

autofile

Availability of stock in Japan considered

The automotive industry has widely welcomed the government's timetable for mandatory electronic stability control (ESC) on all vehicles crossing the border – with some caveats.

Michael Woodhouse, Associate Minister of Transport, is proposing the date for the safety system's compulsory fitment on new vehicles should be July 1, 2015.

The timeframe for used vehicles in class MC, which covers four-wheel-drive SUVs and off-roaders, is January 2016.

The deadline for cars with engines bigger than two litres will be January 2018, and it is January 2020 for all other used vehicles.

Woodhouse, who expects to sign off the rule change in early July, says he worked closely with the used vehicle import industry around its staggered roll-out.

He told Autofile: "They told us that if mandatory ESC was going to happen that a phased implementation with plenty of warning would make it easier for importers.

"I listened to this feedback and have proposed a phased implementation for different vehicle classes to enable the fastest possible uptake of ESC-fitted vehicles without unduly impacting on the industry.

"The two classes that are being brought forward have higher rates of existing ESC fitment in Japan.

"We announced this proposal now in order to provide fair warning to the industry and allow it to plan ahead."

While trade associations

[continued on page 4]

Government 'open to changes'

The Associate Minister of Transport says he will 'listen carefully' to requests to change the deadline for mandatory electronic stability control (ESC) on all new vehicles.

Under Michael Woodhouse's proposals, the safety system will be required for newly registered vehicles on a staggered roll-out.

This includes all new light passenger and goods vehicles complying with the rule change from July 2015.

But the Motor Industry Association (MIA) stresses the implementation date for ESC on new commercials in Australia is four months after that.

It fears this could create issues

with vehicles coming to New Zealand because our market is too small for manufacturers to separate supply.

However, Woodhouse told Autofile: "The proposal for consultation has just one date for introducing ESC for all new light vehicles – from July 1 next year.

"I'm certainly open to making

[continued on page 7]

In this issue

- p3 Collaboration is essential
- p8 VINZ on-board with rally
- p12 Pioneer's industry honour
- p14 Mazda's dealer of the year
- p15 Street version of race car
- p16 Market report and movers
- p20 In-depth industry statistics



Specialised training to increase your sales

Find out more on Page 7



Supermodel gets to grips with supercars

p14



TIMING IS EVERYTHING

Now offering more **direct sailings** from Japan each month



**WHAT ARE YOU WAITING FOR?
CONTACT US NOW!**

For booking and inquiries, contact:

New Zealand 09 838 4944
East Japan (Tokyo Bay, Yokohama, Kawasaki) +81 43830 7488
West Japan (Kobe, Osaka, Nagoya, Kyusyu) +81 78805 2447
or email noriko@jacanna.co.nz

JACANNA
CUSTOMS & FREIGHT



www.jacanna.co.nz



Drive your business forward with provident insurance

Call Steve Owens now on 021 947 752

When new rules make a difference

Regulation can appear pointless and bloody-minded, or bordering on the criminal by its absence, but sometimes it's for the greater good.

Bruce Springsteen's two concerts in Auckland were examples of red tape gone mad.

For those on the pitch, getting anything to drink was a nightmare with average waiting times of 20-25 minutes.

Then the bottle lids were confiscated. This kindergarten mentality was presumably aimed at preventing hooligans from throwing them – or increasing sales through spillage at \$8 a beer.

It was the same with soft drinks – just try carrying four topless \$5 bottles of soda smaller than regular-sized cans, a \$10 burger with more bun than content and some hot chips.

They were petty regulations aimed at penalising the majority because of the possible bad behaviour of a couple of tanked-up teens.

Then there were "security guards" berating people in the stands for daring to dance – the fun police were certainly in overdrive to make having a good time hard work.

Then there's the realisation of a lack regulation after an event when you are left thinking "how could this happen".

Take Pike River – consecutive governments buried a report saying coal mining in this country was heading to ground zero.

The absence of regulation after tragedy has struck should never be discarded as "the benefit of hindsight".

Then there's regulation that doesn't appear to make a lot of difference but creates industry mayhem, such as the exhaust emissions rules.

This folly simply resulted in choking off supply, huge volumes

of used vehicles clogging up the logistics chain around compliance cut-off dates and used commercial vehicle imports effectively being blocked.

The next slew of regulations will be requirements for electronic stability control (ESC) to be installed on all vehicles – new and used – when they cross the border.

This safety feature is already widespread among new cars and would have found its place among used imports over time due to market demand, but the new rules will ensure this happens.

It may appear the changes are coming quickly, but the government highlighted its intentions about five years ago in its Safer Journeys strategy and the safer vehicles strand of that policy is now at the fore.

The major advantage of ensuring ESC is installed on imported vehicles is the benefit it will have on our fleet's safety.

Some issues about the timetable for it becoming mandatory have cropped up – one being the deadline for new light commercials needing to mirror Australia's.

Our market could be hit because manufacturers gear up production to what's needed across the ditch – and New Zealand has to fit in with that.

Delaying that deadline by four months seems to be a no-brainer, while shifting dates on used imports back would provide consumers with a better supply of stock.

What has been great to observe during this process, however, is the government working with the industry – and vice-versa – to reach a solution that's mostly acceptable to all parties.

Darren Risby
Editor

autofile

EDITOR

Darren Risby
editor@autofile.co.nz
021 137 5430

JOURNALIST & ONLINE PRODUCER

Cameron Carpenter
cameron@autofile.co.nz

ADVERTISING

Brian McCutcheon
brian@autofile.co.nz
021 455 775

DESIGNER

Adrian Payne
arpayne@gmail.com

Autofile is also available as an electronic copy via email. If you'd like to receive electronic copies please send an email with your name and organisation to: subscribe@autofile.co.nz. Back copies are also available on request.

Copyright: Published twice monthly by 4Media, PO Box 6222, Dunedin 9059

All statements made, although based on information believed to be accurate and reliable, cannot be guaranteed, and no liability can be accepted for any errors or omissions. Reproduction of autofile in whole or part, without written permission, whether by xerography or any other means, is strictly forbidden. All rights reserved.

ACCESSORY BUNDLING

CREATE AN EXCLUSIVE MODEL FOR YOUR BRAND



VIEW VIDEO

WWW.DEALERSHIPEDITIONS.CO.NZ

PACKAGES FOR ALL VEHICLES



Retro Vehicle Enhancement | www.rve.co.nz | 0800 RETRO 4U

'Fair warning' for industry

support ESC being compulsory on imports, some issues have been raised.

The Motor Industry Association (MIA) would like the start date for new commercials pushed out by four months to coincide with Australian legislation and the used car sector would prefer its deadlines to be extended.

However, the Imported Motor Vehicle Industry Association (IMVIA) is "pleased with the way the process has gone".

Chief executive David Vinsen says: "It was always our understanding the government was seeking the fastest implementation possible of safety technology for vehicles that was workable for the industry.

"Based on a collaborative approach, the association has

met with the minister from time to time and has had meetings with his officials.

"We had external research on ESC availability in the Japanese domestic market carried out, which cost time and money.

"This enabled us to work

pool of vehicles to choose from.

"But the proposed schedule provides plenty of notice and we have been well-engaged with the process."

The association will make a formal submission during consultation on the rule change,

make ESC mandatory on most passenger vehicles and SUVs.

"We've always said it should have been mandatory, so we're pleased it's come in."

However, Crawford doesn't understand the government's rationalisation to split the



"The proposed schedule provides plenty of notice and we have been well-engaged with the process." – David Vinsen, IMVIA

with the project team and make suggestions on options for implementation – and we support the recommendations.

"Naturally, we would like to see later dates for each phase so the industry here would have a bigger

which will support proposals to get ESC into the fleet as fast as possible.

"We will ask for the dates in each used vehicle category to be pushed out so there's a larger choice of cars for consumers here," Vinsen told Autofile.

"The staggered introduction makes a lot of sense. For instance, SUVs were among the first vehicles in Japan to have ESC.

"After that, it was larger and more expensive cars, so having 2020 applied to everything else when it crosses out border is sensible."

The IMVIA investigated buying patterns and availability in Japan, and when various waves of ESC took place, with the proposals based on that research.

When it comes to writing the rule amendment, the compliance process will have to be changed.

"We hope to have some input into how ESC is tested and checked at that stage."

Vinsen adds Woodhouse's timetable gives certainty to the industry, and will enable proper planning of stock requirements, logistics and services.

David Crawford, chief executive of the MIA, says: "We need to look into how long existing 'new' models are allowed to run before they can't be brought in."

But he welcomes the government's decision to

mandatory date on used imports by engine size.

PLANNING WELL-AHEAD

The Motor Trade Association (MTA) has yet to see the background analysis on the roll-out of ESC but Tony Everett, dealer services and mediation manager, says it seems to reflect the availability of vehicles in Japan with it installed.

"New luxury and larger vehicles are more likely to have it fitted, such as the Honda Accord, Mazda 6 and higher specification European cars," he says.

"It's the smaller, price-led cars that might skimp on content and ESC is more prevalent further down the line.

"If you take 2020 and work back seven years to 2013, that must be close to ESC being mandatory in Japan.

"After seeing the modelling for the timetable here, that would probably satisfy or answer that question."

The association emphasises it's good to have the proposed changes well in advance, so the industry can plan ahead.

IMPACT ON ENFORCEMENT

The MTA warns testing systems will have to be revamped when ESC is made compulsory for vehicles crossing the border.

It says comprehensive checks ▶

Issue with databases

THE RECENT FAULT BETWEEN the NZ Police and NZTA databases was frustrating and time consuming for dealers, but emphasised the importance of timely change of ownership transactions.

We now all know the arduous process of having to deal with various agencies to have an infringement notice updated to the correct owner too well.

While that was a technical fault, it exaggerated an existing problem dealers regularly face where they receive tickets and infringements for vehicles they have sold. This is equally important when purchasing.

When buying a car or trading one in from a customer, the transaction to be completed is the MR13C.

This transfers the vehicle into the "trader network", which means it's exempt from continuous licensing for up to two years. It also means your customer won't get a speeding ticket

if one of the groomers speeds off down the road – or if something worse happens and the car is in an accident, it makes the insurance process easier.

The MR13C transaction can be done online through MotorWeb at the click of a button and is processed immediately in real time on the NZTA Motor Vehicle Register.

A similar procedure needs to be followed when selling.

Like when purchasing a vehicle, it's important to keep up to date with MR13Bs to avoid causing any issues for customers.

MotorWeb offers an online service for this transaction too, meaning you don't have to leave your desk and customers can drive off yards with new cars already registered in their names.

You can keep track of cars in your trader network by looking at MotorWeb's dealer dashboard.

Andrew Wills, MotorWeb dealer account manager



◀ will be needed to ensure the system works properly on all imports – as well as being fitted in the first place.

The MTA has discussed with government officials that there will likely be issues when it comes to entry certification of used imports and warrants of fitness (WOFs).

“If ESC is compulsory on used imports, it will have to be assessed at the time of entry – not only confirm its presence, but also that it’s functioning,” says Dougal Morrison, general manager of advocacy and training at the MTA.

“Instrument lights, while useful for diagnostic purposes, don’t verify the system is working. There will need to be systems put in place at the time of entry and WOFs.”

The MTA stresses the government needs to be sure there will be sufficient used imports available.

“Otherwise we will end up retaining existing older cars longer than we need to because adequate numbers of ESC-equipped used vehicles cannot be imported,” Morrison told Autofile.

“Whether a vehicle has ESC is much easier to determine when the vehicle is new and source-plant declarations are available.

“We should also recognise well-equipped used vehicles fitted with multiple airbags, ABS and other safety technologies are still an advance on older vehicles in existing fleet they replace.”

CARS ACROSS THE DITCH

New cars without ESC fitted are banned in Australia, although some are still available in New Zealand.

They include Chery’s J1, J3 and J11, Great Wall’s X240, Suzuki’s Jimny, SsangYong’s entry-level Rexton and Korando, and some light commercials.

The MIA says such a short list shows the high penetration of ESC in fleets here and across the ditch, while its members are willing to meet deadlines for mandatory installation.

Mark Stockdale, the AA’s principal adviser of regulations,

Countdown to change

The government proposes to mandate ESC along these lines:

- ▶ **July 1, 2015:** All new light passenger and goods vehicles.
 - ▶ **January 1, 2016:** Used class MC vehicles – including four-wheel-drive SUVs and off-roaders.
 - ▶ **January 1, 2018:** Used class MA vehicles – passenger cars with engine capacities of more than two litres.
 - ▶ **January 1, 2020:** Other used light passenger and goods vehicles.
- Exceptions include used vehicles

more than 20 years old and some specialist stock.

Changes will not be retrospective because ESC is tailored to the precise characteristics of vehicles when they are made.

Consultation was due to start early this month, with the amended rule expected to be signed off in July.



The deadline for used class MC vehicles – including 4WD SUVs – is January 2016

ESC will be mandated through the Land Transport Rule: Light Vehicle Brakes Amendment 2014, which will amend the Land Transport Rule: Light Vehicle Brakes 2002.

says if the Australian government deems vehicles without ESC to be unsafe then legislators here should as well.

He says an AA analysis suggests there are about four million vehicles with ESC fitted that have been sold in Japan since 2006.

“We’ve been calling for ESC to be mandatory for some time. The proposed phase-in is sensible and will ensure imports are the safest they can be while remaining affordable.”

The AA recommends motorists choose ESC when buying a new or used car. “It could just be the difference that saves your life. This is a game changer for road safety.”

BENEFITS OF SYSTEM

Michael Woodhouse believes the timetable for mandatory ESC will help “ensure maximum safety benefits from the technology without choking supply from the mostly Japanese market”.

The Associate Transport Minister says it also takes into account different segments, such as four-wheel-drive SUVs having greater roll-over risks than other cars.

The Ministry of Transport (MoT) says although most recent models in Japan have the system fitted, many older ones don’t.

“The dates from which used imports will be required to have ESC have been set to ensure enough suitable vehicles will be available for New Zealand,” it says.

The MoT adds ESC is inexpensive and has little effect on new or used car prices.

Used car dealers may have to change the mix of models they import so they comply, “but it’s unlikely this will affect the price of cars in New Zealand”.

The government is confident

mandatory ESC will have no adverse effect on stock supply because almost all new vehicles can be sourced with it fitted because it’s mandatory in large international markets.

“The requirement for imported used vehicles will

[continued on page 6]

UK to NZ

SPECIALISED DOOR TO DOOR VEHICLE SHIPPING SERVICE

We can provide:	
UK Inland Transport	VAT returns
Shipping <small>(weekly departures)</small>	Marine Insurance
Full Customs & MAF Clearance	Foreign Currency
Local NZ Delivery	Vehicle Compliance

Contact me today to discuss your requirements:

Gerry Claudatos
P: (09) 303 0075 M: 0274 400 734
E: gerry@mmnz.biz W: www.mmnz.biz

McCULLOUGH LIMITED

CUSTOMS AND SHIPPING BROKERS TO MOTOR VEHICLE IMPORTERS

Pleased with progress made

be introduced later to ensure enough are available," stresses the MoT.

"Overall supply is unlikely to be affected but – for a short time – there may be restrictions on particular models."

Woodhouse says mandatory ESC will improve road safety with research indicating it can reduce the risk of loss-of-control crashes by about 30 per cent.

ESC intervenes when sensors detect a vehicle starting to skid or lose traction. It can control the breaking of each wheel and engine torque to pull the car back into line if it's skidding out of control.

"This technology will save lives and help continue the

downward trend in the number of New Zealanders injured on our roads," he says.

"ESC has been described by experts as the most significant advance in safety since the seatbelt.

"Improving the fleet is a priority in the government's Safer Journeys strategy. It works hand-in-hand with other initiatives to make roads safer for all users."

With the timetable's added impetus, the MoT estimates the increase of ESC fitment will prevent about 432 deaths and 1,992 serious injuries over the next decade.

'MATURED RELATIONSHIPS'
David Vinsen is pleased with the IMVIA's and motor vehicle



Michael Woodhouse told Autofile he will 'listen carefully' issues raised in ESC submissions from the motor vehicle industry

industry's progress over the past decade.

"Ten years ago when I started in this role, our national executive took the deliberate decision to build relationships with the relevant people in Wellington," he told Autofile.

"That included ministers, MPs, and the heads and people at operational level in government departments and agencies. We've done that.

"In 10 years' time, the way the implementation of mandatory ESC has been researched and developed will be seen as the perfect testament of matured relationships.

"This process started with a private meeting with the Associate Minister of Transport at which the IMVIA gave an

undertaking to be co-operative and collaborative.

"The government had been considering this for a long time. But when there's political will, things happen, and this all dates back to when Safer Journeys first came about."

MORE NEWS & VIEWS ONLINE
Autofile Online first published the ESC proposals on February 26 – just minutes after the government's announcement was made – and Autofile Insight was emailed shortly afterwards.

Visit www.autofile.co.nz for the breaking news that matters and sign up to receive Insight, our e-news alert.

The website also has a dedicated ESC section on its home page, with more news and views on the way forward.

They include Leo Mortimer, of the Ministry of Transport, who says: "We've had valuable input from the used and new vehicle industries." 🗣️

Safety statistics

ESC was introduced in mass-produced cars around 1998. Since then, research has assessed its benefits by comparing crash statistics from models with and without it fitted.

They have shown significant reductions in single-vehicle crashes with improved results for four-wheel-drives over passenger cars.

A report published in 2007 by Monash University, Melbourne, stated: "Its fitment to vehicles in the Australasian fleet was associated with a 32 per cent reduction in the risk of single-vehicle crashes in which the driver was injured."

American research shows similar outcomes. These include reductions in single-vehicle crashes from 35-41 per cent and single-vehicle injury or death of between 32 and 56 per cent, with an overall reduction in crash risk of about seven per cent and injury by nine per cent.



Electronic stability control helps to prevent vehicles from skidding out of control in slippery conditions or in unforeseen circumstances



a fresh approach to dealer finance

www.myfinance.co.nz
0800 385 385

my finance

[continued from page 1]

Call to delay deadline for utes

changes if industry feedback tells us we can prevent potential difficulties in the market with minimal impact on realised safety benefits.

"I encourage interested stakeholders to submit their views and I will be listening closely."

The new vehicle industry will be pleased to know there may be some flexibility when it comes to new commercial vehicles.

David Crawford, chief executive officer of the MIA, believes the issue with light commercials is more of a problem with two and four-door utilities than vans.

"Utes for Australia and New Zealand are built in Thailand, not Japan," he says, while the Kiwi market isn't big enough for marques to supply light commercials with ESC four months earlier than across the ditch.

"This could impact on

distribution because supply into this country may be affected," says Crawford. "If a certain model is unavailable for some time, it could take a big effort to rebuild the brand here."

The take-up of the safety system in light commercials overseas



"Utes for Australia and New Zealand are built in Thailand, not Japan."

– David Crawford, MIA

hasn't been as high as for cars because the technology hasn't been as readily available.

It also presents challenges for makers of larger vehicles in terms of timing with new models in their design stages and having ESC introduced into platforms.

"Another factor is consumers aren't necessarily looking for ESC in that vehicle class," adds Crawford.

Tony Everett, dealer services and mediation manager at the Motor Trade Association, describes the MIA's suggestion for next July's deadline on light commercials

compulsory ESC on new MA-class models – essentially passenger cars – and those in the MB class, forward-control passenger vehicles, by January 2013, and on all new vehicles in those classes from January 2013.

For MC-class new models –

to shift to November 2015 as "common sense".

He told Autofile: "Specifications for models in New Zealand increase at the same time as Australia. We're a technology-taking nation, not a technology leader."

The MIA previously called for

off-road passenger vehicles – its preferred date was January 2013 with January 2015 for all new MC-class imports.

For new models in the NA class – light goods vehicles with gross masses not exceeding 3.5 tonnes – the month was January 2014. ☺



We're raising the bar...

Our clients experience a range of benefits from our specialist training:

- Excellent product knowledge
- Team confidence
- Increased F & I sales

Our specialist trainer has 20 years' industry experience working in New Zealand and Australia and has the expertise and experience in generating major benefits for clients.

Find out more today.

Contact: Ray Meharg, National Sales Manager, Protecta Insurance, Phone 021 223 6851 or email ray.meharg@protecta.co.nz

On-board for top motorsport event

This year's national rally title is now officially the Brian Green Property Group New Zealand Rally Championship – driven by VINZ.

It follows the announcement of Vehicle Inspection NZ as an extra sponsor.

Rallying isn't new to VINZ, which teamed up with Hayden Paddon last year for his World Rally and NZ Rally Championship (NZRC) campaigns.

Off the back of this success, the company is increasing its commitment to the sport by joining the NZRC for 2014.

It has also confirmed its naming rights sponsorship of this country's only international rally of the year – the VINZ International Rally of Whangarei.

This is the opening round of FIA's Asia-Pacific Rally Championship as well as the NZRC.

Frank Willett, chief executive officer of VINZ, told Autofile: "With the NZRC, we're pleased to be the second-tier sponsor for 2014 and to have naming rights to the Asia-Pacific round.

"We see a lot of synergies with VINZ supporting Paddon and

chairman and NZRC promoter, adds: "We're excited about VINZ joining our sponsors.

"There are great synergies because it's involved in the industry and is passionate about our sport by supporting Paddon."

The VINZ International Rally of

find the money to get on the start line and I think subconsciously that affected performance," he says.

"We'll spend time until June being around the team, going to rallies, working on relationships and getting used to the car.

"Ever since Hyundai said it



"VINZ has always had close affiliations with the sport."

– Frank Willett, Vehicle Inspection New Zealand

maintaining a strong presence with the NZRC.

"VINZ has always had affiliations with those in the sport and the time is right to take things to a new level. I'm proud our brand is associated with such high-profile events."

Peter Johnston, Rally NZ

Whangarei runs from April 11-13. It covers 595km, including 14 special stages in and around the city and Far North.

After Whangarei, the NZRC goes onto Dunedin, Christchurch, Masterton and Whitianga before wrapping up in the Manawatu in late September.

PADDON MAKES KIWI HISTORY
Hayden Paddon is the first Kiwi in the modern age to secure a professional contract to race in the World Rally Championship (WRC) thanks to a seven-round deal with Hyundai Motorsport for 2014.

The 26-year-old will make his debut in round six – the Rally Italia Sardegna – from June 5-8. He will remain with co-driver of eight years, John Kennard, and compete in an i20 WRC.

Paddon, who hails from Geraldine and is based in Frankfurt close to the team's HQ in Alzenau, can now focus on taking part rather than raising enough funds to earn a drive.

"It has been stressful trying to

would be entering about 18 months ago, we've been knocking on the door trying to get a drive."

VINZ's Frank Willett says: "We got involved with supporting Hayden last year and we're pleased our support has helped him gain a profile to attract the WRC's attention.

"We're exceptionally pleased to continue our support and it's an honour for VINZ to be associated with this historical event.

"The WRC has set rules for signage and sponsorship. We appreciate these and that Hyundai is providing the drive. We're comfortable with the level of branding and exposure for VINZ"

Team principal Michel Nandan adds: "Hayden is a talented driver and we will support him as much as we can to reach the highest level possible."

While Paddon has started 29 rounds of the WRC, only one has been in a world rally car. He guided a Ford Fiesta RS WRC to eighth in last year's Catalunya Rally. ☺



**TOYOFUJI SHIPPING
NEW ZEALAND LIMITED**

FORTNIGHTLY SERVICE

"On time, every time"

www.toyofujinz.co.nz



From JAPAN to NEW ZEALAND **SHIPPING GUIDE**

Trans Future 6 **Voyage 69**

Osaka 24 Feb, Nagoya 25 Feb, Kawasaki 1 Mar,
Auckland 20 Mar, Lyttelton 22 Mar, Wellington 24 Mar, Nelson 25 Mar

Trans Future 7 **Voyage 69**

Osaka 10 Mar, Nagoya 11 Mar, Kawasaki 15 Mar,
Auckland 2 Apr, Lyttelton 4 Apr, Wellington 6 Apr, Nelson 7 Apr

Spring Wind **Voyage 20**

Osaka 28 Mar, Kawasaki 26 Mar,
Auckland 7 Apr

Blain Paterson Ph.09 358 5515



Hayden Paddon, inset, and his WRC Hyundai i20

Kiwis climb Ford's worldwide ladder

Two New Zealanders are furthering their careers on a global stage with one of the world's biggest car manufacturers.

Kay Hart is now managing director of Ford Philippines, while Nigel Harris has been appointed president of the company India.

Harris started his Ford career in 1985 in New Zealand as a fleet sales analyst and held positions in Europe before returning here as managing director in the early 2000s.

In his new role, Harris will manage and grow India's integrated manufacturing operation. Based in Gurgaon, he reports to Asia-Pacific president David Schoch.

He will lead the charge for product programmes and expand its export business through operations in Chennai and an integrated facility to be built in Sanand, Gujarat.

"Nigel's experience globally will enable the team in India to deliver great products and build a strong business," says Schoch.

"His understanding of the market will help the company build on its strong foundation and develop a strategy to ensure long-term profitable growth."

After being managing director of Ford NZ, Harris went onto

positions in Africa and Asia-Pacific.

He has been associated with Indian operations for some time. He served as brand development manager for global B cars during Ford's entry into the market almost 15 years ago, and has overseen the region's sales, distribution and service.



Kay Hart



Nigel Harris

Kay Hart became managing director in the Philippines last year and reports to Matt Bradley, president of Ford ASEAN. She was previously dealer development and field operations director for Asia-Pacific.

While in Shanghai, she developed the marque's distribution network across the region and rolled out its Brand@Retail global dealership facility design standard.

Hart's now leading the product-led transformation of the company's Philippines business, which is being driven by launching new vehicles, and expanding its nationwide dealer network and customer service experience.

She has also been vice-president of marketing for Ford Thailand, and played a central role in driving strategies and brand awareness.

Hart joined Ford NZ in 1999. Over eight years, she held marketing, dealer and sales management roles. ☺

Dealers on the move

The parent company of Oakwood Group, which owns car dealerships including Blackwell Motors, has bought a large block of land in central Christchurch.

It is part of a 3.3-hectare site worth about \$35 million that's being sold off in pieces – with Oakwood Properties paying more than \$12.2m for its section.

The whole area – bordered by Moorhouse Avenue and Durham,

Montreal and Wilmer streets – was put on the market in September.

Colliers real-estate company is now in talks with another dealership to run its operations on the south-east of the site.

Existing companies in the area, mostly car sales and other vehicle businesses, are on short-term leases.

Visit www.autofile.co.nz for more on this story – and turn to page 23 of this issue. ☺





**"SOME PEOPLE WORK.
OTHERS ARE DRIVEN."**

Over the years, I've made it my business to help develop dealer businesses with strategies to drive their business forward. Through F&I training that's practical, proven and results focussed. But as marketers you know the power of 'word of mouth', so here is what one Provident Authorised dealer is saying:

"Steve Owens' positive judgment over the years has enabled us to sell finance and insurance products with genuine confidence. With Provident, Steve has a credible, targeted offering to the market, backed by high quality relationships at senior levels. And when it comes right down to it, this business is about relationships. They've earned our loyalty. And our business."

– MATTHEW NEWMAN, Dealer Principal/Chief Executive, South Auckland Motors (Ford and Mazda)

DRIVE YOUR BUSINESS FORWARD WITH PROVIDENT'S FOCUSED F&I TRAINING.



To find out more visit www.providentinsurance.co.nz
MotorCover is marketed exclusively by Provident Insurance Authorised Dealers.

Eye on openings in Auckland

The Armstrong Motor Group hasn't ruled out further expansion in Auckland after it takes over Giltrap City Toyota next month.

The sites in Grey Lynn and Mount Wellington will be leased out to the iconic dealership's new owner, which will have the opportunity to purchase them further down the line, while the name will change to Auckland City Toyota.

"Having a nationwide presence has always been one of my goals," says managing director Rick Armstrong, who has moved up from Wellington.

He will take on the chief executive officer's role until the right person for the job is found, after which he will return to managing the group.

Armstrong told Autofile that Richard Giltrap called to offer him Giltrap City Toyota, which will be his

first operation in the City of Sails.

"I've bought businesses from the Giltraps before," he says. "They're extremely good to deal with and we have a good working relationship."

Those companies include a joint venture with Mercedes-Benz and taking over Team European in



"Having a nationwide presence has been one of my goals."

– managing director Rick Armstrong

Wellington, which was rebranded Armstrong Prestige.

The opportunity to buy the "number-one brand" in the country's biggest market made the acquisition a no-brainer.

"Opportunities like this don't come up often," says Armstrong. "It's

always easy to take over an existing business – and essentially turn a key on it and add our own flavour."

It's the group's first Toyota franchise and Armstrong is ready for the challenge.

"It's a volume game and I need to get my head around that, but at the

reputation to retain customers."

And Armstrong isn't ruling out further acquisitions or opening new dealerships in Auckland.

"Never say never because it's hard to turn down a good offer. Initially I've got to get this one up and running and demonstrate it's

end of the day your commodity is still a car and basic principles apply.

"In many ways, it couldn't be simpler because it's a non-multi-franchise environment.

"We will make some subtle changes but it's largely a business that's well-run and in pretty good order from what I can see."

The group's nationwide expansion has been a slow slog, says Armstrong.

"We work on basic principles and grow in an orderly fashion with a strategic plan to build a sustainable business," he explains.

"We're focused on the service side and try to gain a good

sustainable. There's no sense in running too fast."

Armstrong has met with Toyota NZ, which has backed the acquisition. "I'm impressed with its professionalism and the support Toyota is giving us."

The Giltrap Group will retain the Lexus part of the business, which is run as a separate dealership.

Joint managing director Richard Giltrap describes as difficult the decision to sell to Armstrong.

He adds: "It's a significant dealership, but for various reasons we've taken it to a level where it needs an owner-operator to take it further." ☺

Dealer Information Notice				mta ASSURED
MTA MEMBERSHIP INFORMATION				
Cost National Subscription \$700 Excl GST & Branch fee		Interests of motor vehicle dealers a priority <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Brand Strong & nationally recognised		Year Since 1917	Capacity 4000 members	
MTA is NZ's largest dealer representative group: Franchise dealers, used dealers, motorcycle dealers, and truck dealers				
Mediation <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Market analysis - regular, accurate and detailed		
HR Advice <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Advocacy - pushing the causes for your industry		
MTA stationery <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Benefits - save money with key business partners		
IT Advice <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Business Managers	Range of newsletters	Need a mentor <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Industry research	Specialist training <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Business Advice <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
FURTHER INFORMATION ABOUT MTA				
Website www.mta.org.nz		Events / get together	Free phone <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
CONTACT US				
Tony Everett 04 381 8827				

Company's milestones

- ▶ **1993:** Rick Armstrong started his first dealership in Christchurch with 33 used imports.
- ▶ **1999:** He developed a purpose-built site in the city for new cars.
- ▶ **2001:** The company secured Peugeot for the Garden City. Mercedes-Benz, Chrysler and Jeep arrived a year later.
- ▶ **2004:** Armstrong opened the country's first Mercedes-Benz Autohaus in Dunedin.
- ▶ **2006:** Subaru was added to the Christchurch operation.
- ▶ **2007:** The company opened in Wellington with Subaru and Peugeot before adding Chrysler, Jeep and Dodge.
- ▶ **2008:** Audi and Porsche were added next in the capital, followed by Land Rover, Volvo and Jaguar.
- ▶ **2011:** Armstrong Prestige opened in Palmerston North with Volkswagen and Audi, while SsangYong went to Christchurch.
- ▶ **2012:** A modern Subaru and Peugeot dealership opened in Lower Hutt. Nissan was added with Fiat and Alfa Romeo a year later.
- ▶ **2013:** The group went into Timaru with its first Honda franchise. Fiat and Alfa Romeo were added to Dunedin.



**EXCLUSIVE
TO MOTOR VEHICLE
DEALERS**

SELL A VEHICLE FOR ONLY FIVE DOLLARS



**Here's what you get with
this exclusive offer.**

- ★ Company logo on every listing
- ★ List over multiple branches
- ★ \$5 per listing uncapped until sold or withdrawn
- ★ 20 photos inclusive
- ★ Display up to 5 sales people and 5 testimonials
- ★ Direct email enquiries, no membership required
- ★ Relist with a fresh date
- ★ NO HIDDEN COSTS

List your vehicles today!

If you're using a third party software application, get in touch with your provider and let them know you want to sell your vehicles on Wheedle.

To find out more about what we can offer you, simply email us at dealer@wheedle.co.nz



wheedle.co.nz
LET'S GET TOGETHER



Belted up to tackle safety

A pioneer from the early days of the used vehicle imported industry insists he's "still the same guy" even though he can proudly pin his Officer of the New Zealand Order of Merit badge to his lapel.

Ron Brown describes receiving the honour for services to the transport industry as a "humbling experience" while "people didn't understand what I did and now all of a sudden they do".

He thinks he received about five references to support the nomination for the honour, but is still none the wiser as to who lodged them.

Brown is well-known to industry stalwarts from the 1960s, through to high-volume used imports from Japan a few decades later and into the 1990s when a judicial review on seat-belt safety was held.

"Rod Milner got funding and then guys came up with their cheque books."

– Ron Brown



Photo: Contractor magazine

The Ministry of Transport (MoT) wanted to implement lap-belt standards to ensure all vehicles crossing the border had rear-diagonal seat belts.

The Imported Motor Vehicle Dealers' Association (IMVDA)

contested the need for new standards fearing it could close businesses because Japanese imports only had rear lap belts at the time.

"I advised them they might not succeed with the review and they lost because the judge ruled the MoT had authority to issue new laws," says Brown.

As the legislation was rolled out, dealers of used imports installed seat-belt anchorages to try to comply, but the MoT raised concerns about their safety and this created tension.

Brown asked what the ministry was trying to achieve – it wanted some form of test carried out to evaluate if the installation method was safe.

He researched worldwide and recommended testing the ECE R-14 European standard.

The standard was laid down in a document produced by the-then Economic Commission for Europe to test seat belts and anchorage points.

"The MoT agreed we could use it. We entered a programme testing that standard with the Department of Scientific and Industrial Research [DSIR]."

The IMVDA, chaired by Rod Milner, asked members for funding to test if the anchorages were safe and to come up an economical fix if they weren't.

"Rod got funding and then guys came up with their cheque books to get behind the cause," says Brown.

"They tested five vehicles to see if the dealers' solutions complied with ECE R-14 anchorage loadings and permitted areas. By doing that we were able to work out if they were safe. It turned out they weren't."

Brown, who lives on Auckland's North Shore, then developed a way to ensure the anchorages complied.

"I came up with the idea of putting a fender washer underneath the seat belt so it clamped both sides of the metal.

"Simply by using these washers or plates, they passed the ECE R-14 code and only cost dealers 22 cents for each upper anchorage a vehicle on the recalls."

Brown later set up guidelines for installers across the country to follow, and it was easy to recall and fix the anchorages.

COMPETITION IN INSPECTIONS

The government was impressed with how the IMVDA handled the recall and the testing programme, and Brown says this helped the association to secure the tender for another vehicle compliance provider – VINZ.

The MoT needed a competitor for VTNZ. He saw benefits for the IMVDA and advised it to set up a compliance centre.

"Cars were going to have to go through inspections to ensure they complied with Kiwi standards and warrants of fitness, so I said the IMVDA it should go for it."

The association was interviewed by the MoT in Wellington with

Vinz TESTING STATION.

Transport Service Delivery Agent for NZ TRANSPORT AGENCY
WAKA KOTAHU

See us first for

- Warrant of Fitness
- Vehicle Appraisal & Change of Ownership
- Certificate of Fitness (light)
- Certification
- Certificate of Fitness (heavy)
- Road User Charges
- Registration & Relicensing
- Drivers Licences

Specialists in Used Import Certification

FREEPHONE OR VISIT US ONLINE FOR A LOCATION NEAR YOU!
0800 GO VINZ
www.vinz.co.nz



A seat-belt anchorage being tested



“I’d take that fire truck home on weekends they weren’t using it and send sketches to the drawing staff.” – Ron Brown

◀ Brown acting as a consultant on the technical side of running the service.

“We were asked how we were going to operate. An hour after the interview, we were told to make it happen.”

Brown and his engineers worked with the DSIR to develop a test rig to the ministry’s satisfaction.

“We audited it to ensure it worked. We knew the rig wasn’t up to international standards but it worked.”

LOOKING BACK ON CAREER

One of Brown’s philosophies is to spend up to 25 per cent of your time with each client. “If you spend any more than that and the client goes belly up, it could drag your company down.”

His passion for innovation and design started when he was a sales engineer for Mills-Tui in Rotorua from 1975-80.

The company specialises in designing and making heavy transport truck and trailer units, and fire-fighting and other emergency vehicles.

“The owner was a lateral thinker. He gave us unlimited expenses and fuel, but sales had to be on the mark. He was innovative and allowed us to craft new things.”

While working at Mills-Tui, Brown developed his long history

in providing transport solutions for the NZ Fire Service.

“The second fire engine we developed went to Papatoetoe in South Auckland. Like all new things there were development issues we had to fix.

“I’d take that truck home on weekends they weren’t using it and send sketches to the drawing staff in Rotorua.”

In 1980, Brown established Transport Specifications Ltd (TSL), New Zealand’s first transport consultancy, and he helped set up the Transport Consultants’ Association as inaugural president.

His job resulted in him becoming involved in airbag testing and he recalls working with Auckland Auto Trimmers, which was replacing some fabric with leather.

“We got a high-speed camera and slowed the process down to 4,000 frames a second. We popped the original airbags and told them, ‘when you make this out of leather, you’re going to have to duplicate this exactly.’”

As a consultant, Brown has investigated component failures on trucks for the police.

“I remember a driveshaft falling apart on the side of a motorway. Often they’re right on their maximum length limit of 1.8 metres

and the driveshaft angles cause it.

“At the time of the accident, they reckon there were about 15 trucks a day having driveshaft failures, so we informed the testing stations.”

Despite vehicle standards improving over the years, Brown says there’s work to be done to ensure people aren’t burned by seatbelts during accidents – and he’s excited about how electronic stability control could improve safety.

“Trucks have had stability control for some years. I was driving a special Ford – there are only 11 in New Zealand. No matter what I tried to do, it kept going back to a straight line.”

At a glance

Ron Brown has been active in the transport industry since 1960. He started this country’s first consultancy company in 1980.

He’s a council member of the Crane Association of NZ and has worked with manufacturers to ensure their equipment can be registered here.

Brown has helped develop codes for non-standard heavy vehicles and standards for imported vehicles.

He has set up safety systems for the fire service, has been its preferred supplier of engineering services for nine years and has worked with the police on commercial vehicle accident inquiries.

TSL is now designing and complying a new operating theatre for Mobile Surgical – a unit that’s used in remote parts of the country.

“The doctors always want high quality and technology, so you’ve got to find ways of achieving this.”



Brown’s company, Transport Specifications Ltd, ensures this 39-tonne Mobile Surgical Services unit stays safe on Kiwi roads



Specialists in
pre-shipment inspections
in Japan & UK

- ☑ Full border inspections
- ☑ Authorised MPI inspections
- ☑ Authorised NZTA inspections
- ☑ Odometer verification
- ☑ Pre-export appraisal
- ☑ Vehicle history reports



GLOBAL FREIGHT AWARDS
Excellence in freight and logistics

WINNER
Supply Chain
Partnership Award






JEVIC NZ

09 966 1779 www.jevic.co.nz

VEHICLES WANTED

DEALERS BUYING NOW

FARMER AUTOVILLAGE
We like cars. But we love drivers.

SUBARU NISSAN Jeep CHRYSLER DODGE Audi VW ŠKODA HYUNDAI

WE PURCHASE NZ NEW CARS AND COMMERCIALS FOR ALL OUR FRANCHISES

Brett Harris 029 293 1232
Brett@FarmerAutoVillage.co.nz www.farmerautovillage.co.nz

CentralMotorGroup.co.nz
FORD AND MAZDA DEALERS IN TAUPŌ

ALWAYS BUYING GOOD NZ NEW VEHICLES

Call Guy Walker 021 992 048

VEHICLES WANTED Armstrong PRESTIGE






ALL PORSCHE, LAND ROVERS, RANGE ROVERS, JAGUARS AND VOLVO MODELS
Simon O'Reilly | 021 31 9992 | simon.oreilly@armstrongs.co.nz | www.armstrongprestige.com

Advantage Cars
CARS WANTED NOW!
NZ NEW - 2003 onwards

Always buying Call today! Phone Ian 021 668 441
Email: ian@advantagecars.co.nz
www.advantagecars.co.nz

317 THE VAN AND UTE SPECIALISTS
Buying: Vans, Utes, Light Trucks. Nationwide.

Contact Gareth 021660180 gareth@southcitymotors.co.nz www.317.co.nz

NEWS in brief

Marque's top franchise focuses on customer experience

Fairview Motors is Mazda's dealer of the year after being judged on all operation areas, including dealer standards, vehicle and parts sales, service department performance and customer satisfaction results.

With facilities in Cambridge, Matamata and Hamilton, it employs more than 150 staff. "We're passionate about vehicles and focused on delivering the best experience to customers," says Dennis Sexton, dealer principal. "Now it's time hold the award for a record fourth year."

The marque's group winners were South Auckland Motors (metropolitan), Palmfeild Motors in Palmerston North and Ultimate Motor Group in Mount Maunganui (provincial city), and McKendry Mazda in Blenheim and Gisborne Motors (rural).

Model strikes poses to put spotlight on Italian brand

Supermodel Heidi Klum has appeared in a Maserati photo shoot for a seven-page pictorial called "beyond the swimsuit" in a 50th anniversary issue of Sports Illustrated – its swimsuit edition is credited with making the bikini a legitimate form of clothing.



The value to companies featured in the publication is believed to be in excess of NZ\$42 million. It's now globally available in print, digital and video versions.

The pictorial has "day in the life" scenes featuring Klum with the Quattroporte, "the business woman" with the Ghibli S and "thrill-seeker" with the GranTurismo MC Stradale Trofeo.

Maserati says the campaign strikes against stereotypes by showing that supermodels have gone into other careers by being successful, powerful and driven. For the full story, visit www.autofile.co.nz.

Company chairman goes back to school for award

Sir Colin Giltrap has been presented with Alumni Merita Award by New Plymouth Boys' High School – its highest honour to recognise the achievements of ex-pupils.

Its 180 boarding students performed a haka to welcome him and his wife Lady Jennifer before the ceremony. "It's a wonderful school with a wonderful reputation and I'm proud with the welcome I got."

More industry news online at www.autofile.co.nz

Stories covered by Autofile Online include a Kiwi couple running their Volkswagen Golf on cooking oil. Heidi Douglass says when Rudolf Diesel invented the diesel engine in 1893, it was expected to use peanut oil.

Meanwhile, car companies in Japan are backing a new approach on fuel efficiency and diversified supply. It says carbon-neutral or low-carbon fuels should be promoted – and cellulosic ethanol and biomass-to-liquid are needed to boost biofuel supply.

Toyota Australia's engine plant in Altona, Victoria, may be shifted to Thailand when production across the Tasman stops in 2017. The machinery was partly funded by Aussie taxpayers.

Special interest import permits near allocation

The Imported Motor Vehicle Industry Association reports that special interest vehicle permits are running out for 2014.

The NZTA says that to date in this calendar year it has issued 120 out of the total of 200 that are allowed to be issued. It has also issued 152 Category A left-hand-drive permits out of its allocation of 500. ☺

TO ADVERTISE HERE, CONTACT:

advertising@autofile.co.nz

Ph **021 455 775**

Zero gravity thanks to NASA

Nissan's all-new mid-sized sedan has been launched in New Zealand one year after its Down Under race-car debut at the Australian V8 Supercar Championship.

The Altima's 2.5-litre four-cylinder engine has a power rating of 127kW and peak torque of 230Nm. It uses a double overhead camshaft design with four valves per cylinder, and delivers fuel figures of 7.5l/100km with a CO₂ output of 174g/km.

The next-generation Xtronic continuously variable transmission is available for both model grades. Optimal efficiency comes in economy mode with greater responsiveness in driver sport mode.

The Altima employs new chassis technology called active understeer control (AUC).

This uses intelligent control logic

and high-response brake actuators to brake the inside front wheels while cornering to increase yaw-moment using vehicle dynamic control and traction control system as its base.



The Altima V8 supercar in action

When a driver turns a front-wheel-drive car, such as accelerating through a bend, it tends to understeer. With AUC, the Altima turns as the driver intends in dry, wet or snowy conditions.

Nissan has taken on-board research by NASA, which shows the least fatiguing seats are those



Nissan's all-new Altima Ti

closest to a "neutral posture" – a relaxed position the body takes in a weightless environment.

Using a shape that provides support from the pelvis to the chest, it says the Altima's "zero-gravity" inspired front seats reduce muscular and spinal loads and improve blood flow to help reduce fatigue over long periods.

The entry-level Altima ST features 16-inch alloys, six-speaker audio system with five-inch display,

USB/iPod connectivity, Bluetooth, keyless entry and automatic headlights with washers.

The Ti has 18-inch alloys, satnav, rear-view camera, parking sensors and a BOSE audio system. It also has blind-spot and lane-departure warnings, moving object detection and xenon headlights with auto levelling.

The Altima ST is priced at \$43,990 while the Ti costs \$53,290. ☺

Tuned for sporty ride

The all-new two-door Cerato Koup's engine delivers 150kW of power and 265Nm of torque across a wide rev range, with the fully equipped range-topping SX costing \$42,490 plus on-road costs.

The twin-scroll turbocharged 1.6-litre engine makes its Kia debut here. It boasts a relatively high compression ratio for a turbocharged unit and accelerates from 0-100kph in 7.4 seconds.

Top speed is 222kph for the standard six-speed automatic, while six-speed manuals can be ordered.

The suspension has been tuned to account for the Koup's performance, and produces a sporty ride and good handling while reducing road noise.

The electric-assisted power steering has three driving modes – normal, sport and comfort.

The car has higher strength steel in its stiffer structure, and comes with larger ventilated front disc brakes to match performance and equal-length driveshafts to eliminate steering tug.

The SX's features include parking sensors with camera display, a drinks cooler, xenon headlights, daytime driving lights with fog lamps, 18-inch alloys with low-profile tyres, satnav and SUNA live traffic updates.

Except for the bonnet and front fenders, every exterior panel is unique to the Koup, which features a different grille. ☺



Kia's 2014 Cerato Koup Turbo

VEHICLES WANTED

Mercedes Benz

Volkswagen

BMW

Audi

Lexus

Kia



Toyota

Nissan

Chrysler

Jeep

Dodge



We are always looking to purchase late model NZ NEW CARS AND COMMERCIALS

PAUL CURIN

0274 333 303

pcurin@miles.co.nz



miles motor group

Industry movers

GRAEME SEYMOUR was due to retire at the end of March after 12 years as managing director and 34 years with Honda in New Zealand.



He worked in senior finance positions for NZMC Ltd before playing a major role in setting up Honda NZ in 1988. He became managing director in 2002 and was the first non-Japanese to fill that position for company worldwide.



Seymour's innovations have included Honda's price promise, the transparent policy to remove unnecessary depreciation on new vehicles, and the Treefund initiative.

His replacement is **NOBUYA SONODA**, as first reported online at www.autofile.co.nz. He has held a number of roles with Honda NZ over 12 years and was already on its senior management team.

SANG HYUN CHO is the new president and chief executive officer of Kia Motors in Australasia and the South Pacific.



He has gained extensive management experience in Europe and Korea, and his most recent position was head of the planning division with Hyundai's corporate planning team in Seoul.

Prior to that, Cho headed up Kia Motors Poland and was co-ordinating director for Kia Motors Europe.

He has replaced Charlie Kim, who has returned to Seoul after four years in Sydney, while Tony Barlow, Kia Motors Australia's chief operating officer, has left the company to pursue a new opportunity in the industry.

TIM JACKSON is taking over as managing director of HSV from Phil Harding. Jackson has most recently led the company's sales, marketing, product planning and human resources functions.

Harding has spent more than eight years at the performance car manufacturer's helm and will remain on its board as a non-executive director.

He has worked in the Walkinshaw family's businesses for more than 19 years and was previously at TWR. His new role is working on key projects for three days a week.

HSV handles its own distribution and marketing in New Zealand, with Andrew Lamb overseeing its base in Penrose, Auckland.

RICHARD EMERY starts as managing director and chief executive officer of Nissan in Australia and New Zealand on April 1. He takes over from interim chief Peter Jones, who has been in control since previous boss Bill Pepper returned to the US in 2013.



Emery's most recent role was general manager of sales at Mercedes-Benz Australia-Pacific. Before this, he held sales and marketing roles with Mitsubishi Motors in Australia and in Audi's Asia-Pacific operations.

MURRAY WILKINSON is the new service manager at JLG, the national distributor for access hire equipment. He was previously a service manager for AB Equipment.

TO FEATURE IN INDUSTRY MOVERS
EMAIL EDITOR@AUTOFILE.CO.NZ

NZ labour market report

The Motor Industry Training Organisation (MITO) has submitted its application to the New Zealand Qualifications Authority to develop future standards in the automotive sector.

Ninety-two courses form the industry's part of the Targeted Review of Qualifications (TROQ) and it is being proposed to reduce them to 14 New Zealand certificates or diplomas.

In the past, there has been significant uptake of local and national certificates developed across the country, but research shows there are issues associated with having so many.

There's potential confusion and complexity for would-be learners, parents, employers and others in determining what courses to take and how they measure up against others.

Stakeholders in the TROQ process have identified strategic drivers for developing qualifications.

There's a need for engineering and technology to be valued as viable career paths leading to jobs with good career opportunities, while young people need pathways with recognised qualifications.

Companies want a system that supports career development, as well as providing quantified training, skills and knowledge.

Primary employers are increasingly including contractual requirements for workers to be qualified – or at least for evidence employees are up to the job.

This means qualifications are objective measures of competency as evidence for compliance.

Due to these factors, there's a need for those in the motor industry to have pathways that recognise the skills and knowledge required to meet technical and technological requirements of working on vehicles.

Most of the industry has been represented through the process

being facilitated by MITO.

The governance group chairman is Gary Geeves, of Smart Collision Repairs and the Collision Repair Association's representative.

Other members are the NZTA, NZ Defence Force, Institutes of Technology and Polytechnics – academic managers and faculty heads – Competenz, Mara Automotive Training, MITO, the Motor Industry Association and Motor Trade Association.

For more details, freephone 0800-882-121 or email colleen.hurley@mito.org.nz. This email address is being protected from spambots. You need JavaScript enabled to view it. ☺

Proposed national qualifications

LEVEL-THREE CERTIFICATES:

Automotive engineering.

Collision repair and automotive refinishing with strands in vehicle component removal and refitting, and refinishing preparation.

LEVEL-FOUR CERTIFICATES:

Automotive engineering (light vehicle) with strands in light vehicle, motorcycle, recreational marine and outdoor power equipment.

Automotive engineering (heavy vehicle) with strands in road transport, plant and equipment, agricultural equipment and materials handling.

Automotive engineering (specialist engineering) with strands in automotive electrical, automotive machining and diesel fuel injection.

Collision repair (non-structural repairer) with strands in collision repair and vehicle restoration.

Automotive refinishing (refinisher).

LEVEL-FIVE CERTIFICATES:

Automotive engineering (light vehicle) with strands in light vehicle, motorcycle, recreational marine and outdoor power equipment.

Automotive engineering (heavy vehicle) with strands in road transport, plant and equipment, agricultural equipment and materials handling.

Automotive engineering (specialist engineering) with strands in automotive electrical, automotive machining and diesel fuel injection.

Collision repair (structural repairer).

Automotive refinishing (specialist refinisher).

Specialised vehicle manufacture.

LEVEL-SIX DIPLOMA:

Automotive technology (advanced technician) with strands in automotive electrical, light vehicle, motorbike, recreational marine, road transport, plant and equipment, agricultural equipment, materials handling, collision repair and refinishing.

HOW DO YOUR CARS STACK UP?



Price Compare is a new tool added to Trade Me's Dealerbase product, enabling car dealers to obtain current and historical pricing on specific vehicles all at the click of a button.

Populated by pricing data that has been recorded by Trade Me Motors for a number of years, it helps dealers to further justify pricing decisions before either listing or purchasing a car.

Hyperlinks to matching vehicles that are currently for sale on Trade Me Motors are provided as well as an insight into the number of days similar vehicles have remained on site.

"Gone are the hours wasted trawling through Trade Me Motors trying to find a similar car to the one dealers are about to list; all the pricing information, current and historical, is provided in

one easy to read screen making it even easier to make an informed pricing decision."

The Price Compare service is currently in beta test, and is being offered to dealers at a reduced price during this period.

We expect to add more features on a regular basis as we continue to develop Price Compare.

Dealers interested in the price compare service should contact their Trade Me Account Manager for further details - 0800 42 88 62 or motors@trademe.co.nz



FEBRUARY
statistics

Most popular car makes searched*

- 1 Toyota
- 2 Nissan
- 3 Ford
- 4 Holden
- 5 Mazda

Most popular car models searched*

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

Most popular body styles searched*

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

Most popular makes of motorbike searched*

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

A Bentley Series 2 ordered new in 1962 by the owner of the Kofu Coffee Estate in Kenya was listed for \$28,000. It was shipped back to the UK every summer for servicing. The hand-made sedan has a 6.3-litre all-alloy V8 engine and has clocked up 150,000km.

*in February on Trade Me Motors

Vehicle's high mileage and use on unsealed roads considered in ruling

Background

Camille Haack bought a 2001 Holden Rodeo from Blue Lake Holdings Ltd, trading as Rotorua Mitsubishi, for \$11,990 on April 26, 2013.

On August 20 – after it had travelled 17,744km – the engine failed, so she claimed the utility breached the guarantee of acceptable quality as laid down in the Consumer Guarantees Act (CGA).

She wanted the trader to pay the \$3,355 to supply and fit a replacement, but the dealer refused because it was 12 years old and had travelled 177,226km when sold.

Her husband used it for four months to travel 17,744km – much was on unsealed forest roads and in hard driving conditions.

The trader believed the ute was as durable as a reasonable buyer would regard as acceptable for a vehicle of that type, age, mileage and price.

The issues raised in this case were whether the vehicle was of acceptable quality when supplied, if the failure was of “substantial character” in terms of section 21 of the CGA and whether the buyer entitled to reject it.

The case

Mr G Haack, the applicant's husband, said his wife bought the ute in her name to secure finance. He was bankrupted several years ago and foresaw difficulty in financing the Rodeo if it was purchased in his name.

Mr Haack test drove the vehicle before buying it, and said he had owned five Holden

Rodeos in the past so he was familiar with the model.

It was sold with a new warrant of fitness, had been serviced by the trader and the odometer was on 177,226km.

Haack was the main driver. He used it to drive his wife to work in Rotorua each day, and to travel to and hunt in Kaingaroa Forest on weekends during the season.

He said the engine didn't burn or leak oil, and he checked the oil and water before driving it each day.

Haack pointed out the ute had a sticker on its engine showing the timing belt had been changed and wasn't due to be replaced. The vehicle wasn't supplied with a service handbook showing its history.

He said that on August 20 the engine started to make a knocking sound as he accelerated away from a roundabout at about 60kph.

Haack said he immediately stopped and within two hours had the ute towed to the dealer's premises, where the service manager checked the engine oil and water levels – and found both to be satisfactory.

The trader was unable to get the engine going with the starter motor and was unable to manually turn the main crankshaft, so it determined the engine had seized.

The buyer got a quote from King Commercial Dismantlers for \$3,335 to supply and fit a second-hand engine, and approached the trader to see if it would assist with the cost.

Mr P Simanu, general manager and dealer principal, offered \$1,000 towards repairs and Haack

said he wanted to consider that offer.

He returned a couple of hours later and asked the trader for \$1,200, which the dealer refused and then withdrew its previous offer.

On August 26, the trader offered – at its cost – to fit a replacement engine supplied by Haack, but wasn't willing to extend credit to him for this.

By the end of August, the Haacks decided they couldn't afford to get the work done and the ute remained at the trader's premises until November when, at the dealer's request, Mr Haack took it home.

Simanu said the reason why the dealer refused to replace the engine at its cost was because the couple had four months' use of the vehicle after buying it.

They had travelled 17,744km in it, so it had proved to be not only free of fault when sold but as durable as a reasonable consumer would regard as acceptable.

Simanu confirmed that on August 21 he offered to contribute \$1,000 towards replacing the engine, but made it clear the offer had to be accepted at that meeting. It wasn't accepted.

He later offered to provide the labour to fit one if the engine was sourced and bought by Haack, and to provide consumable items.

Simanu said that would have cost the trader more than \$1,000, but that offer was also declined.

The finding

In deciding if the Holden Rodeo complied with the guarantee of acceptable quality at the time of sale, the tribunal noted the ute was

The case: The buyer wanted the dealer to pay to have her Holden Rodeo repaired when its engine failed about 17,700km post-purchase. But the trader said it was as durable as reasonable consumers would consider acceptable based on its price, type, age and mileage.

The decision: The tribunal said the ute's use was roughly equivalent to what an average motorist would drive in a year and was unconvinced it lacked durability.

At: The Motor Vehicle Disputes Tribunal, Rotorua.

commonly used as a working vehicle.

It was 12 years old when sold for \$11,990 and had already travelled 177,226km.

The buyer's home mechanic, Paul Thomas, serviced it on May 27 when its odometer was on 184,805km, so within one month of purchase it had been driven 7,579km.

Haack told the tribunal this high mileage in such a short period was because he used the vehicle to go hunting.

Over the course of the next three months, the ute was driven a further 10,165km and this mileage was explained by driving it to Kaingaroa Forest for hunting trips.

The tribunal noted the vehicle had sustained hard use on unsealed forest roads and was driven 17,744km in the four-month period after it was bought.

This mileage was similar to what an average motorist would drive in a year, it said.

Under these circumstances, the tribunal ruled the ute was probably as durable for its age, mileage and price as a reasonable consumer would regard as acceptable.

Order

The tribunal was unconvinced the Holden Rodeo lacked durability, so the application was dismissed. ☹

CONNECT & ENGAGE

Trader claimed its responsibilities were limited to 60 days from date of sale

Background

Quing Ye bought a car from DW & T Motor Ltd and applied for \$1,286 to fix its air-conditioning system.

The trader said it normally supplied a 30-day warranty because it believed that was what it was legally required to do, but Ye was given 60 days.

The dealer said she first made contact after the warranty expired. Although it was willing to recommend where she could get repairs done, it thought it had no responsibility for the car.

The case

Ye bought the 2006 Nissan Tiida for \$7,800 on July 22, 2013. She said the odometer was on 89,425km, but the trader provided no vehicle offer and sale agreement nor a signed consumer information notice (CIN).

The dealer sent the tribunal an unsigned CIN on November 19. It didn't have Ye sign the sales agreement or CIN because the trader delivered the vehicle and asked her to go back to sign then, but she didn't.

The purchaser, whose evidence the tribunal preferred, said she was never supplied with the two documents, wasn't asked to return to the premises to sign the CIN and wasn't given a copy of the CIN signed by the trader.

The Ministry of Business, Innovation and Employment enforces the Consumer Information Standards (Used Motor Vehicles) Regulations 2008.

These state it's an offence under the Fair Trading Act (FTA) for a dealer to not obtain written acknowledgement the buyer has received a copy of the CIN.

A copy of the tribunal's decision

was sent to the ministry to help it "in discharging its responsibilities under the regulations".

Ye said when she negotiated the purchase with Tao Zhang – a company director – he said buyers were given guarantees.

She understood that to mean if her car had a problem, the trader would be responsible for fixing it or paying repairs.

Two months later, Ye found the air conditioning didn't work.

On October 12, she took the car to Liming Auto Electrical Co Ltd (Laeco). It diagnosed a fault with its control unit and quoted \$280 plus GST for a second-hand one, while a relay and labour would bring the total to \$575.

Ye emailed this to the trader the next day and asked it to fix the problem or pay. The trader refused and claimed the car was outside its warranty period.

On October 20, Laeco said it was unable to get a second-hand control unit and a new one would cost \$982 including GST.

Mr W Dong, director, who represented the trader, said it normally offered 30-day warranties on used vehicles.

He understood this was common practice, but Ye was offered 60 days "out of kindness" and because her husband was from the same home town as one of its directors.

Ye declined to buy an extended mechanical warranty, and she and her husband test drove the car before purchasing it.

The dealer said she contacted it a few days after her "complimentary warranty" expired because of the air conditioning and the trader was "kind enough" to recommend repair options.

In a statement, the trader said it was the buyer's responsibility to inspect cars and be satisfied with their condition pre-purchase.

It added dealers can only provide a "complimentary warranty for a reasonable period of time due to the nature" of vehicles and DWT Motor Ltd had "no responsibility for any repairs" in this case.

The finding

The tribunal considered this seven-year-old Japanese import had travelled 89,425km and was sold for \$7,800.

It thought – on the basis of the buyer's evidence, which was not challenged – that its air-conditioning system probably didn't work when supplied.

This meant the car wasn't free of minor faults as a reasonable purchaser paying \$7,800 for a moderately aged and travelled vehicle would consider acceptable.

The flaw in the trader's defence was it appeared to think its Consumer Guarantees Act (CGA) responsibilities were limited to 30 days or, as in this case, 60 days from the date of sale. That wasn't correct because no time period is stipulated in the act.

Instead, the law requires a supplier to accept responsibility for faults for a period a reasonable consumer acquainted with the car's state and condition – including hidden defects – would think is acceptable.

The Nissan didn't comply with the guarantee of acceptable quality in section six of the CGA when sold because it wasn't free from defects.

A reasonable buyer of a car,

The case: The buyer applied to recover \$1,286 to fix her car's air-conditioning system. The trader said its 60-day warranty had expired and claimed it had no responsibility for the vehicle.

The decision: The tribunal found the buyer was correct in requiring the supplier to fix the faults. It also ruled this case should have been settled before a hearing, but the trader refused to properly mediate the dispute.

At: The Motor Vehicle Disputes Tribunal, Auckland.

such as this Tiida, would consider that unacceptable.

Section 18 of the CGA says when a failure to comply with a guarantee can be remedied, the buyer must require the supplier to do so in a reasonable time.

If the seller doesn't, the buyer may have it fixed elsewhere and obtain reasonable costs incurred in doing this or reject the goods.

The tribunal accepted Ye asked the trader to remedy the defect around October 7 and emailed it a quote to replace the air-conditioning controller on October 13.

The trader refused and claimed the 60-day warranty period had passed. It was found Ye required the dealer to fix the faults but it declined.

It ruled she was entitled to recover \$201 in having faults diagnosed and temporary repairs done, and \$1,085 quoted to replace the controller.

The tribunal has limited powers to award costs under the Motor Vehicle Sales Act. It considered this matter should have been settled before a hearing, but the trader refused to mediate properly.

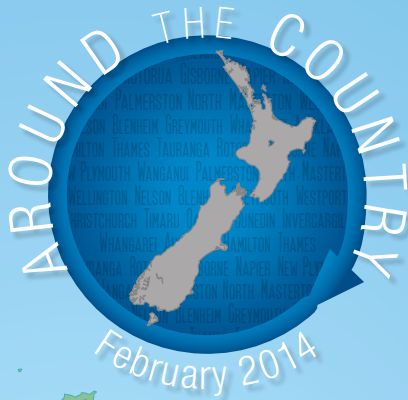
Orders

The trader had to pay the buyer \$1,286 straight away and \$500 towards hearing costs within 14 days. ☺

Subscribe - FREE

go to www.autofile.co.nz/subscribe for the latest industry news





Total New Cars 6572
2013: 5799 ▲ 13.3%

Total Used Cars 9155
2013: 6922 ▲ 32.3%

Whangarei
NEW: 139 2013: 145 ▼ 4.1%
USED: 191 2013: 111 ▲ 72.1%

Auckland
NEW: 2924 2013: 2625 ▲ 11.4%
USED: 4445 2013: 3537 ▲ 25.7%

Hamilton
NEW: 498 2013: 412 ▲ 20.9%
USED: 584 2013: 483 ▲ 20.9%

New Plymouth
NEW: 145 2013: 110 ▲ 31.8%
USED: 152 2013: 116 ▲ 31.0%

Wanganui
NEW: 51 2013: 71 ▼ 28.2%
USED: 64 2013: 46 ▲ 39.1%

Palmerston North
NEW: 201 2013: 175 ▲ 14.9%
USED: 274 2013: 167 ▲ 64.1%

Nelson
NEW: 92 2013: 80 ▲ 15.0%
USED: 148 2013: 89 ▲ 66.3%

Westport
NEW: 8 2013: 4 ▲ 100.0%
USED: 13 2013: 5 ▲ 160.0%

Greymouth
NEW: 14 2013: 15 ▼ 6.7%
USED: 31 2013: 14 ▲ 121.4%

Thames
NEW: 59 2013: 56 ▲ 5.4%
USED: 47 2013: 32 ▲ 46.9%

Tauranga
NEW: 281 2013: 257 ▲ 9.3%
USED: 335 2013: 228 ▲ 46.9%

Rotorua
NEW: 76 2013: 63 ▲ 20.6%
USED: 78 2013: 55 ▲ 41.8%

Gisborne
NEW: 27 2013: 28 ▼ 3.6%
USED: 69 2013: 36 ▲ 91.7%

Napier
NEW: 190 2013: 175 ▲ 8.6%
USED: 171 2013: 132 ▲ 29.5%

Masterton
NEW: 49 2013: 42 ▲ 16.7%
USED: 36 2013: 29 ▲ 24.1%

Wellington
NEW: 649 2013: 622 ▲ 4.3%
USED: 716 2013: 588 ▲ 21.8%

Blenheim
NEW: 44 2013: 44 ■ 0%
USED: 46 2013: 25 ▲ 84.0%

Christchurch
NEW: 687 2013: 563 ▲ 22.0%
USED: 1324 2013: 908 ▲ 45.8%

Timaru
NEW: 56 2013: 60 ▼ 6.7%
USED: 72 2013: 51 ▲ 41.2%

Oamaru
NEW: 17 2013: 9 ▲ 88.9%
USED: 16 2013: 19 ▼ 15.8%

Dunedin
NEW: 211 2013: 171 ▲ 23.4%
USED: 238 2013: 190 ▲ 25.3%

Invercargill
NEW: 154 2013: 72 ▲ 113.9%
USED: 105 2013: 61 ▲ 72.1%



UK, Japanese and local vehicles.

Finance available.

The TRUSTED online wholesale trading site.

www.autoport.net

0800 7000 44



Armacup^(NZ)

TWO SAILINGS PER MONTH JAPAN TO NZ

LATEST SCHEDULE

Port Calls	Liberty V3	Sepang Express V12	Morning Miracle V8	Liberty V4
Osaka	28 Feb	16 Mar	2 Apr	16 Apr
Nagoya	1 Mar	17 Mar	3 Apr	17 Apr
Yokohama	2 Mar	18 Mar	4 Apr	18 Apr
Auckland	18 Mar	6 Apr	21 Apr	7 May
Wellington	24 Mar	11 Apr	28 Apr	13 May
Lyttelton	22 Mar	9 Apr*	2 May	10 May*

*direct port call

Armacup has now introduced a **direct monthly call to Lyttelton** providing a fast 21 day transit from last port call in Japan.

PHONE **0800 ARMACUP (276 2287)** or 09 303 3314

EMAIL enquiries@armacup.com

www.armacup.com

YOUR FIRST CHOICE IN SHIPPING

Imported Passenger Vehicle Sales by Make - February 2014

MAKE	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Toyota	2258	1827	23.6	24.7%	4464	24.0%
Nissan	1619	1190	36.1	17.7%	3398	18.2%
Mazda	1510	1159	30.3	16.5%	3165	17.0%
Honda	1015	682	48.8	11.1%	1935	10.4%
Suzuki	550	332	65.7	6.0%	1099	5.9%
Subaru	361	311	16.1	3.9%	786	4.2%
Mitsubishi	350	349	0.3	3.8%	713	3.8%
BMW	346	195	77.4	3.8%	674	3.6%
Volkswagen	298	237	25.7	3.3%	609	3.3%
Audi	189	122	54.9	2.1%	397	2.1%
Mercedes-Benz	142	96	47.9	1.6%	297	1.6%
Ford	98	105	-6.7	1.1%	237	1.3%
Chevrolet	54	67	-19.4	0.6%	108	0.6%
Volvo	52	30	73.3	0.6%	105	0.6%
Lexus	39	8	387.5	0.4%	73	0.4%
Land Rover	31	21	47.6	0.3%	51	0.3%
Mini	31	9	244.4	0.3%	63	0.3%
Jaguar	30	23	30.4	0.3%	85	0.5%
Daihatsu	20	14	42.9	0.2%	45	0.2%
Holden	20	16	25.0	0.2%	43	0.2%
Hyundai	18	14	28.6	0.2%	34	0.2%
Opel	15	3	500.0	0.2%	15	0.1%
Dodge	13	5	160.0	0.1%	18	0.1%
Porsche	13	10	30.0	0.1%	29	0.2%
Bugatti	12	0	0.0	0.1%	19	0.1%
Peugeot	12	9	33.3	0.1%	18	0.1%
Kia	6	5	20.0	0.1%	7	0.0%
Renault	4	8	-50.0	0.0%	8	0.0%
Aston Martin	3	2	50.0	0.0%	5	0.0%
Chrysler	3	3	0.0	0.0%	7	0.0%
De Lorean	3	0	0.0	0.0%	3	0.0%
Jeep	3	6	-50.0	0.0%	11	0.1%
Maserati	3	1	200.0	0.0%	5	0.0%
MG	3	3	0.0	0.0%	4	0.0%
Vauxhall	3	3	0.0	0.0%	5	0.0%
Others	28	60	-53.3	0.3%	90	0.5%
Total	9155	6922	32.3	100.0%	18625	100.0%

Imported Passenger Vehicle Sales by Model - February 2014

MAKE	MODEL	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Suzuki	Swift	473	285	66.0	5.2%	922	5.0%
Nissan	Tiida	472	281	68.0	5.2%	982	5.3%
Mazda	Demio	453	352	28.7	4.9%	865	4.6%
Mazda	Axela	394	290	35.9	4.3%	836	4.5%
Honda	Fit	345	204	69.1	3.8%	657	3.5%
Toyota	Wish	266	144	84.7	2.9%	516	2.8%
Toyota	Corolla	254	270	-5.9	2.8%	508	2.7%
Toyota	Vitz	253	185	36.8	2.8%	462	2.5%
Mazda	Atenza	205	153	34.0	2.2%	438	2.4%
Mazda	MPV	200	135	48.1	2.2%	427	2.3%
Subaru	Legacy	186	203	-8.4	2.0%	438	2.4%
Volkswagen	Golf	181	148	22.3	2.0%	370	2.0%
Toyota	Ist	174	159	9.4	1.9%	316	1.7%
Nissan	Note	165	117	41.0	1.8%	316	1.7%
Honda	Odyssey	164	98	67.3	1.8%	295	1.6%
Nissan	March	156	137	13.9	1.7%	319	1.7%
Mitsubishi	Outlander	127	119	6.7	1.4%	247	1.3%
Mitsubishi	Colt	117	110	6.4	1.3%	228	1.2%
Nissan	Bluebird	114	116	-1.7	1.2%	256	1.4%
Toyota	Auris	106	97	9.3	1.2%	238	1.3%
Honda	Accord	103	91	13.2	1.1%	220	1.2%
Toyota	Estima	103	99	4.0	1.1%	241	1.3%
Mazda	Premacy	100	105	-4.8	1.1%	210	1.1%
Toyota	Avensis	100	80	25.0	1.1%	195	1.0%
Honda	Stream	99	70	41.4	1.1%	188	1.0%
Nissan	Teana	98	78	25.6	1.1%	209	1.1%
BMW	320i	94	45	108.9	1.0%	169	0.9%
Nissan	Presage	93	50	86.0	1.0%	207	1.1%
Toyota	Blade	88	49	79.6	1.0%	156	0.8%
Honda	CRV	87	38	128.9	1.0%	136	0.7%
Toyota	Markx	80	27	196.3	0.9%	139	0.7%
Nissan	Murano	72	37	94.6	0.8%	162	0.9%
Subaru	Outback	72	37	94.6	0.8%	150	0.8%
Toyota	Caldina	72	77	-6.5	0.8%	161	0.9%
Honda	Civic	66	64	3.1	0.7%	137	0.7%
Others		3023	2372	27.4	33.0%	6309	33.9%
Total		9155	6922	32.3	100.0%	18625	100.0%

Registrations jump by one-third

Sales of used imported passenger vehicles last month were substantially up when compared to the same month in 2013.

There were 9,155 registrations compared to 6,922 during last February, which was an increase of 32.3 per cent and brought the year-to-date total to 18,625 units.

The top three marques were Toyota, Nissan and Mazda with market shares of 24.7, 17.7 and 16.5 per cent respectively.

Suzuki's Swift topped the models ladder with 473 registrations – just one ahead of Nissan's Tiida with the Mazda Demio third on 453 sales.

Ian Charlton, director of Advantage Cars, which has branches in Manukau and Penrose, Auckland, says: "We do New Zealand-new because it's just our niche.

"January was really good for us but February was softer. We've got two yards and we were doing a deal a day per yard in January, but it dropped by half last month.

"Yard traffic is really down and the only people coming in are those who have already made up their mind to buy.

"November and March are our biggest months of the year. While winter is the quietest, I'm expecting a better one than last year.

"We're bringing in some imports into our Manukau yard, such as people movers and stock in the \$10,000-\$12,000 bracket that's hard to find here.

"We only import about five or six vehicles a month. There are two types of import retailers – those who do it properly and then you have the guys who work out of their garage. Cheapest isn't always the best."

Charlton has stopped discussing pricing over the phone to avoid being mucked around

by buyers in other cities hoping to get their local dealers to match another trader's price.

"There are a few people contact shopping just trying to keep their dealers honest and using us as a way to get a discount. It's not good business for anybody."

For example, a buyer in Napier contacted him about a Holden SV6 Commodore that was \$3,000 cheaper than his local dealer.

"We put the quote in an email so he could run it past his wife and he took it to the dealership. They

EQC does its pay-outs because there's a definite wave of sales then.

"We're a second-tier dealer – we aren't selling to the bosses but to the workers – and the new car guys are doing pretty well judging by all the utes on the road."

Hodgkinson says Christchurch is getting an influx of new people from other parts of the country with no money in search of jobs.

"It seems there's no work where they have been and they've been knocked around a bit."

There have been many changes

will be in the new Christchurch."

Brett Harris, used car manager at Farmer Auto Village in Tauranga, says February was a good month for business.

"We sold a bit of everything across the board and, in general, the market is fairly buoyant," he told Autofile.

"January always seems lean for us because a lot of people take a big break over Christmas."

Harris says one of the challenges has been finding good late-model Kiwi stock.

"Most people won't give up their vehicles, people stick to their own brands but some have started holding their opposition's stock.

"We're still getting the calls but most of the people are pretty closed shop at the moment.

"We are always strong on the Nissan X-Trail and sold four units last month."

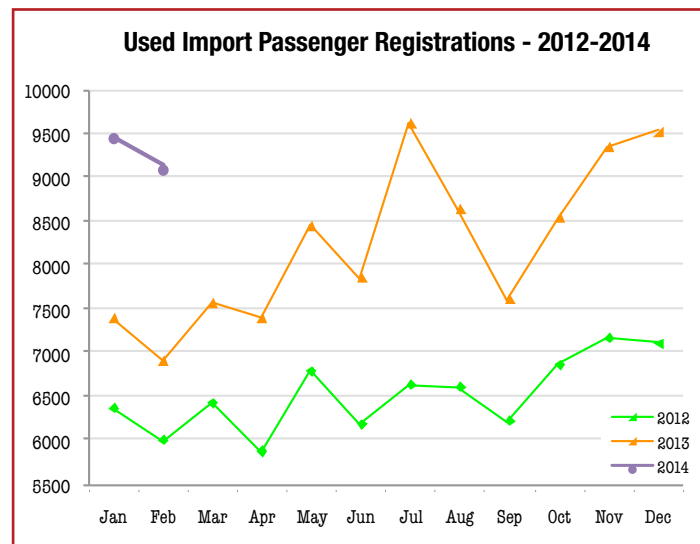
So far this year, Harris describes trade as "steady". He adds: "We're expecting this year be reasonably strong, and everyone has their good and bad months."

Mike Muriwai, of Moyes Motor Group in Panmure, Auckland, says the price of new vehicles is impacting on the business' used car sales.

"They are a lot more value for money as opposed to late-model used vehicle."

Stock from wholesalers, imports and trade-ins are filling up the yard, and Muriwai says sourcing vehicles from Japan is easy at the moment. However, he would welcome decrease in prices in that market.

Robert Crawford, of Invercargill-based GWD Motor Group, says: "Our used vehicle business is strong, it mostly comes from trade-ins and is mainly Toyota. We do very well with Signature Class." ☺



wanted to retain a customer, so they dropped the price."

Ian Hodgkinson, manager of Transworld Motors in Christchurch, reports February was strong for sales after a soft January, which was preceded by a "really good" December.

He says demand for four-wheel-drives has been lower than normal, but sales of cheaper four-door hatchbacks are high and the recent rises in the Kiwi dollar have enabled him to buy in better vehicles.

"We're in a very price-conscious end of the market," he says. "You could just about set the clock when

along Moorhouse Avenue where many local dealerships have been traditionally based.

"The site I've been on for 24 years is up for redevelopment at the end of the year and there are other dealers affected on the strip," says Hodgkinson.

"Some of us older and established guys will close up if we can't find suitable sites, and there's an opening for someone to do a Car City type of development.

"This area has always been the golden mile for motor vehicles in the South Island, but the issue is where the new Moorhouse Avenue

100,000 vehicles per week

Reece McKerrow
Ph: 021 988 727

Greg Bardsley
Ph: 0279 363 595

www.heiwa-auto.co.nz

New Passenger Vehicle Sales by Make - February 2014

MAKE	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Holden	782	492	58.9	11.9%	1635	11.0%
Toyota	762	926	-17.7	11.6%	2229	15.0%
Hyundai	616	541	13.9	9.4%	1281	8.6%
Mazda	532	455	16.9	8.1%	1053	7.1%
Ford	523	406	28.8	8.0%	1350	9.1%
Suzuki	423	433	-2.3	6.4%	950	6.4%
Mitsubishi	404	268	50.7	6.1%	757	5.1%
Nissan	388	381	1.8	5.9%	832	5.6%
Volkswagen	316	318	-0.6	4.8%	730	4.9%
Kia	258	239	7.9	3.9%	501	3.4%
Honda	230	228	0.9	3.5%	590	4.0%
Audi	179	161	11.2	2.7%	359	2.4%
BMW	174	149	16.8	2.6%	369	2.5%
Subaru	144	126	14.3	2.2%	302	2.0%
Mercedes-Benz	109	114	-4.4	1.7%	309	2.1%
Peugeot	87	66	31.8	1.3%	187	1.3%
Jeep	84	54	55.6	1.3%	180	1.2%
Land Rover	78	37	110.8	1.2%	170	1.1%
SsangYong	72	47	53.2	1.1%	150	1.0%
Skoda	54	65	-16.9	0.8%	129	0.9%
Lexus	50	38	31.6	0.8%	90	0.6%
Mini	46	44	4.5	0.7%	109	0.7%
Citroen	42	20	110.0	0.6%	92	0.6%
Dodge	42	52	-19.2	0.6%	86	0.6%
Volvo	34	23	47.8	0.5%	79	0.5%
Fiat	24	5	380.0	0.4%	57	0.4%
Alfa Romeo	19	12	58.3	0.3%	46	0.3%
Great Wall	13	6	116.7	0.2%	23	0.2%
Porsche	13	12	8.3	0.2%	57	0.4%
Chery	12	22	-45.5	0.2%	31	0.2%
Renault	12	5	140.0	0.2%	14	0.1%
Jaguar	8	8	0.0	0.1%	21	0.1%
Daihatsu	5	23	-78.3	0.1%	9	0.1%
Maserati	5	0	500.0	0.1%	10	0.1%
Bentley	4	0	400.0	0.1%	10	0.1%
Can-Am	4	11	-63.6	0.1%	12	0.1%
Chrysler	4	6	-33.3	0.1%	16	0.1%
Mahindra	4	0	400.0	0.1%	10	0.1%
Morgan	4	0	400.0	0.1%	4	0.0%
Aston Martin	3	3	0.0	0.0%	10	0.1%
Others	9	3	200.0	0.1%	16	0.1%
Total	6572	5799	13.3	100.0%	14865	100.0%

New Passenger Vehicle Sales by Model - February 2014

MAKE	MODEL	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 TOTAL	2014 MKT SHARE
Toyota	Corolla	311	366	-15.0	4.7%	1033	6.9%
Holden	Captiva	279	143	95.1	4.2%	428	2.9%
Suzuki	Swift	233	263	-11.4	3.5%	494	3.3%
Holden	Commodore	221	104	112.5	3.4%	421	2.8%
Hyundai	Santa Fe	207	138	50.0	3.1%	340	2.3%
Mazda	CX-5	198	129	53.5	3.0%	412	2.8%
Mazda	Mazda3	195	101	93.1	3.0%	333	2.2%
Volkswagen	Golf	169	144	17.4	2.6%	408	2.7%
Hyundai	ix35	164	94	74.5	2.5%	290	2.0%
Mitsubishi	Lancer	159	55	189.1	2.4%	348	2.3%
Ford	Kuga	149	7	2028.6	2.3%	282	1.9%
Holden	Cruze	126	113	11.5	1.9%	283	1.9%
Nissan	Qashqai	115	98	17.3	1.7%	291	2.0%
Toyota	Yaris	115	124	-7.3	1.7%	341	2.3%
Ford	Focus	113	69	63.8	1.7%	414	2.8%
Mitsubishi	Outlander	109	87	25.3	1.7%	182	1.2%
Toyota	RAV4	108	104	3.8	1.6%	290	2.0%
Hyundai	i30	106	126	-15.9	1.6%	264	1.8%
Ford	Territory	92	134	-31.3	1.4%	208	1.4%
Nissan	X-Trail	83	68	22.1	1.3%	153	1.0%
Ford	Fiesta	78	83	-6.0	1.2%	161	1.1%
Honda	Jazz	73	45	62.2	1.1%	159	1.1%
Volkswagen	Tiguan	71	41	73.2	1.1%	141	0.9%
Kia	Sportage	68	55	23.6	1.0%	125	0.8%
Honda	CRV	62	75	-17.3	0.9%	146	1.0%
Mazda	Mazda6	62	128	-51.6	0.9%	130	0.9%
Suzuki	SX4 S-Cross	61	-	-	0.9%	159	1.1%
Kia	Rio	60	55	9.1	0.9%	96	0.6%
Hyundai	i20	59	68	-13.2	0.9%	177	1.2%
Nissan	Pathfinder	59	7	742.9	0.9%	107	0.7%
Toyota	Highlander	59	90	-34.4	0.9%	157	1.1%
Mazda	Mazda2	56	70	-20.0	0.9%	126	0.8%
Nissan	Pulsar	56	67	-16.4	0.9%	102	0.7%
Mitsubishi	Mirage	55	77	-28.6	0.8%	89	0.6%
Mitsubishi	ASX	52	41	26.8	0.8%	81	0.5%
Jeep	Grand Cherokee	50	30	66.7	0.8%	118	0.8%
Suzuki	SX4	50	58	-13.8	0.8%	128	0.9%
Subaru	Outback	48	39	23.1	0.7%	92	0.6%
Holden	Trax	45	-	-	0.7%	106	0.7%
Kia	Cerato	45	58	-22.4	0.7%	96	0.6%
Others		2151	2245	-4.2	32.7%	5154	34.7%
Total		6572	5799	13.3	100.0%	14865	100.0%

Seal the deal with UDC.

Ph 0800 500 832 or visit www.udc.co.nz

UDC Finance Limited lending criteria applies.

Five months of strong sales

Overall sales of new vehicles were healthy enough in February to make it the fifth consecutive month for year-on-year monthly registrations being the highest on record.

Total registrations came to 9,058, which was up 1,111 vehicles – or 14 per cent – on the same month last year.

This was the highest February sales total since the Motor Industry Association started collecting the statistics in 1981, as reported first on www.autofile.co.nz.

Passenger car sales recorded a strong month with 6,572 registrations for the best February since 1989 and they accounted for 19 per cent of the total new vehicle market.

Robert Crawford is the chief executive officer of the GWD Motor Group, which has branches in Invercargill, Queenstown, Gore and Alexandra and holds franchises for Toyota, Lexus, Holden and Great Wall.

His company took out Toyota's dealer of the year award in 2013 and puts this down to his talented team.

On how the market is performing in Southland, Crawford says there's "a lot of confidence out there" in regards to the local and national economy, interest rates remain low and there's been some deferred buying from the global financial crisis.

"Southland isn't a boom-bust province and there's always a steady stream of sales," he told Autofile.

"In Central Otago, we have a very strong farming area and we do well there with our four-wheel-drives. Our SUV sales go well in Queenstown and we're always strong in Gore with commercial vehicles.

"The four-by-fours make up about 40 per cent of our market, SUVs account for around 20 per cent,

while the remainder is split between passenger vehicles and vans."

Crawford says Lexus had been performing well in Queenstown for the GWD Motor Group and he's looking forward to the new Corolla sedan being released this year.

One of the company's goals for 2014 is to continue to grow in the market and provide good service to his customers.

"There's a static population here and not a great deal of new buyers come into the province," he explains.

"We're very strong with the finance side of our business because we're competitive and

"The workshop temperature is 23 degrees in the middle of winter.

"We're in a far better location now and are better able to look after our customers. Our business in Queenstown is built around service."

Jim Wright, managing director of Jim Wright Nissan in Hamilton, says: "We had a tougher year with Nissan's market share dropping last year. It was 100 per cent down to the model line-up."

Nevertheless, with the new-model Pathfinder and Pulsar released, 2014 has already been proving to be much better for new vehicle sales.

but our workshop is fully booked."

Andrew Unternährer, general sales manager of Ebbett Prestige in Hamilton, has been working in the Audi-Volkswagen network his whole career.

"We sold around 400 Audis and Volkswagens last year, when we were selling somewhere between 70 and 80 about 10 years ago."

He believes this is because Volkswagen has realigned its prices to make its vehicles more accessible to a larger group of consumers.

Euan Means, dealer principal of Ingham Hyundai, says the franchise's top focus is securing high customer satisfaction scores.

His sales cadets in Hamilton go through a four-month programme. They start in the reception area before servicing and get to know all facets of the business before going out on their own. There's also a development programme for the 30 staff.

Toyota led the way in the overall vehicle market with 15 per cent of sales amounting to 1,363 units.

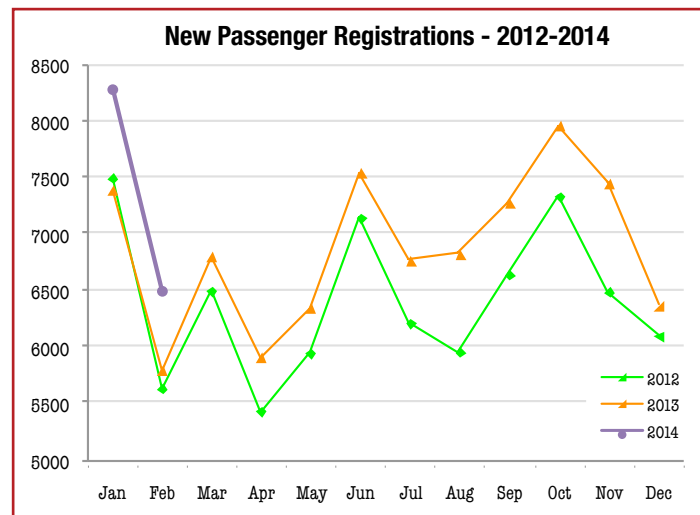
Holden was second on 10.5 per cent and 949 sales and Ford came third with 9.9 per cent and 894 units.

But Holden was February's passenger car market leader with a 11.9 per cent share – or 782 units.

Toyota came second on 11.6 per cent and 762 units, while Hyundai was third with 9.4 per cent and 616 units.

The Corolla was the top-selling model with 311 units and five per cent market share, followed by Holden's Captiva on four per cent and 279 sales and the Suzuki Swift on three per cent and 233 registrations.

Holden's Commodore and the Hyundai Santa Fe were the next best-selling models, each securing three per cent of registrations. ☺



easy to do business with."

Crawford says Invercargill is a great place to live and work, the cost of living is cheaper than elsewhere in the country and the fast broadband makes it easy to do business there.

He's based in the city and travels between the dealerships to mentor his branch managers.

"Finding staff has been a challenge in Queenstown, but we opened a new dealership there in May and the working conditions are fantastic," enthuses Crawford.

Mike Muriwai, new vehicles sales manager for Holden and HSV at Moyes Motor Group in Panmure, Auckland, says the business has seen some "very good new car sales".

He adds: "The Captiva 7 along with the Commodore have been good performers for us. We have a whole new range at the moment and we're looking forward to the new Captiva in 18 months' time.

"Overall, it's business as usual. We could do with a few more sales staff and every dealer I speak to seems to be having trouble finding sales staff,

Your first choice in automotive lending.

Ph 0800 500 832 or visit www.udc.co.nz

UDC Finance Limited lending criteria applies.



Record-breaking month for sales

Registrations of new commercial vehicles came to 2,567 last month, which represented a 19.2 per cent jump over the same period last year and was the highest total since industry records started in 1981.

Robert Crawford, chief executive officer of the GWD Motor Group, which has dealerships in Invercargill, Gore, Alexandra and Queenstown, says the market for new commercials has been "fairly buoyant".

He says the new face-lifted Hilux performed well at the Waimumu Field Days, which he describes as the country's second largest rural expo.

It wasn't just farmers who attended last month's event, which attracted about 12,000 visitors, but people from associated service industries went along as well.

"We've also had a good year with

the Hiace, which is a high-selling vehicle for us," adds Crawford.

Duncan Wright is the dealer principal of Queenstown Motor Group, which holds Audi, Volkswagen and Subaru franchises.

"We've started off the year really strongly and January was one of our biggest months to date," he told Autofile.

"Our market share for Subaru is very good. Volkswagen is our biggest brand because it goes right across the range and sells everything from the Polo to light commercials."

Wright says the Amarok has been popular with those who have never been exposed to the marque. "It's the premium ute product and some buy

it as an alternative to an SUV"

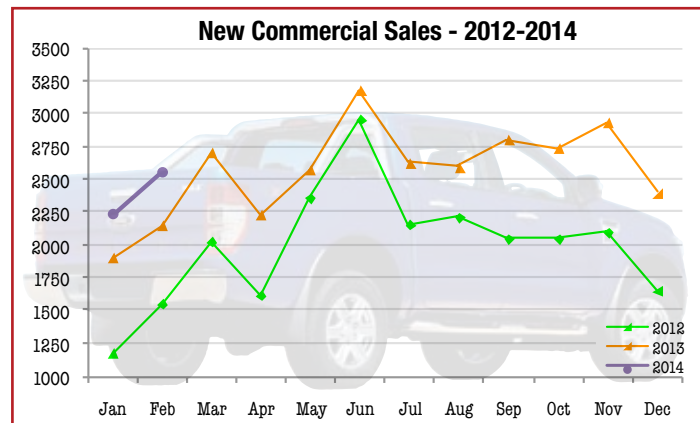
Jim Wright, managing director of Jim Wright Nissan in Hamilton, says: "The Navara held up well last year considering there were a lot of new models and players in the market, while Ford has come from nowhere with the Ranger.

"The Navara has had seven years with the same basic shape and it's still really popular."

Toyota's Hilux was February's top-selling model on 390 units for a 15 per cent market share.

The Ford Ranger came next with 12 per cent market share and 311 units, while Nissan's Navara took out third spot on 11 per cent and 272 sales.

The Ranger is the best-selling commercial vehicle year to date, with a 13 per cent of the market and 625 units – just four ahead of the Hilux. ☺



New Commercial Sales by Make - February 2014

MAKE	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	601	539	11.5	23.4%	964	20.1%
Ford	371	349	6.3	14.5%	737	15.3%
Nissan	272	244	11.5	10.6%	563	11.7%
Mitsubishi	171	164	4.3	6.7%	339	7.1%
Holden	167	128	30.5	6.5%	346	7.2%
Isuzu	165	102	61.8	6.4%	287	6.0%
Hyundai	115	79	45.6	4.5%	165	3.4%
Mazda	103	95	8.4	4.0%	201	4.2%
Volkswagen	98	123	-20.3	3.8%	207	4.3%
Great Wall	87	55	58.2	3.4%	143	3.0%
SsangYong	77	34	126.5	3.0%	130	2.7%
Hino	51	14	264.3	2.0%	95	2.0%
Mitsubishi Fuso	41	17	141.2	1.6%	74	1.5%
Mercedes-Benz	33	39	-15.4	1.3%	68	1.4%
Foton	23	2	1050.0	0.9%	53	1.1%
Volvo	23	15	53.3	0.9%	37	0.8%
LDV	21	0	2100.0	0.8%	41	0.9%
Fiat	19	10	90.0	0.7%	48	1.0%
Kenworth	15	10	50.0	0.6%	26	0.5%
UD Trucks	15	13	15.4	0.6%	30	0.6%
Others	99	116	-14.7	3.9%	248	5.2%
Total	2567	2148	19.5	100.0%	4802	100.0%

New Commercial Sales by Model - February 2014

MAKE	MODEL	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	Hilux	390	338	15.4	15.2%	621	12.9%
Ford	Ranger	311	298	4.4	12.1%	625	13.0%
Nissan	Navara	272	235	15.7	10.6%	563	11.7%
Toyota	Hiace	196	181	8.3	7.6%	312	6.5%
Holden	Colorado	157	120	30.8	6.1%	318	6.6%
Hyundai	iLoad	115	74	55.4	4.5%	165	3.4%
Isuzu	D-Max	106	64	65.6	4.1%	180	3.7%
Mitsubishi	Triton	106	73	45.2	4.1%	176	3.7%
Mazda	BT-50	103	95	8.4	4.0%	201	4.2%
SsangYong	Actyon Sport	77	34	126.5	3.0%	130	2.7%
Mitsubishi	L300	65	91	-28.6	2.5%	163	3.4%
Great Wall	V240	63	29	117.2	2.5%	106	2.2%
Ford	Transit	58	44	31.8	2.3%	103	2.1%
Volkswagen	Amarok	57	86	-33.7	2.2%	135	2.8%
Isuzu	N Series	25	18	38.9	1.0%	44	0.9%
Great Wall	V200	24	26	-7.7	0.9%	37	0.8%
Isuzu	F Series	24	15	60.0	0.9%	44	0.9%
Hino	300	23	7	228.6	0.9%	38	0.8%
Hino	500	23	6	283.3	0.9%	42	0.9%
Mercedes-Benz	Sprinter	23	29	-20.7	0.9%	47	1.0%
Others		349	285	22.5	13.6%	752	15.7%
Total		2567	2148	19.5	100.0%	4802	100.0%

TARGETED ADVERTISING SPACE
SHOULDN'T WE BE LOOKING AT YOUR BUSINESS?

Demand for utes remains high

A ute and van specialist operating just south of Auckland is seeing a huge increase in demand for second-hand utility vehicles.

Gareth Karrasch, of 317 in Takanini, says utes and Hiaces imported from Japan have been rolling out quickly.

"The majority of the stock turns over pretty fast, some of it sits for a while and then there's a mad rush on it," he told Autofile.

"What we are finding with utes is that they have become really popular with families."

Used Toyota Hiluxes, Isuzu Rodeos, Mazda Bountys and Ford Couriers have been resurgent, with Karrasch putting retail prices at around the same level as they were about two years ago.

The business is no longer selling as many vans to

Christchurch and he believes more dealers in Canterbury "are giving used commercials a go".

Last month, there were 592 sales of used commercials. This was up by 64.4 per cent on 360 registrations last February.

Karrasch says: "There are a lot of people with existing UDC finance they just roll on – they

might have purchased some office equipment with it and then they add on a vehicle."

"Our biggest struggle is getting hold of seven-metre jumbo vans. There's a lot of competition around and not as many of them are coming off leases than in the past.

"Five years ago the recession was

on and companies stopped leasing."

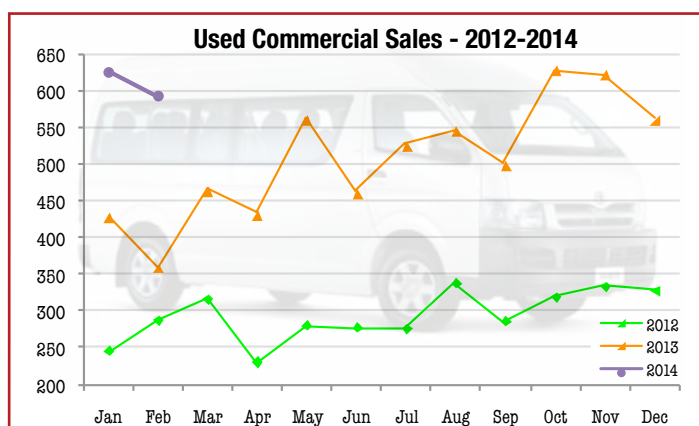
Karrasch says this is causing the supply of second-hand vans to remain slim on the ground "but the easiest part is selling them".

He adds: "It's good to see there are a lot of people willing to have a go at the commercial market and you would hope to see the price of stock stabilise.

"The trick for us is trying to know what model to pay more money for. We are constantly forking out a lot more for vehicles and we occasionally get a good one that's really well-priced.

"If we can make up anything else with the reconditioning, we will give that a try."

Toyota was the best-selling marque in February, with its Hiace accounting for 39.9 per cent of the market with 236 registrations. ☺



Used Commercial Sales by Make - February 2014

MAKE	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	302	142	112.7	51.0%	598	49.1%
Nissan	139	92	51.1	23.5%	247	20.3%
Isuzu	30	13	130.8	5.1%	68	5.6%
Ford	22	25	-12.0	3.7%	58	4.8%
Mazda	21	17	23.5	3.5%	47	3.9%
Chevrolet	17	13	30.8	2.9%	28	2.3%
Mitsubishi	12	9	33.3	2.0%	29	2.4%
Holden	9	1	800.0	1.5%	22	1.8%
Hino	7	10	-30.0	1.2%	17	1.4%
Mercedes-Benz	6	9	-33.3	1.0%	17	1.4%
Fiat	4	2	100.0	0.7%	18	1.5%
Volkswagen	4	6	-33.3	0.7%	6	0.5%
GMC	3	1	200.0	0.5%	7	0.6%
Dodge	2	2	0.0	0.3%	5	0.4%
Land Rover	2	1	100.0	0.3%	4	0.3%
Suzuki	2	0	200.0	0.3%	4	0.3%
Vauxhall	2	1	100.0	0.3%	3	0.2%
Alexander Dennis	1	1	0.0	0.2%	3	0.2%
Cadillac	1	0	100.0	0.2%	1	0.1%
Liebherr	1	0	100.0	0.2%	1	0.1%
Others	5	15	-66.7	0.8%	36	3.0%
Total	592	360	64.4	100.0%	1219	100.0%

Used Commercial Sales by Model - February 2014

MAKE	MODEL	FEB '14	FEB '13	+/- %	FEB '14 MKT SHARE	2014 FULL YEAR	2014 MKT SHARE
Toyota	Hiace	236	104	126.9	39.9%	455	37.3%
Nissan	Caravan	72	45	60.0	12.2%	116	9.5%
Nissan	Vanette	38	30	26.7	6.4%	79	6.5%
Toyota	Dyna	27	16	68.8	4.6%	42	3.4%
Toyota	Regius	21	11	90.9	3.5%	49	4.0%
Mazda	Bongo	16	13	23.1	2.7%	34	2.8%
Isuzu	Elf	14	12	16.7	2.4%	26	2.1%
Nissan	Atlas	12	8	50.0	2.0%	22	1.8%
Isuzu	Como	10	0	1000.0	1.7%	25	2.1%
Ford	Transit	9	20	-55.0	1.5%	20	1.6%
Nissan	Navara	9	9	0.0	1.5%	17	1.4%
Toyota	Toyocace	8	3	166.7	1.4%	21	1.7%
Chevrolet	Silverado	7	4	75.0	1.2%	11	0.9%
Ford	Ranger	6	3	100.0	1.0%	13	1.1%
Hino	Dutro	6	1	500.0	1.0%	8	0.7%
Mitsubishi	Delica	6	1	500.0	1.0%	13	1.1%
Toyota	Hilux	6	6	0.0	1.0%	17	1.4%
Isuzu	Forward	5	0	500.0	0.8%	9	0.7%
Mercedes-Benz	Sprinter	5	5	0.0	0.8%	9	0.7%
Fiat	Ducato	4	2	100.0	0.7%	16	1.3%
Others		75	67	11.9	12.7%	217	17.8%
Total		592	360	64.4	100.0%	1219	100.0%

SPONSOR THIS SPACE NOW

CALL BRIAN ON 021 455 775

autofile

Shoulda used AUTOHUB