as required to do on a balance of probabilities – that it was faulty.

**At:** The Motor Vehicle Disputes Tribunal, Napier.

take it to Coutts in February 2013 after about 6,000km. It removed the transmission pan, checked the valve body and replaced the airflow meter.

By August 2013, the mounts and air-conditioning compressor needed replacing.

The tribunal ruled the car lacked acceptable durability for an expensive, low-mileage European car.

While Prinsloo owned it, he maintained there was a fault with the transmission on which he rejected it in July 2014.

But he failed to produce reports there was anything wrong. His only evidence was a copy of an invoice and letter from Autohaus Auckland.

The invoice referred to a "suspected noise" from the front differential and a "harsh downshift into first or second gear", which was intermittent and prevalent when cold.

Autohaus quoted \$6,000 to \$10,000 to overhaul the transmission – a sum the tribunal thought was "wildly extravagant". It found no stored or current codes indicating a fault.

Although the car wasn't of acceptable quality, the tribunal wasn't satisfied Prinsloo proved that it was faulty. His rejection was also outside a reasonable time.

## Order

The application was declined. ☹



# FROM THE RISING SUN TO THE LONG WHITE CLOUD

The history of used car importing to New Zealand



# Tribunal orders dealer to pay for repairs after advert excluded rust

## Background

Paul Ruakere bought a 1998 Toyota Hiace from Robert Allen Wholesale Ltd for \$6,200 sight unseen. He claimed he was misled about its condition and wanted a refund.

The trader denied this and said the CGA didn't apply because the van was purchased via an online auction.

## The case

The vehicle was advertised with an odometer reading of 246,000km and as driving well with "straight and tidy bodywork".

The advert stated it had "minor imperfections" in keeping with its mileage, but was generally "very tidy" for its age.

Ruakere was the highest bidder at \$6,200 when the auction on Trade Me closed on July 9, 2013.

He travelled from New Plymouth to St John's, Auckland, to collect it from the trader, who failed to provide a new warrant of fitness (WOF) as required to. The last WOF it had been issued with was in May 2013.

Its certificate of registration recorded the transfer to Ruakere on July 13 with an odometer reading of 234,947km, whereas on the offer and sale agreement it was 246,000km.

He paid a deposit of \$1,200 with the balance coming from a 24-month Central Finance loan at 18 per cent for its term.

When he collected the vehicle, Ruakere said its fan belt was noisy, a headlamp lens contained condensation and a tail-lamp was broken.

He used it from July 2013 to January 2014 although its WOF expired in November 2013.

On January 4, Ruakere took it to Spotswood Automotive for a

WOF when the odometer was on 249,496km showing it had been driven 3,496km in seven months since purchase.

Failure reasons included a cracked lamp lens, water in a headlight and parking lamp, broken plate lamp, loose door catch, rust in the lower-left and upper-right A-pillars, and a buckled seatbelt while another needed to be checked.

All brake hoses were damaged, the steering belt was loose, the roof was rusted, the battery insecure, the water pump was leaking and noisy, and front-brake hoses were chaffing and damaged.

The tribunal understood Ruakere didn't have money for repairs and left the van at Spotswood for five months.

Spotswood prepared a "rough estimate" of costs to get it up to WOF standard. This was \$1,131 and included \$200 to treat rust in the A-pillars. It excluded repainting after treating it and a qualified panel-beater's certificate.

In addition to the warrant faults, the van needed maintenance work. It quoted \$1,304 for a new cambelt kit, camshaft oil seals and a water pump, and a second-hand fan blade.

On August 26, Ruakere obtained an estimate from Rio Motor Body Works to repair rust around the windscreen, on the roof, left-rear guard and front member. The cost was \$2,236 including refinishing and GST.

## The finding

The van's sale by auction occurred before CGA changes became law on June 17, 2014, so the act didn't apply, which meant the Sales of Goods Act (SOGA) could be considered.

Ruakere presented his case in terms of the SOGA but because the tribunal has an inquisitorial function and parties are unable to be legally represented at hearings, it had to consider possible causes of action in its jurisdiction.

In this case, the buyer relied on the trader's skill and judgement shown when setting out the van's listing details.

The effect of applying section 16(a) of the SOGA is to imply into the contract of sale a condition that goods will be reasonably fit for purpose.

In assessing if the van was, the tribunal accepted expectations of purchasers of used vehicles are different to those buying new vehicles, so circumstances sales are relevant.

Notwithstanding it was a second-hand van with considerable mileage and was sold for a modest price, the tribunal thought it was probably fit for purpose because Ruakere had six months' use and travelled 3,500km in it.

As with the CGA's guarantee of acceptable quality, assessments of merchantable quality under the SOGA take into account the description of goods, price and relevant circumstances.

An assessment also includes consideration of the durability of goods. It has been held goods must remain of merchantable quality for a reasonable period of time after delivery.

In this case, the second-hand van had considerable mileage when sold for the relatively low price of \$6,200.

Ruakere accepted it in July and drove it until January 2014. Apart

**The case:** The buyer said he was misled about the condition of a van and wanted a refund. The trader claimed the Consumer Guarantees Act (CGA) didn't apply because the sale was via an auction.

**The decision:** The vehicle was purchased before changes to consumer laws came into practice, but the tribunal ruled the dealer breached the Fair Trading Act because its online advert misled the purchaser.

**At:** The Motor Vehicle Disputes Tribunal, Auckland.

from the fan belt, he said the vehicle had no issues until December 2013 when it began overheating.

Under those circumstances, the tribunal considered it probably complied with the implied condition as to merchantability so he was unable to obtain a remedy under the SOGA.

The trader advertised one of the van's features as "straight and tidy bodywork".

The tribunal believed those words would convey to a reasonable person that the vehicle hadn't been involved in an accident and its body was otherwise in good condition.

But within seven months and 3,496km of use after being supplied, rust was found in its left and right A-pillars. This resulted in the vehicle failing a WOF on January 4.

The tribunal – on the advice of its assessor – thought that by this time the corrosion would have been well-established.

The cost of repairing this was quoted by Rio Motor Body Works and was now \$2,236.

The tribunal was satisfied the purchaser was misled in this regard and the trader's advertising was an effective cause of his loss or damage.

## Order

The dealer had to pay the buyer \$2,236 as the most appropriate remedy to rectify the van's rust. ☺

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**Total New Cars**  
**8063**  
2013: 7453 ▲ 8.2%

**Total Used Imported Cars**  
**11,532**  
2013: 9360 ▲ 23.2%

**Whangarei**  
NEW: 157 2013: 128 ▲ 22.7%  
USED: 207 2013: 179 ▲ 15.6%

**Auckland**  
NEW: 3483 2013: 3393 ▲ 2.7%  
USED: 5943 2013: 4646 ▲ 27.9%

**Hamilton**  
NEW: 393 2013: 441 ▼ 10.9%  
USED: 719 2013: 546 ▲ 31.7%

**New Plymouth**  
NEW: 107 2013: 113 ▼ 5.3%  
USED: 175 2013: 146 ▲ 19.9%

**Wanganui**  
NEW: 50 2013: 60 ▼ 16.7%  
USED: 62 2013: 51 ▲ 21.6%

**Palmerston North**  
NEW: 206 2013: 160 ▲ 28.8%  
USED: 249 2013: 234 ▲ 6.4%

**Nelson**  
NEW: 82 2013: 88 ▼ 6.8%  
USED: 175 2013: 148 ▲ 18.2%

**Westport**  
NEW: 3 2013: 3 ■ 0%  
USED: 7 2013: 13 ▼ 46.2%

**Greymouth**  
NEW: 19 2013: 18 ▲ 5.6%  
USED: 47 2013: 30 ▲ 56.7%

**Thames**  
NEW: 48 2013: 57 ▼ 15.8%  
USED: 73 2013: 40 ▲ 82.5%

**Tauranga**  
NEW: 281 2013: 206 ▲ 36.4%  
USED: 437 2013: 364 ▲ 20.1%

**Rotorua**  
NEW: 81 2013: 39 ▲ 107.7%  
USED: 110 2013: 87 ▲ 26.4%

**Gisborne**  
NEW: 56 2013: 43 ▲ 30.2%  
USED: 52 2013: 34 ▲ 52.9%

**Napier**  
NEW: 176 2013: 190 ▼ 7.4%  
USED: 216 2013: 158 ▲ 36.7%

**Masterton**  
NEW: 32 2013: 43 ▼ 25.6%  
USED: 47 2013: 35 ▲ 34.3%

**Wellington**  
NEW: 604 2013: 584 ▲ 3.4%  
USED: 836 2013: 749 ▲ 11.6%

**Blenheim**  
NEW: 50 2013: 53 ▼ 5.7%  
USED: 51 2013: 38 ▲ 34.2%

**Christchurch**  
NEW: 1892 2013: 1439 ▲ 31.5%  
USED: 1604 2013: 1438 ▲ 11.5%

**Timaru**  
NEW: 51 2013: 57 ▼ 10.5%  
USED: 97 2013: 70 ▲ 38.6%

**Oamaru**  
NEW: 9 2013: 18 ▼ 50.0%  
USED: 35 2013: 25 ▲ 40.0%

**Dunedin**  
NEW: 192 2013: 215 ▼ 10.7%  
USED: 288 2013: 251 ▲ 14.7%

**Invercargill**  
NEW: 91 2013: 105 ▼ 13.3%  
USED: 102 2013: 78 ▲ 30.8%



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### LATEST SCHEDULE

Port Calls	Liberty V9	Dream Diva V2	Morning Miracle V14	Liberty V10
Osaka	3 Dec	15 Dec	2 Jan	15 Jan
Nagoya	4 Dec	16 Dec	3 Jan	16 Jan
Yokohama	5 Dec	17 Dec	4 Jan	17 Jan
Auckland	20 Dec	4 Jan	19 Jan	4 Feb
Wellington	27 Dec	11 Jan	26 Jan	11 Feb
Lyttelton	26 Dec	6 Jan	6 Feb	6 Feb

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### Imported Passenger Vehicle Sales by Make - November 2014

MAKE	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Toyota	2727	2237	21.9	23.6%	27841	23.7%
Nissan	2467	2058	19.9	21.4%	22589	19.2%
Mazda	1930	1621	19.1	16.7%	19063	16.2%
Honda	1096	874	25.4	9.5%	12199	10.4%
Suzuki	661	470	40.6	5.7%	7092	6.0%
Subaru	501	377	32.9	4.3%	4855	4.1%
BMW	429	278	54.3	3.7%	4745	4.0%
Mitsubishi	425	347	22.5	3.7%	4354	3.7%
Volkswagen	375	290	29.3	3.3%	4179	3.6%
Mercedes-Benz	213	152	40.1	1.8%	2021	1.7%
Audi	197	177	11.3	1.7%	2298	2.0%
Ford	131	113	15.9	1.1%	1337	1.1%
Volvo	57	49	16.3	0.5%	679	0.6%
Chevrolet	41	45	-8.9	0.4%	539	0.5%
Hyundai	38	16	137.5	0.3%	417	0.4%
Mini	30	12	150.0	0.3%	398	0.3%
Lexus	29	25	16.0	0.3%	427	0.4%
Land Rover	28	28	0.0	0.2%	325	0.3%
Jaguar	26	35	-25.7	0.2%	382	0.3%
Holden	23	15	53.3	0.2%	272	0.2%
Dodge	15	13	15.4	0.1%	150	0.1%
Daihatsu	12	23	-47.8	0.1%	172	0.1%
Peugeot	12	12	0.0	0.1%	152	0.1%
Porsche	7	13	-46.2	0.1%	128	0.1%
Fiat	6	0	600.0	0.1%	41	0.0%
Renault	6	6	0.0	0.1%	63	0.1%
Bentley	4	1	300.0	0.0%	25	0.0%
Chrysler	4	9	-55.6	0.0%	58	0.0%
Citroen	4	2	100.0	0.0%	35	0.0%
Hongqi	4	-	-	0.0%	4	0.0%
Jeep	4	3	33.3	0.0%	65	0.1%
Pontiac	3	5	-40.0	0.0%	32	0.0%
Smart	3	8	-62.5	0.0%	24	0.0%
Buick	2	1	100.0	0.0%	22	0.0%
Cadillac	2	5	-60.0	0.0%	29	0.0%
Others	20	40	-50.0	0.2%	465	0.4%
<b>Total</b>	<b>11,532</b>	<b>9360</b>	<b>23.2</b>	<b>100.0%</b>	<b>117,477</b>	<b>100.0%</b>

### Imported Passenger Vehicle Sales by Model - November 2014

MAKE	MODEL	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Nissan	Tiida	800	638	25.4	6.9%	6510	5.5%
Suzuki	Swift	572	385	48.6	5.0%	5906	5.0%
Mazda	Axela	529	340	55.6	4.6%	5424	4.6%
Mazda	Demio	500	480	4.2	4.3%	4775	4.1%
Toyota	Vitz	305	227	34.4	2.6%	2786	2.4%
Honda	Fit	304	324	-6.2	2.6%	3766	3.2%
Mazda	Atenza	290	274	5.8	2.5%	2725	2.3%
Subaru	Legacy	272	209	30.1	2.4%	2747	2.3%
Toyota	Corolla	245	273	-10.3	2.1%	2918	2.5%
Mazda	MPV	233	234	-0.4	2.0%	2221	1.9%
Toyota	Wish	229	247	-7.3	2.0%	2960	2.5%
Toyota	Estima	222	200	11.0	1.9%	1702	1.4%
Volkswagen	Golf	219	168	30.4	1.9%	2520	2.1%
Honda	Odyssey	196	126	55.6	1.7%	1959	1.7%
Nissan	Dualis	182	46	295.7	1.6%	1253	1.1%
Mitsubishi	Outlander	176	120	46.7	1.5%	1777	1.5%
Mazda	Premacy	173	121	43.0	1.5%	1609	1.4%
Nissan	Bluebird	157	165	-4.8	1.4%	1460	1.2%
Toyota	Auris	149	103	44.7	1.3%	1370	1.2%
Nissan	Murano	143	70	104.3	1.2%	1246	1.1%
Nissan	Skyline	143	54	164.8	1.2%	1247	1.1%
Nissan	Wingroad	143	137	4.4	1.2%	850	0.7%
Nissan	Note	139	192	-27.6	1.2%	1929	1.6%
Toyota	Ist	133	123	8.1	1.2%	1592	1.4%
Honda	Accord	128	85	50.6	1.1%	1387	1.2%
Nissan	Teana	118	109	8.3	1.0%	1270	1.1%
Mitsubishi	Colt	112	110	1.8	1.0%	1233	1.0%
Honda	CRV	111	49	126.5	1.0%	1061	0.9%
Nissan	March	111	189	-41.3	1.0%	1530	1.3%
Toyota	Mark X	108	45	140.0	0.9%	1022	0.9%
Toyota	Blade	101	71	42.3	0.9%	1136	1.0%
BMW	320i	100	67	49.3	0.9%	1164	1.0%
Subaru	Impreza	97	49	98.0	0.8%	746	0.6%
Toyota	Avensis	95	103	-7.8	0.8%	1064	0.9%
Honda	Stream	94	100	-6.0	0.8%	1112	0.9%
Others		3903	3127	24.8	33.8%	41,500	35.3%
<b>Total</b>		<b>11,532</b>	<b>9360</b>	<b>23.2</b>	<b>100.0%</b>	<b>117,477</b>	<b>100.0%</b>



# Sales continue to surge up

There were 11,532 used imported passenger vehicles registered in November to notch up another bumper monthly total.

They went up by 23.2 per cent last month from 9,360 compared to the same month of 2013.

It looks like Nissan's Tiida will be 2014's top model. Last month, it registered 800 units for a year-to-date total of 6,510.

The Suzuki Swift is currently in second on 5,906 after 572 sales in November compared to the Mazda Axela's 529 last month for 5,424 so far in 2014.

Toyota was November's most popular passenger brand. Its total increased by 21.9 per cent compared to 2,237 units in the same month of 2013.

Nissan was next on 2,467 – up by 19.9 per cent – with Mazda in third on 1,930, which was an increase of 19.1 per cent.

Gregg Nelson, of Value Buy Cars in Motueka, believes new business models, such as Japanese-owned Gulliver NZ selling direct to consumers, are emerging trends in the automotive industry.

"A small proportion of people will import cars directly from those with some sort of security and a door-to-door element, so we can see it working for those guys," he told Autofile.

"The difference between what companies such as these do, and what I conceive is a real opportunity, is in the inventories they own.

"I think there's a serious opportunity for a Kiwi friendly-user interface into Japanese auctions.

"But at the end of the day, used vehicles are tangible and I don't think it's a threat to the bricks-and-mortar business model of selling

vehicles. Car dealers have survived with Trade Me, so you just have to be a bit smarter."

Nelson says he's looking at the Australian market and gathering as much information and resources as possible because there may be serious opportunities across the Tasman.

"I think they will pick up where New Zealand is at now in as far as the import qualifications from safety perspectives and putting odometer caps on vehicles," he adds.

"New Zealand's fleet is limited

needs to be there because a lot of the established guys have always operated under that type of ethos without the legislation."

In regards to the increasing number of roadside traders across the country, Nelson adds: "Once again the legislation is there, but nobody does anything about them."

Todd Hunter, chief executive officer of Turners, says 2014 is continuing to see heavy sales activity for used vehicles, which is due to this year's large numbers of imports and registrations of ex-

quarter," says Hunter. "The prices of three-litre cars are up almost five per cent on 2013's."

He adds Turners often sees upswings in the sale of larger cars as consumer confidence improves.

"Higher prices for larger vehicles are partly being driven by the increasing amount of low mileage and New Zealand-new ex-company cars available," says Hunter.

"However, for those looking for something smaller and more efficient, now is a good time to buy with under-1.3-litre prices down almost 12 per cent on the second quarter.

"With more than 770,000 used car transactions as at the end of third quarter, we are on track for more than one million NZTA transactions in 2014."

Grant Fowler, of Grant Fowler Cars, describes business as "tough going, up and down", and for him it seems 2013 was better.

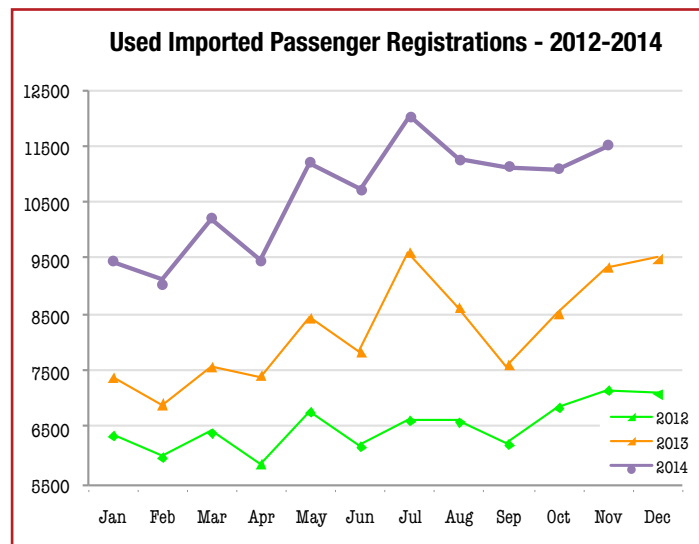
"It has dropped a bit in New Plymouth with volume sellers taking more stuff from me in the \$5,000 to \$20,000 price range," he says.

"They may also be cutting into other price ranges and tend to have lower overheads, so it can be hard to compete. We certainly can't do their sorts of huge numbers in this city.

"I hope I'm wrong about next year, but I don't think it's going to be very different."

Fowler expects business over the next few months to pick up slightly, with November and December showing signs of that.

"It comes down to people securing time off, seasonal bonuses and purchasing cars as presents. Many go away in January, so they are getting organised now with last-minute stuff before Christmas." ☺



and worn out, but the issue with Australia is that there are effectively different countries in one country with the umbrella of federal law."

As for profits, Nelson goes back to 1990 when a new Honda Prelude had a \$23,000 margin while a 1975 Holden was still worth \$6,000.

"All these years later and still franchises haven't got monster margins," he says.

"There's not as much legislation to protect the mattress buyer compared to the used car buyer. There's huge amount of unrealistic legislation that's overprotective. In saying that, it

overseas units compared to 2013.

He says smaller cars – such as Suzuki's Swift – have fallen out of favour and are off the top 10 list sold by the auction house.

Larger vehicles with two-litre engines have increased in popularity to make up about 50 per cent of total sales in the third quarter of this year, while 1.6-litre cars have been at their lowest for the past two years.

"Average sale prices achieved by Turners are rising with two to three-litre car prices up by 13 per cent on 2013's third quarter and 8.6 per cent on this year's second

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# Used imports to top 130,000

The number of used imported passenger vehicles crossing the border will break through the 130,000-unit barrier this year – unless December turns out to be the lowest month of 2014.

Year to date, 124,507 second-hand cars have been imported with 11,351 coming in during November.

Last month was the fourth highest of the year, while the lowest was January with 8,807.

Graeme Macdonald, chairman of the North Island branch of the Imported Motor Vehicle Industry Association, says: "The numbers for this year really tell the story with the total likely to come in at more than 130,000 units."

Factors to bear in mind in 2015 include the performance of the Japanese economy and "cautious"

levels of current new car sales there resulting from the increase in consumption tax earlier this year.

As for New Zealand's economy, he believes people are "pretty confident" and are replacing their cars with the exchange rate providing purchasing power.

"The used imports industry and sales of new cars are seen as barometers as to the health of the wider economy, and the confidence people have in their lives," Macdonald told Autofile.

"The industry will need resilience to move forward from any legislative and economic hurdles."

He describes 2014 as being a "good year" with some talk of changes and new systems.

"The industry will change with businesses always looking at different ways of operating and

new models. Not all of them will be successful, but this industry was built up by entrepreneurs getting started and looking to move forward."

Macdonald points out nothing "startling" has happened this year except for changes to the taxation system in Japan.

"When new car sales there were going through the roof at the start of 2014, there were fears of a slowdown but that hasn't happened here."

He recognises there are a lot of older vehicles in New Zealand's fleet aged 20-22, which means demand will be ongoing.

"It doesn't matter what mechanisms are introduced to reduce the fleet's age because cars have got better," adds Macdonald.

"For example, a 1995 five-door

Nissan Pulsar hatchback may still be very tidy, clean and on our roads for some time.

"It's not that Kiwis cannot afford to replace older vehicles. It's a case of there being no value in scrapping them when they are still on the road."

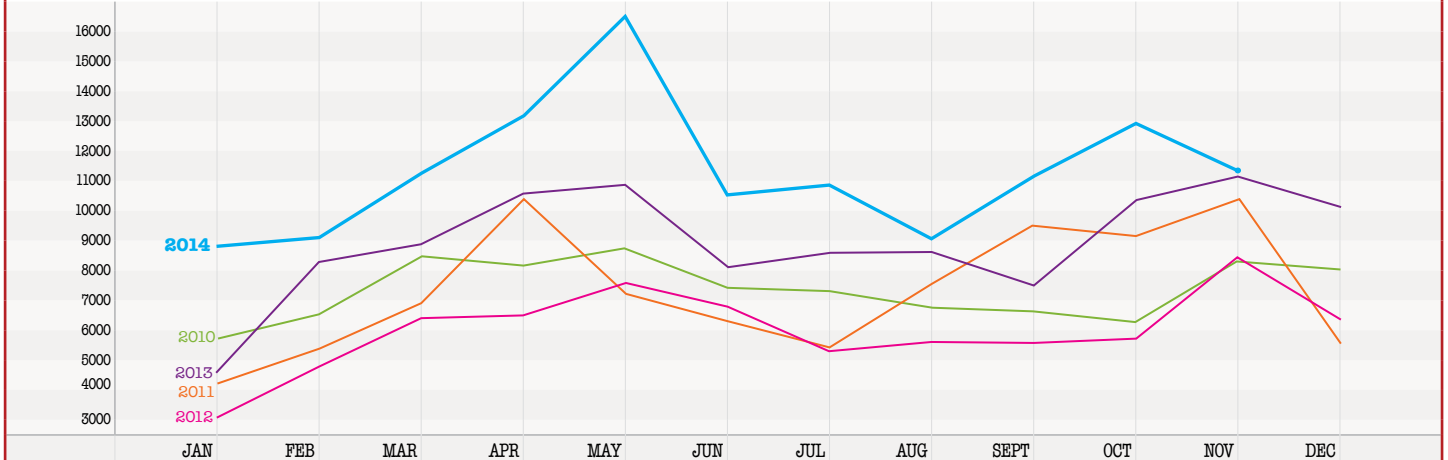
There were 10,748 used cars imported from Japan in November compared to 12,322 in October.

Australia came second on 287 for its biggest total since 285 in May, while the UK had its fourth best month of the year on 156.

There were 128 used imports from the US in November, which was that market's third highest month of the year.

Meanwhile, 526 used commercials entered New Zealand last month to bring that segment's year-to-date total to 5,711. ☺

USED IMPORT PASSENGER VEHICLE ARRIVALS



## Used Import Passenger Vehicles By Country Of Export

COUNTRY OF EXPORT	2014												2014 TOTAL	2013		2012	
	JAN'14	FEB'14	MAR'14	APR'14	MAY'14	JUN'14	JUL'14	AUG'14	SEP'14	OCT'14	NOV'14	NOV SHARE%		2013 TOTAL	MRKT SHARE	2012 TOTAL	% TOTAL
Australia	208	264	238	263	285	263	236	227	266	268	287	2.1%	2805	1,990	1.9%	1,199	1.6%
Great Britain	208	133	142	151	165	125	136	133	181	172	156	1.3%	1702	2,908	2.7%	2,730	3.7%
Japan	8,268	8,599	10,695	12,544	15,858	10,044	10,195	8,496	10,615	12,322	10,748	95.3%	118,384	100,784	93.9%	67,442	92.6%
Singapore	15	19	19	29	17	18	22	26	14	30	13	0.2%	222	146	0.1%	154	0.2%
USA	81	60	148	104	105	89	141	124	103	115	128	0.9%	1198	1,205	1.1%	976	1.3%
Other countries	27	18	12	11	20	19	15	10	24	21	19	0.2%	196	251	0.2%	336	0.5%
<b>Total</b>	<b>8,807</b>	<b>9,093</b>	<b>11,254</b>	<b>13,102</b>	<b>16,450</b>	<b>10,558</b>	<b>10,745</b>	<b>9,016</b>	<b>11,203</b>	<b>12,928</b>	<b>11,351</b>	<b>100.0%</b>	<b>124,507</b>	<b>107,284</b>	<b>100.0%</b>	<b>72,837</b>	<b>100.0%</b>



# Second-hand sales drop back

There were 16,638 dealer-to-public registrations of used cars across the country during November, which was a 4.6 per cent drop on the same month of 2013 when 17,448 were recorded.

Trade-ins also recorded a decrease of 4.4 per cent – from 12,618 to 12,065 – while there was a slight increase of 2.2 per cent in the number of public-to-public transactions from 38,140 to 38,964.

Donna Silvester, dealer principal of Silvester Motor Company in Christchurch, says: “We are trading more local stock than used imports because they aren’t exposed to market fluctuations as much.”

The business also specialises in American classics and recently sold a Corvette to a buyer in Auckland.

“We have a constant flow of gorgeous cars from the US and there’s nothing like the sound of an American V8,” she told Autofile.

“Inquiry for this sort of stock is genuine – from aficionados wanting a particular model to retirees living their dreams and those who have saved their money to buy an iconic classic.

“My father’s 1936 Chevy Coupe still has pride of place in our showroom and is a reminder of his presence.”

Silvester adds that late-model used cars are succumbing to some of the pressures being exerted on them by new vehicles.

Last month, Christchurch recorded an 11.2 per cent drop in dealer-to-public sales, while private sales increased by 5.3 per cent.

“You currently have to be

particularly conscious of new car prices, but the market is still there for used and demand exists,” says Silvester.

“I have spoken to dealer principals around the country and there have been peaks and troughs, so it’s just a matter of not getting caught in a trough.

“You need to be in a four-wheel-drive when you are the bottom of one so you can get back up the hill.”

Andy Wilson, branch manager of South Canterbury Toyota in Timaru, says: “Stock needs to be quality and well-presented – that’s a little different with us and unique to some degree.

“We have played around with other makes, but stick to mainstream Toyota. People look to us because we are a dealer

that’s guaranteed by the brand.”

Matthew Hodgson, of Jeff Gray BMW in Christchurch, adds: “Activity breeds activity – when you have activity on new, there’s more activity on used.

“We are advertising the brand and our offers bring different buyers to the dealership.

“While we are more of a new car business, our used car business has expanded. We trade a lot of good cars and purchase a lot of New Zealand-new vehicles.”

Last month, Greymouth recorded the biggest percentage jump – 15.9 per cent – in dealer sales from 82 to 95, and was followed by Nelson with a 9.9 per cent increase from 272 to 299.

The biggest drop was seen in Oamaru, where sales dipped by 28.9 per cent from 97 to 69. ☹

## SECONDHAND CAR SALES - November 2014

	DEALER-TO-PUBLIC				PUBLIC-TO-PUBLIC				PUBLIC-TO-DEALER			
	NOV '14	NOV '13	+/- %	MARKET SHARE	NOV '14	NOV '13	+/- %	NOV '14	NOV '13	+/- %		
Whangarei	512	566	-9.5	3.08	1671	1626	2.8	214	279	-23.3		
Auckland	5623	5772	-2.6	33.80	13,901	13,413	3.6	4363	4283	1.9		
Hamilton	1359	1378	-1.4	8.17	2970	3088	-3.8	1038	1091	-4.9		
Thames	217	213	1.9	1.30	482	467	3.2	94	92	2.2		
Tauranga	943	928	1.6	5.67	1903	1790	6.3	545	579	-5.9		
Rotorua	255	284	-10.2	1.53	681	612	11.3	95	141	-32.6		
Gisborne	187	182	2.7	1.12	319	362	-11.9	116	100	16.0		
Napier	574	544	5.5	3.45	1245	1319	-5.6	400	426	-6.1		
New Plymouth	410	466	-12.0	2.46	905	953	-5.0	221	287	-23.0		
Wanganui	154	197	-21.8	0.93	385	423	-9.0	96	116	-17.2		
Palmerston North	730	818	-10.8	4.39	1475	1468	0.5	801	767	4.4		
Masterton	184	156	17.9	1.11	373	343	8.7	101	100	1.0		
Wellington	1419	1454	-2.4	8.53	2715	2605	4.2	1132	1173	-3.5		
Nelson	299	272	9.9	1.80	876	895	-2.1	237	221	7.2		
Blenheim	177	196	-9.7	1.06	357	366	-2.5	146	116	25.9		
Greymouth	95	82	15.9	0.57	188	227	-17.2	52	48	8.3		
Westport	17	23	-26.1	0.10	92	89	3.4	3	1	200.0		
Christchurch	2166	2440	-11.2	13.02	5123	4865	5.3	1557	1784	-12.7		
Timaru	243	280	-13.2	1.46	562	494	13.8	143	176	-18.8		
Oamaru	69	97	-28.9	0.41	209	202	3.5	24	25	-4.0		
Dunedin	612	663	-7.7	3.68	1620	1582	2.4	444	485	-8.5		
Invercargill	393	437	-10.1	2.36	912	951	-4.1	243	328	-25.9		
<b>NZ total</b>	<b>16,638</b>	<b>17,448</b>	<b>-4.6</b>	<b>100.00</b>	<b>38,964</b>	<b>38,140</b>	<b>2.2</b>	<b>12,065</b>	<b>12,618</b>	<b>-4.4</b>		

- ✓ Consumer Guarantees Act 1993
- ✓ Motor Vehicle Sales Act 2003
- ✓ Sale of Goods Act 1908
- ✓ Fair Trading Act 1986
- ✓ Energy Efficiency and Conservation Act 2000

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New Passenger Vehicle Sales by Make - November 2014

MAKE	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Toyota	1708	1746	-2.2	21.2%	14369	17.1%
Holden	988	685	44.2	12.3%	9459	11.3%
Ford	695	618	12.5	8.6%	6606	7.9%
Mazda	613	512	19.7	7.6%	6147	7.3%
Hyundai	611	572	6.8	7.6%	7187	8.6%
Mitsubishi	417	351	18.8	5.2%	4846	5.8%
Honda	349	310	12.6	4.3%	3365	4.0%
Nissan	321	382	-16.0	4.0%	4297	5.1%
Suzuki	320	376	-14.9	4.0%	4379	5.2%
Volkswagen	308	288	6.9	3.8%	3716	4.4%
BMW	212	172	23.3	2.6%	2013	2.4%
Audi	204	163	25.2	2.5%	1979	2.4%
Subaru	167	165	1.2	2.1%	1668	2.0%
Kia	154	202	-23.8	1.9%	2650	3.2%
Mercedes-Benz	147	128	14.8	1.8%	1719	2.1%
Peugeot	96	108	-11.1	1.2%	1011	1.2%
Jeep	94	92	2.2	1.2%	1203	1.4%
SsangYong	89	86	3.5	1.1%	930	1.1%
Skoda	81	63	28.6	1.0%	816	1.0%
Mini	69	44	56.8	0.9%	541	0.6%
Dodge	59	64	-7.8	0.7%	528	0.6%
Lexus	55	54	1.9	0.7%	517	0.6%
Land Rover	50	51	-2.0	0.6%	784	0.9%
Fiat	47	21	123.8	0.6%	456	0.5%
Porsche	41	13	215.4	0.5%	286	0.3%
Volvo	30	18	66.7	0.4%	407	0.5%
Citroen	27	12	125.0	0.3%	367	0.4%
Renault	23	21	9.5	0.3%	252	0.3%
Great Wall	20	23	-13.0	0.2%	178	0.2%
Chery	18	34	-47.1	0.2%	292	0.3%
Alfa Romeo	8	24	-66.7	0.1%	226	0.3%
Jaguar	8	12	-33.3	0.1%	118	0.1%
Chrysler	7	10	-30.0	0.1%	83	0.1%
Isuzu	6	0	600.0	0.1%	79	0.1%
Mahindra	5	3	66.7	0.1%	52	0.1%
MG	4	2	100.0	0.0%	48	0.1%
Maserati	3	4	-25.0	0.0%	70	0.1%
Can-Am	2	9	-77.8	0.0%	50	0.1%
Morgan	2	1	100.0	0.0%	7	0.0%
Trike	2	0	200.0	0.0%	2	0.0%
Others	3	14	-78.6	0.0%	132	0.2%
<b>Total</b>	<b>8063</b>	<b>7453</b>	<b>8.2</b>	<b>100.0%</b>	<b>83,835</b>	<b>100.0%</b>

New Passenger Vehicle Sales by Model - November 2014

MAKE	MODEL	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Toyota	Corolla	605	626	-3.4	7.5%	5700	6.8%
Toyota	Yaris	340	227	49.8	4.2%	2306	2.8%
Toyota	RAV4	295	289	2.1	3.7%	2257	2.7%
Honda	Jazz	241	113	113.3	3.0%	1749	2.1%
Holden	Cruze	234	106	120.8	2.9%	1713	2.0%
Holden	Commodore	232	260	-10.8	2.9%	2785	3.3%
Mazda	Mazda3	219	109	100.9	2.7%	2244	2.7%
Suzuki	Swift	218	218	0.0	2.7%	2463	2.9%
Ford	Focus	217	114	90.4	2.7%	1703	2.0%
Holden	Captiva	198	135	46.7	2.5%	2071	2.5%
Hyundai	Santa Fe	172	103	67.0	2.1%	1771	2.1%
Mazda	CX-5	165	239	-31.0	2.0%	2180	2.6%
Toyota	Highlander	164	118	39.0	2.0%	1732	2.1%
Hyundai	ix35	154	168	-8.3	1.9%	1771	2.1%
Mazda	Mazda2	150	66	127.3	1.9%	813	1.0%
Mitsubishi	Outlander	150	97	54.6	1.9%	1481	1.8%
Toyota	Camry	142	168	-15.5	1.8%	848	1.0%
Ford	Kuga	128	112	14.3	1.6%	1268	1.5%
Nissan	X-Trail	126	86	46.5	1.6%	1304	1.6%
Volkswagen	Golf	117	134	-12.7	1.5%	1629	1.9%
Hyundai	iMax	109	19	473.7	1.4%	356	0.4%
Holden	Barina	102	50	104.0	1.3%	102	0.1%
Holden	Trax	99	34	191.2	1.2%	756	0.9%
Ford	Fiesta	98	60	63.3	1.2%	912	1.1%
Hyundai	i30	94	95	-1.1	1.2%	1296	1.5%
Mitsubishi	Lancer	92	168	-45.2	1.1%	1460	1.7%
Ford	Mondeo	87	184	-52.7	1.1%	702	0.8%
Mitsubishi	ASX	84	49	71.4	1.0%	899	1.1%
Nissan	Qashqai	82	93	-11.8	1.0%	1295	1.5%
Volkswagen	Tiguan	76	78	-2.6	0.9%	721	0.9%
BMW	116i	74	59	25.4	0.9%	445	0.5%
Ford	EcoSport	73	-	-	0.9%	348	0.4%
Ford	Territory	72	83	-13.3	0.9%	961	1.1%
SsangYong	Korando	66	63	4.8	0.8%	613	0.7%
Toyota	Landcruiser Prado	63	87	-27.6	0.8%	609	0.7%
Dodge	Journey	59	64	-7.8	0.7%	526	0.6%
Peugeot	308	57	47	21.3	0.7%	446	0.5%
Mazda	Mazda6	53	70	-24.3	0.7%	670	0.8%
Honda	CRV	52	71	-26.8	0.6%	717	0.9%
Mitsubishi	Mirage	51	19	168.4	0.6%	562	0.7%
Others		2253	2572	-12.4	27.9%	29651	35.4%
<b>Total</b>		<b>8063</b>	<b>7453</b>	<b>8.2</b>	<b>100.0%</b>	<b>83,835</b>	<b>100.0%</b>





# Toyota takes out top three spots

Passenger vehicle registrations of 8,063 last month were up by 610 units – or 8.2 per cent – compared to the same period last year for the best November since 1984.

Toyota notched up a hat-trick at the top of the models chart, which was once again headed by the Corolla on 605 units for a 7.5 per cent market share.

It was followed by the Yaris with 340 registrations and RAV4 on 295 – with both totals representing about four per cent of the market.

Toyota also claimed first position on the manufacturers' ladder with a 21 per cent share and 1,708 sales.

Holden came second on 12 per cent and 988 registrations, while Ford took out third spot on nine per cent and 695 units.

Year to date, the Japanese marque has a 17.1 per cent share of market with 14,369 units and is followed by Holden on 11.3 per cent and 9,459.

Ford is third with 6,606 registrations and 7.9 per cent, which means the top three for 2014 are all but confirmed as many dealers across the country report brisk business.

"We have seen an increase in sales over the past three months," says Matthew Hodgson, dealer principal of Jeff Gray BMW in Christchurch.

"There was a take-up in car buying after the general election while the middle of the year was tough. I think the election diverted people's attention, although we have found a big uptake in sales since September.

"We've also offered zero per cent finance on a range of vehicles. People have got cash, but

are using manufacturers' money to keep their own in investments.

"We have seen a boost across the range. The X5 has been pretty strong in 2014, our first full year with the new model. We sell the 1 and 2 Series to people coming to BMW from other brands, and there have been a lot of new clients.

"There has been good advertising for the connected drive system and we're the first luxury brand in New Zealand to have it.

"I think the rest of December will be good. There have already been some positive things

find it. It doesn't necessarily mean lots of advertising. It's a matter of getting out there and talking to people, and dealing with clients and servicing their vehicles well."

Jacob Wilson, dealer principal of CJD North Shore in Wairau Valley, Auckland, says: "We've had Chrysler, Jeep and Dodge since June last year.

"Sales have been tremendous and these brands have grown hugely nationally, while the Fiat Punto has had a record year and we would be its number-two performing dealer for volume.

customers who will drive all over the city to buy cars from us".

Wilson adds: "Auckland is growing and the North Shore is a logical place for migrants to live.

"Being a positive dealer, the new car market has had a fantastic year and we are predicting more growth next year, especially in Auckland and Christchurch."

Daniel Bell, of nearby North Harbour Hyundai, says: "November was a good month. People want to spend money and have been buying cars leading up to Christmas."

"The ix35 was a lot stronger last month, but the Santa Fe still is our number-one SUV. There has been no promotion of the ix35, but buyers just seemed to be in the market for a five-seater SUV heading into summer."

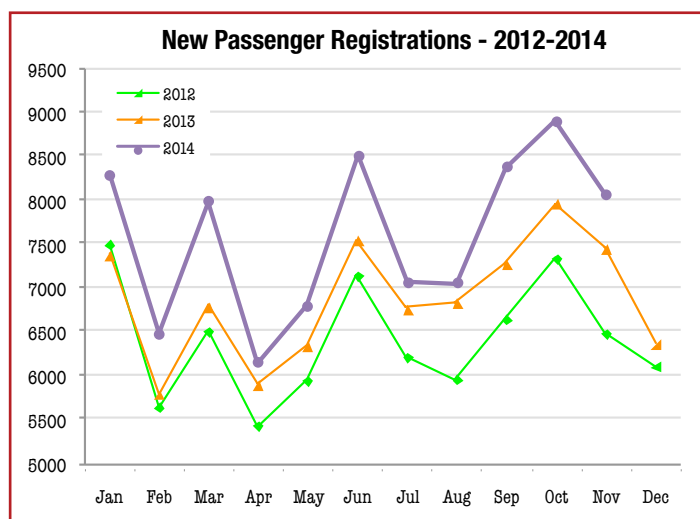
Bell says the market is unpredictable over the holiday months, which can be "hit or miss" with some people passing "through while others stay away".

He's excited about the launch of the new Sonata and Genesis, which are set to arrive on our shores next year.

"Customers have read news about the Genesis on overseas websites and have been constantly asking about it since the start of the year," enthuses Bell.

"It may be in the same boat as Lexus and Infiniti originally were because it's \$100,000. The Genesis offers great bang for the bucks – you get the same features as what Mercedes-Benz and BMW offer, and it's cheaper.

"Overall, the market has been improving a lot this year. We've seen between five and 10 per cent growth in the past six years. Next year will be stronger and our targets will be up." ☺



happening with new models, such as the F16 and X6 sports activity coupe. We are expecting similar levels of growth next year."

Hodgson says Christchurch's rebuild is presenting some challenges, such as the way the roading system is operating "on a daily basis" with feeder roads often closed causing huge delays.

"I was recently driving past one of our competitors where the roads were completely closed," he told Autofile.

"We just can't wait for the business. We need to go out and

"When we took over the business three years ago, it went from a 15 to 20-car dealership to 70-plus. It comes down to having great marques, product and staff"

Wilson describes finance and insurance as generally being good "with everyone wanting to be over the benchmark figure of 30 per cent and there are some really competitive interest rates out there".

He says the great thing about the North Shore is that it's now part of super city, "so we're a part of the Auckland community and have



# Record year for sales predicted

**T**oyota had another dominant month for passenger vehicle registrations by beating second-placed Holden by 720 units.

The Japanese marque sold 1,707 new cars and SUVs in November with 79.9 per cent – or 1,364 – being bought by businesses.

The lion-and-stone brand notched up 987 sales and had a higher proportion of private sales on 33 per cent, or 326 units.

Ford had the highest split in favour of businesses in the top three with 561 out of its total coming in at 81.2 per cent. It improved by one place on the ladder last month compared to November.

Mazda also moved up one spot to fourth by selling one more unit than Hyundai, which dropped by two to fifth.

The proportion of sales made by Mazda to businesses was 76.3 per cent, or 467 units, while 25.5 per cent – or 156 – of Hyundai's registrations were to private buyers.

Volvo celebrated its 400th new model being registered across all segments during 2014 on November 27, which meant it achieved its target with a month to spare.

Year to date, it has sold 377 passenger vehicles. Last month, 60 per cent – or 18 units out of 30 – were bought by businesses.

General manager Steve Kenchington says when this year's target was announced in November 2013, it was met with some doubt, but the company and its dealer network always believed they could make it happen.

"This is an historical event for Volvo NZ," he says. "Due

to everyone's hard work and commitment, we have achieved a record of 400 registrations in a single year and a month early, which has never been done before in this country.

"Despite having no new models this year, our dealers have embraced the plan, are investing in the brand's future and delivering stellar results across all the range."

Kenchington says Scott McLaughlin's success in the Volvo S60 V8 Supercars has been a contributing factor by hardening the brand and driving traffic to dealerships.

The result is that year-to-date Volvo registrations are up by 80 per cent compared to this time last year. Its biggest volumes have been in the XC60 with 38 per cent of sales and the V40 with 31 per cent.

All models have seen growth compared to 2013 with the biggest increases in the XC60, of which sales rose by 184 per cent, and the XC70 – up by "a massive 380 per cent".

Kenchington adds: "This result provides a solid foundation on which to build further success next year with the arrival of the all-new XC90 and V60 Cross Country.

"Dealership developments will also be a focus for 2015 to continue momentum."

As for the premium segment, BMW sold 212 new passenger vehicles in November, of which 63.2 per cent were to businesses.

Across all marques, 66.7 per cent of last month's total of 8,023 – or 5,353 cars and SUVs – sold were to businesses with the Motor Industry Association predicting a record year for overall sales. ☺

Passenger Car Sales by Private/Business split - MIA statistics

MAKE	PRIVATE	% PRIVATE	BUSINESS	% BUSINESS	TOTAL
Alfa Romeo	6	75.0	2	25.0	8
Audi	66	32.4	138	67.6	204
BMW	78	36.8	134	63.2	212
Chery	16	88.9	2	11.1	18
Chrysler	4	57.1	3	42.9	7
Citroen	16	59.3	11	40.7	27
Dodge	24	40.7	35	59.3	59
Ferrari	0	0.0	1	100.0	1
Fiat	36	76.6	11	23.4	47
Ford	130	18.8	561	81.2	691
Great Wall	7	35.0	13	65.0	20
Holden	326	33.0	661	67.0	987
Honda	279	79.9	70	20.1	349
Hyundai	156	25.5	455	74.5	611
Isuzu	3	50.0	3	50.0	6
Jaguar	2	40.0	3	60.0	5
Jeep	55	58.5	39	41.5	94
Kia	69	44.8	85	55.2	154
Land Rover	34	70.8	14	29.2	48
Lexus	16	29.1	39	70.9	55
McLaren	1	100.0	0	0.0	1
Maserati	2	66.7	1	33.3	3
Mazda	145	23.7	467	76.3	612
Mercedes-Benz	47	32.4	98	67.6	145
MG	4	100.0	0	0.0	4
Mini	26	37.7	43	62.3	69
Mitsubishi	180	43.2	237	56.8	417
Nissan	116	37.7	192	62.3	308
Peugeot	32	33.3	64	66.7	96
Porsche	24	58.5	17	41.5	41
Renault	14	60.9	9	39.1	23
Skoda	25	30.9	56	69.1	81
SsangYong	29	32.6	60	67.4	89
Subaru	50	30.1	116	69.9	166
Suzuki	135	42.1	186	57.9	321
Toyota	343	20.1	1364	79.9	1707
Volkswagen	161	53.3	141	46.7	302
Volvo	12	40.0	18	60.0	30
Other	1	20.0	4	80.0	5
<b>Total</b>	<b>2670</b>	<b>33.3</b>	<b>5353</b>	<b>66.7</b>	<b>8023</b>

\*Business sales include rental and government sales, and the totals include passenger cars and SUVs. SOURCE: MIA





# Industry all set to beat 1984

The Motor Industry Association (MIA) expects total new vehicle registrations to top 125,000 units this year, with the previous best being 1984 when 123,247 were sold.

Year to date, 117,758 new vehicles have been registered, which is an increase of 13,237 units – or 13 per cent – on this time last year.

Total sales across all segments in November came in at 11,176. This was up by 788 units, or eight per cent, on the same month in 2013, while the previous best November on record was in 2013 with 10,388.

The SUV segment was last month's strongest with 28 per cent of all new vehicles sales. They were followed by pick-ups and chassis-cabs on 20 per cent, with small

passenger cars on 18 per cent.

David Crawford, chief executive officer of the MIA, say it's going to be an interesting year to look at the numbers.

"This could be the year we sell the most new vehicles in the New Zealand industry," he told the audience at the NZ Car of the Year Awards.

"In 1984, we had Robert Muldoon in the government for those old enough to remember.

"We already have a record for the most commercial vehicles sold. For passenger vehicles, we need go all the way back to 1973 to try to break that record."

In that year, slightly more than 97,000 cars sold. "In 1973, the first oil shocks came along, so I know

why we didn't sell many cars after that – the price of oil went from \$3 to \$20 per barrel overnight.

"I think this year we could well see more than 125,000 new vehicles sold and when you look at the differences in cars back then compared to now, it's staggering.

"It's comparably cheaper to buy a new vehicle now and they have got much better technology and safety – and such a pleasure to drive."

Government sales recorded the biggest proportional increase in passenger vehicle sales last month. They increased by 28.7 per cent from 108 units in November 2013 to 139, while 2014's biggest year-to-date rise of 4.1 per cent has been in business registrations.

Last month saw rentals sales

lead the way in the SUV market with registrations up from 377 in November last year to 609, which was a jump of 61.5 per cent, while rentals have also returned the biggest increase in sales so far in 2014 – up by 51.6 per cent.

As for light commercial vehicles, government sales increased by 49.4 per cent last month from 83 to 124, while the biggest year-to-date rise has come in the private sector, which has climbed by 31.7 per cent.

Light cars led the way in November with a 34.4 per cent jump from 1,094 to 1,470 sales. And the biggest increase this year has been with small SUVs, registrations of which have shot up by 50.3 per cent. ☺

## NEW VEHICLE SALES BY BUYER TYPE - November 2014

	NOV '14	NOV '13	MTH%	2014 YTD	2013 YTD	% YTD
<b>Passenger</b>	4,911	4,672	5.1	49,139	47,653	3.1
Private	1,628	1,545	5.4	17,930	17,367	3.2
Business	1,951	1,835	6.3	21,946	21,090	4.1
Gov't	139	108	28.7	2,204	2,145	2.8
Rental	1,193	1,184	0.8	7,059	7,051	0.1
<b>SUV</b>	3,112	2,740	13.6	34,262	28,056	22.1
Private	1,042	1,060	-1.7	13,240	10,306	28.5
Business	1,394	1,250	11.5	17,082	15,052	13.5
Gov't	67	53	26.4	697	559	24.7
Rental	609	377	61.5	3,243	2,139	51.6
<b>Light Commercial</b>	2,634	2,437	8.1	29,007	24,486	18.5
Private	634	568	11.6	6,797	5,160	31.7
Business	1,806	1,734	4.2	20,261	17,533	15.6
Gov't	124	83	49.4	1,272	1,241	2.5
Rental	70	52	34.6	677	552	22.6
<b>Sub Total</b>	10,657	9,849	8.2	112,408	100,195	12.2
Private	3,304	3,173	4.1	37,967	32,833	15.6
Business	5,151	4,819	6.9	59,289	53,675	10.5
Gov't	330	244	35.2	4,173	3,945	5.8
Rental	1,872	1,613	16.1	10,979	9,742	12.7
<b>Heavy Commercial</b>	433	452	-4.2	4,602	3,699	24.4
<b>Other</b>	86	80	7.5	595	501	18.8
<b>Total</b>	11,176	10,381	7.7	117,605	104,395	12.7

## NEW VEHICLE MARKET SEGMENTATION - November 2014

	NOV '14	NOV '13	MTH% DIFF	2014 YTD	2013 YTD	% YTD
Passenger	4,911	4,672	5.1	49,139	47,653	3.1
SUV	3,112	2,740	13.6	34,262	28,056	22.1
Light Commercial	2,634	2,437	8.1	29,007	24,486	18.5
Heavy Commercial	433	452	-4.2	4,602	3,699	24.4
Other	86	80	7.5	595	501	18.8
<b>TOTAL MARKET</b>	11,176	10,381	7.7	117,605	104,395	12.7
Micro	152	118	28.8	1,567	1,908	-17.9
Light	1,470	1,094	34.4	13,442	12,214	10.1
Small	2,002	1,868	7.2	21,055	19,195	9.7
Medium	688	929	-25.9	6,478	7,872	-17.7
Large	306	398	-23.1	4,126	4,106	0.5
Upper Large	19	23	-17.4	290	231	25.5
People Movers	191	152	25.7	1,165	919	26.8
Sports	83	90	-7.8	1,016	1,208	-15.9
SUV Small	832	687	21.1	9,496	6,319	50.3
SUV Medium	1,252	1,176	6.5	13,021	11,582	12.4
SUV Large	996	831	19.9	11,319	9,742	16.2
SUV Upper Large	32	46	-30.4	426	413	3.1
Light Buses	38	39	-2.6	547	427	28.1
Vans	370	402	-8.0	5,120	4,530	13.0
Pick Up/Chassis Cab 4x2	777	695	11.8	8,913	7,287	22.3
Pick Up/Chassis Cab 4x4	1,449	1,301	11.4	14,427	12,242	17.8
Heavy Commercial	433	452	-4.2	4,602	3,699	24.4
Other	86	80	7.5	595	501	18.8
<b>TOTAL MARKET</b>	11,176	10,381	7.7	117,605	104,395	12.7

from the team at **autofile**

# - SEE YOU IN 2015

# Ranger extends its lead on Hilux

The Ford Ranger retained its spot as the monthly top-selling light commercial model for November with 18 per cent market share and 566 units.

Toyota's Hilux was a close second – also with 18 per cent but 560 sales. Next up was Holden Colorado's at 10 per cent and 322 units.

Year to date, the Ranger has continued to stretch its lead as the top-selling commercial model with 16.6 per cent market share and 5,638 units. The Hilux has 15.7 per cent market share on 5,340 – a difference of 298 units.

With one month of 2014 to go, more new light commercial vehicles have been sold year to date than for any previous full year, says David Crawford, chief

executive officer of the Motor Industry Association (MIA).

The previous highest year for registrations of new commercials was 2013 with 30,881 – and so far this year, 33,919 units have sold. This is 19.2 per cent – or 5,463 units – ahead of this time in 2013.

Donna Silvester, dealer

principal of Silvester Motor Company in Christchurch, which holds the franchise for Isuzu, says the D-Max range has been performing well.

"Sales of the ute for us here in Christchurch have been growing exponentially," she told Autofile.

"The market is competitive

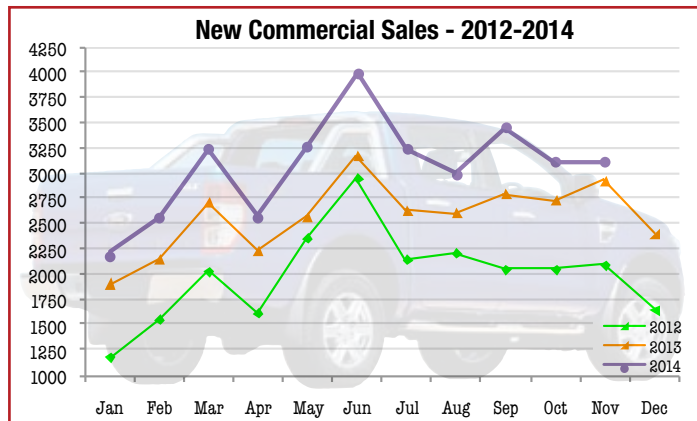
among commercial vehicles but we are satisfying local demand."

Part of the demand for utes is coming from the city's rebuild, but buyers also recognise that the spine of Isuzu's vehicles come from the marque's trucks.

"People realise that and have massive respect for their robustness and reliability."

Commercial vehicle registrations of 3,113 in November were up by 178 units, or 6.1 per cent, when compared to the same month last year for the highest November since the MIA started keeping records in 1981.

Toyota was November's market leader with a 23 per cent share and 723 units. It was followed by Ford on 20 per cent and 629 units, and Holden was third on 11 per cent and 335 sales. ☺



## New Commercial Sales by Make - November 2014

MAKE	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	723	789	-8.4	23.2%	7870	23.2%
Ford	629	528	19.1	20.2%	6320	18.6%
Holden	335	267	25.5	10.8%	2978	8.8%
Nissan	212	169	25.4	6.8%	2324	6.9%
Isuzu	156	118	32.2	5.0%	1985	5.9%
Mitsubishi	154	148	4.1	4.9%	2129	6.3%
Volkswagen	125	188	-33.5	4.0%	1259	3.7%
Mazda	90	99	-9.1	2.9%	1362	4.0%
Mercedes-Benz	89	100	-11.0	2.9%	659	1.9%
Mitsubishi Fuso	76	58	31.0	2.4%	657	1.9%
SsangYong	75	39	92.3	2.4%	821	2.4%
Hino	58	50	16.0	1.9%	678	2.0%
Fiat	51	33	54.5	1.6%	376	1.1%
Hyundai	45	45	0.0	1.4%	697	2.1%
Foton	43	21	104.8	1.4%	424	1.3%
LDV	38	13	192.3	1.2%	383	1.1%
UD Trucks	32	26	23.1	1.0%	244	0.7%
Kenworth	25	10	150.0	0.8%	170	0.5%
Great Wall	23	54	-57.4	0.7%	710	2.1%
Volvo	23	15	53.3	0.7%	257	0.8%
Others	111	165	-32.7	3.6%	1616	4.8%
<b>Total</b>	<b>3113</b>	<b>2935</b>	<b>6.1</b>	<b>100.0%</b>	<b>33,919</b>	<b>100.0%</b>

## New Commercial Sales by Model - November 2014

MAKE	MODEL	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Ford	Ranger	566	482	17.4	18.2%	5638	16.6%
Toyota	Hilux	560	585	-4.3	18.0%	5340	15.7%
Holden	Colorado	322	255	26.3	10.3%	2750	8.1%
Nissan	Navara	212	169	25.4	6.8%	2324	6.9%
Toyota	Hiace	148	197	-24.9	4.8%	2317	6.8%
Mitsubishi	Triton	133	111	19.8	4.3%	1467	4.3%
Isuzu	D-Max	92	73	26.0	3.0%	1154	3.4%
Mazda	BT-50	90	99	-9.1	2.9%	1361	4.0%
Mercedes-Benz	Sprinter	76	81	-6.2	2.4%	515	1.5%
SsangYong	Actyon Sport	75	39	92.3	2.4%	821	2.4%
Volkswagen	Amarok	62	71	-12.7	2.0%	732	2.2%
Ford	Transit	58	43	34.9	1.9%	633	1.9%
Fiat	Ducato	47	33	42.4	1.5%	344	1.0%
Hyundai	ILoad	44	44	0.0	1.4%	680	2.0%
Foton	Tunland	40	21	90.5	1.3%	375	1.1%
Isuzu	N Series	38	20	90.0	1.2%	367	1.1%
LDV	V80	38	13	192.3	1.2%	383	1.1%
Mitsubishi Fuso	Canter	34	29	17.2	1.1%	215	0.6%
Hino	500	32	26	23.1	1.0%	331	1.0%
Volkswagen	Crafter	29	85	-65.9	0.9%	156	0.5%
Others		417	459	-9.2	13.4%	6016	17.7%
<b>Total</b>		<b>3113</b>	<b>2935</b>	<b>6.1</b>	<b>100.0%</b>	<b>33,919</b>	<b>100.0%</b>



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# Registrations holding up well

The total number of used light commercials sold last month increased by 15.8 per cent – from 621 to 719 – when compared to November 2013.

And the increase from October to November came in at 2.6 per cent – a difference of 18 units.

Toyota topped last month's sales chart on 381 units for a year-to-date total of 3,594, which represents 49.8 per cent of the market.

Nissan was second in November on 133 with Mazda next up on 35. So far in 2014, these marques have sold 1,468 and 361 units respectively.

As for models, there's no stopping Toyota's Hiace. It sold 284 units last month, which was a 44.9 per cent increase on 196 in November. Year to date, it commands a market share of 37

per cent with 2,672 registrations.

The Nissan Caravan is in second place for the year on 691 units for a market share of 9.6 per cent, while the numbers for Toyota's Regius are 342 units and 4.7 per cent.

Grant Fowler, of Grant Fowler Cars in New Plymouth, says: "We do the odd used commercial, but it's pretty

hard to make money unless you have large turnover and there's not a lot of margin in an imported Hiace.

"It's pretty hard to get four-wheel-drive commercials. There's a bit more work in getting them and the margins are a lot skinnier, but there are more buyers than sellers.

"The well-priced ones are few and

far between, while people who own them know they're worth big money so they put them on Trade Me.

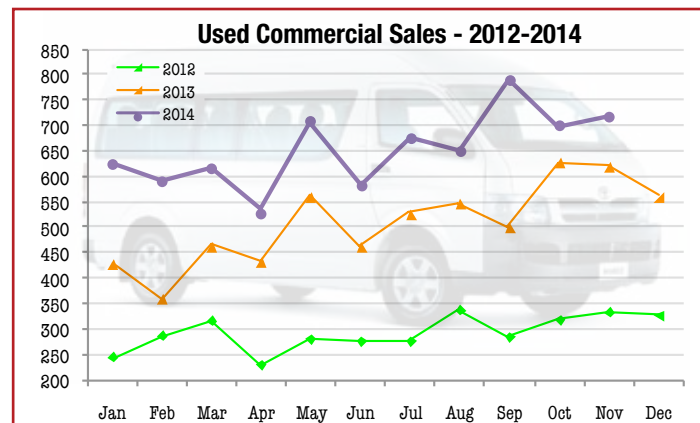
"A lot of things can go wrong with high-mileage four-wheel-drive diesels outside of their warranties and straight from the farm."

Jacob Wilson, of CJD North Shore in Auckland, says: "In the pre-owned market, the more new vehicles you sell the more really good pre-owned trades you create.

"Overall any pre-owned Jeeps, for example, sell quickly and we can't get enough of them."

While sales of used commercials continue to be buoyant, importation numbers dropped back in November – 526 units compared to 772 in October.

The vast majority – 494 – came from Japan to bring the overall year-to-date total to 5,711. ☺



MAKE	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	381	271	40.6	53.0%	3594	49.8%
Nissan	133	130	2.3	18.5%	1468	20.3%
Mazda	35	43	-18.6	4.9%	361	5.0%
Isuzu	33	35	-5.7	4.6%	356	4.9%
Ford	22	23	-4.3	3.1%	281	3.9%
Hino	19	9	111.1	2.6%	154	2.1%
Chevrolet	15	20	-25.0	2.1%	165	2.3%
Mitsubishi	12	15	-20.0	1.7%	221	3.1%
Fiat	11	33	-66.7	1.5%	67	0.9%
Iveco	10	0	1000.0	1.4%	21	0.3%
Holden	8	3	166.7	1.1%	107	1.5%
Volkswagen	8	4	100.0	1.1%	45	0.6%
DAF	4	4	0.0	0.6%	20	0.3%
Renault	4	4	0.0	0.6%	21	0.3%
Dodge	3	2	50.0	0.4%	39	0.5%
GMC	3	3	0.0	0.4%	34	0.5%
Mercedes-Benz	3	3	0.0	0.4%	46	0.6%
Kenworth	2	0	200.0	0.3%	8	0.1%
Land Rover	2	0	200.0	0.3%	16	0.2%
Liebherr	2	0	200.0	0.3%	5	0.1%
Others	9	19	-52.6	1.3%	193	2.7%
<b>Total</b>	<b>719</b>	<b>621</b>	<b>15.8</b>	<b>100.0%</b>	<b>7222</b>	<b>100.0%</b>

MAKE	MODEL	NOV '14	NOV '13	+/- %	NOV '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	Hiace	284	196	44.9	39.5%	2672	37.0%
Nissan	Caravan	66	60	10.0	9.2%	691	9.6%
Toyota	Regius	37	21	76.2	5.1%	342	4.7%
Mazda	Bongo	31	36	-13.9	4.3%	293	4.1%
Nissan	Vanette	26	42	-38.1	3.6%	402	5.6%
Isuzu	Elf	18	14	28.6	2.5%	192	2.7%
Toyota	Dyna	18	26	-30.8	2.5%	218	3.0%
Toyota	Toyoace	15	12	25.0	2.1%	142	2.0%
Toyota	Hilux	13	7	85.7	1.8%	110	1.5%
Fiat	Ducato	11	32	-65.6	1.5%	63	0.9%
Nissan	Atlas	11	14	-21.4	1.5%	129	1.8%
Nissan	Navara	11	6	83.3	1.5%	102	1.4%
Hino	Dutro	10	4	150.0	1.4%	71	1.0%
Isuzu	Forward	9	7	28.6	1.3%	67	0.9%
Nissan	NV200	8	1	700.0	1.1%	49	0.7%
Ford	Ranger	7	4	75.0	1.0%	79	1.1%
Toyota	Townace	7	6	16.7	1.0%	38	0.5%
Ford	Transit	6	12	-50.0	0.8%	76	1.1%
Chevrolet	Silverado	5	4	25.0	0.7%	65	0.9%
Nissan	Patrol	5	3	66.7	0.7%	47	0.7%
Others		121	114	6.1	16.8%	1374	19.0%
<b>Total</b>		<b>719</b>	<b>621</b>	<b>15.8</b>	<b>100.0%</b>	<b>7222</b>	<b>100.0%</b>

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# Dealers cope with demand issues

This year has generally been a good one for franchises being able to access enough stock to satisfy demand.

Although worldwide demand has been high in 2014, most manufacturers have been able to deliver enough cars.

But some marques have faced issues – such as Toyota with its Hilux, as reported in the November 21 issue of Autofile – when trying to secure enough stock to meet demand in New Zealand.

This has been the case with a few variants of models as well, while some brands have faced a few headaches accessing specifics, such as body colours.

Overall though, the local market has stood up well to the pressures of worldwide demand that many manufacturers have experienced.

For example, Jacob Wilson, dealer principal of CJD North Shore

in Auckland, says: “Chrysler, Jeep and Dodge have appropriate levels of stock on the ground.

“However, fast-moving models, such as the Cherokee, can be a bit of a challenge to get sometimes. The Cherokee is in a very popular segment, which continues to grow for New Zealand.”

Jeremy Spicer, dealer principal of Manukau Nissan in South Auckland, says: “Being a new dealership, we have been retail-focused this year and plan to grow our fleet business in the new year.

“About 90 per cent of our business this year has been retail and it has been on the back of Nissan’s product – nearly the whole range has been revitalised.

“For a vehicle that has been in the market for a long time, the Navara is selling incredibly well. There are more people buying utes as family vehicles – they

weren’t our traditional buyers.

“For us, the big opportunities next year will be in fleet. If retail continues to be buoyant, the new car segment will continue to be strong.”

He says the dealership’s staff and customers are excited about the new Navara, which is arriving during the second quarter of next year.

“The current model continues to sell well even though it has been in the market for a long time,” says Spicer. “The new one will be an improved drive with even better specifications.

“We have had a few stock issues with the Navara because of production being wound down during its last year on the market, while sales have continued at the same pace.

“There have also been supply issues with the Qashqai with worldwide sales being so strong. A lot of older customers who

would traditionally be sedan buyers are moving to SUVs.”

Matthew Hodgson, of Jeff Gray BMW in Christchurch, says BMW New Zealand has a good system with dealers around the country exchanging stock.

He adds: “The X5 can be a bit difficult but we planned to have good sales, so we’ve had no trouble meeting demand.”

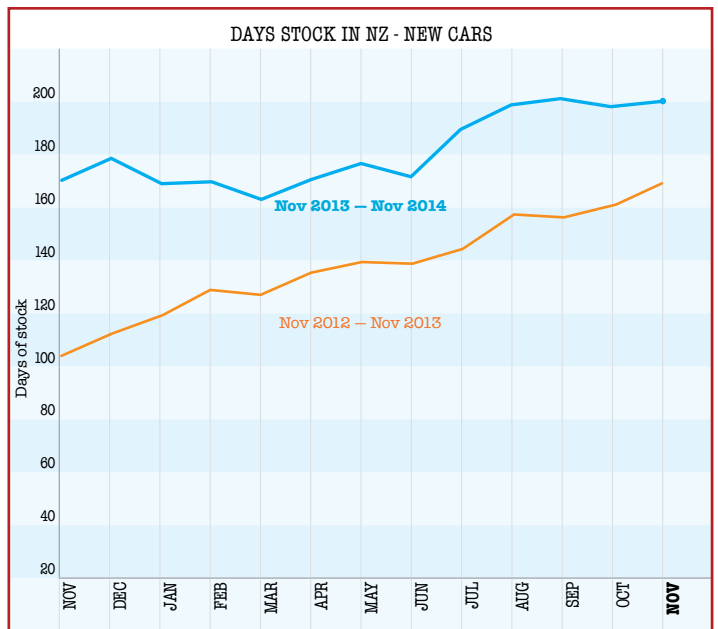
So far this year, 83,070 new cars have been imported into the country while 75,755 have been sold – a difference of 8,062.

As for last month’s statistics, there was a 1,210-unit difference between 9,273 new cars crossing the border and 8,063 being registered in New Zealand for the first time.

The totals for November increased the national stock level to 49,473 units from 48,263 in the previous month. ⊕

## Dealer stock of new cars in New Zealand

	CAR SALES		VARIANCE	STOCK	DAILY SALES - 12-MONTH AVERAGE	DAYS STOCK AT HAND
	IMPORTED	REGISTERED				
Nov '13	9591	7453	2138	37746	225	168
Dec '13	8826	6371	2455	40201	226	178
Jan '14	6437	8293	-1820	38381	228	168
Feb '14	6724	6572	157	38538	230	167
Mar '14	7174	7992	-764	37774	234	162
Apr '14	7994	6150	2101	39875	234	170
May '14	8447	6802	1696	41571	236	176
Jun '14	7620	8517	-569	41002	238	172
Jul '14	11106	7071	4035	45037	239	188
Aug '14	9649	7066	2599	47636	240	199
Sep '14	9622	8382	1240	48876	243	201
Oct '14	8297	8910	-613	48263	245	197
Nov '14	9273	8063	1210	49473	247	200
<b>YTD total</b>	<b>83,070</b>	<b>75,755</b>	<b>8,062</b>			
<b>Change on Nov 2013</b>	<b>-3.3%</b>	<b>8.2%</b>		<b>31.1%</b>		
<b>Predicted sales for 2014</b>		<b>90,189</b>				





# Stockpile drops as sales rise

A total of 11,351 used passenger vehicles were imported last month compared to 11,532 being registered, which meant New Zealand's stockpile decreased to 18,454 units.

During October – in contrast – the variance was 1,823 in favour of imports with 12,928 used imports stacking up against 11,105 transactions to increase the stockpile to 18,635.

November's numbers were higher compared with the same month of last year when 11,184 used cars were imported and 9,360 registered for a variance of 1,824.

Year to date, 124,507 units have been imported compared to 117,477 – an increase in the stock level by 7,030.

Average daily sales of 348 in November – based on a rolling average over 12 months –

amounted to an annual high and increased by 32 over the previous month, while stock at hand last month dropped by six days to 53.

Martin Todd, who owns Martin Todd Cars in Christchurch, describes trading conditions as having been difficult this year and notes there are many variables involved when bringing in used cars from Japan.

"You can get stock you cannot sell and sometimes you can't get vehicles you can sell, so in that respect nothing has changed over the years," he told Autofile.

"The popular models people want to buy tend to generally be in shorter supply."

The high cross-rate between the Kiwi dollar and yen makes for fluid trading conditions, although Todd has seen it as low as the 40s as well as up in the 90s where it has been sitting recently.

"Now is a good time to stock up," he says. "But it's not always convenient or the right time to do that."

"Sometimes you think you are buying at the top of the market and the next week it goes further up. You then think 'no, [that can't be happening]' and think about selling back, but you need quite a lot of money to play with to do that."

Todd says the effects of Christchurch's earthquake recovery have had varying effects on the local economy, which are difficult to measure.

"Many people come and go. Some workers may be here for six months, and buy vans and tools before they go back home, such as to Ireland, so we have a transient workforce in the city at this time."

"It has been a terrible time to live through and I hope we never have to experience it again."

When looking back at how

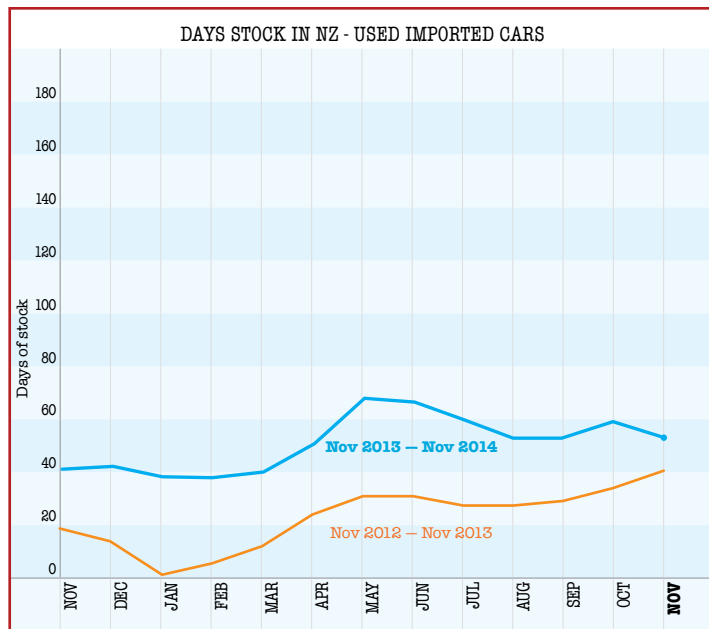
the used imports industry has progressed since its inception, he says \$10,000 can now buy a very good car.

"A strong exchange rate can also be of benefit to people buying new cars because of the larger amount of money involved," adds Todd.

"But the core of the used car market should remain strong, which means it's viable for all of us."

Grant Fowler, of Grant Fowler Cars in New Plymouth, says: "Stock has not been too much of a problem because I predominately sell Japanese and this year there has been a lot of good, clean stock available."

"Our turnover is lower, but we're focusing on cleaner cars that are grade four and above. We're a little bit dearer, but there's not a lot for customers to complain about once they receive their vehicles." ☺



	CAR SALES		VARIANCE	STOCK	DAILY SALES - 12-MONTH AVERAGE	DAYS STOCK AT HAND
	IMPORTED	REGISTERED				
Nov '13	11,184	9,360	1,824	10,891	265	41
Dec '13	10,067	9,534	533	11,424	271	42
Jan '14	8,807	9,470	(663)	10,761	277	39
Feb '14	9,093	9,155	(62)	10,699	283	38
Mar '14	11,254	10,247	1,007	11,706	290	40
Apr '14	13,102	9,501	3,601	15,307	296	52
May '14	16,450	11,223	5,227	20,534	304	68
Jun '14	10,558	10,760	(202)	20,332	311	66
Jul '14	10,745	12,052	(1,307)	19,025	318	60
Aug '14	9,016	11,290	(2,274)	16,751	325	52
Sep '14	11,203	11,142	61	16,812	335	51
Oct '14	12,928	11,105	1,823	18,635	316	59
Nov '14	11,351	11,532	-181	18,454	348	53
<b>YTD total</b>	<b>124,507</b>	<b>117,477</b>	<b>7,030</b>			
<b>Change on Nov 2013</b>	<b>1.5%</b>	<b>23.2%</b>		<b>69.4%</b>		
<b>Predicted sales for 2014</b>		<b>127,011</b>				

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