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August 2016

## Autonomous vehicles topic of IMVIA dinner

Experts and officials discuss driverless technology, electric vehicles and sustainability at annual industry function

During the recent IMVIA annual industry dinner, Minister of Transport and Energy and Resources, Simon Bridges, stated that the car of the future would be a "driverless electric vehicle that increasingly we don't own".

Bridges said that the emergence of the autonomous vehicle was fundamentally upon us and the only thing hindering the process was "tricky regulatory issues" that the industry needs to iron out.

"I think it's a massive role for you in the sector to show leadership and get ahead of it in all of these areas," Bridges announced to the audience, which included a guest list of the who's who of the automotive industry.

In attendance were many senior government officials, Ministry of Transport (MoT), NZTA, customs and EECA among others. Heads of industry associations such as David Crawford CEO of MIA, Craig Pomare and Dave Harris, respectively CEO and chairman of MTA, as well as



Simon Bridges displays his caricature to Gordon Shaw of VINZ, left, and Euan Philpot from Jevic

chief executives throughout the supply chain for used imports.

According to Bridges, each of the big vehicle manufacturers will have an electric vehicle (EV) strategy and will be planning a date in the future, where 50 per cent of the stock they sell is completely electric. "Let me give you a clue, none of those dates will

be over 15 years away."

He believes it will solve a lot of problems, in particular road-safety issues - where driver mistakes will be eliminated with the help of technology.

Bridges also pointed out the recent tragedy which took place when a Tesla Model-S self driving vehicle, operating in auto-pilot

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### Autonomous survey



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Getting to know Mike Farmer



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## GUEST EDITORIAL

# The good the bad and the ugly

Dazzz Wiltshire is head of Trade Me Motors and a keen observer of the auto sales business in NZ

**T**he good, is the passion. I've been in this industry for a little over 5 years now and I love the passion. There are people in this industry that really want to be here, they want to help people, they want to grow and protect the industry and they fight for what they believe in.

This passion not only comes from those of us in the industry but a lot of our customers also have it. For many a car is a lot more than just something to get them from A to B.

There is a lot of opportunity right now and those that are willing to listen to others, learn from others and work with others will continue to succeed.

There is and always will be competition in this market we all play in and that's a good thing. It helps keep us all honest and makes sure we constantly look for ways to provide the best service and products possible.

**The bad.** Some people just don't learn, which is actually a good thing for those that do. I've presented to a number of you on various occasions and I always pass on the same message. Make sure you treat customers that come to your online site the same as you would customers that come to your physical yard.

Provide lots of good quality photos and a full detailed

description of the vehicle. The number of listings I see that just have photos of the outside still astounds me. It's similar to a customer walking onto your yard and you refusing to let them look inside the vehicle.

**The ugly.** Are the people out there that just want to make money at any cost and they are the reason 'dealers' often get rated very high in surveys about the professions you trust the least.



**“There are people in this industry that really want to be here, they want to help people.”**

Someone pointed out to me the other month that Trade Me should not have to create terms and conditions like the recent change we made where you must now declare on your listing if a vehicle has been previously written off in Australia, and he's right. We should not 'have to' do this but unfortunately sometimes companies like Trade Me need to go above and beyond the current regulations to protect consumers.

As the large majority of you know it's those times when you go above and beyond that your customers remember and if there is one piece of advice I could give (in addition to making sure your listings have lots of good photos and a detailed description) to anyone it's to surprise and delight your customers so they keep coming back. ☺

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Autofile magazine is also available online as a readable file or downloadable as a PDF. Subscriptions are available at Autofile Online – www.autofile.co.nz. Back copies are also available on the website.

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ISSN 0112-3475 (print) ISSN 2350-3181 (online)

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mode, collided with a truck.

Although, he said it was a terrible mistake, he believes the main issue relating to traffic safety, is driver behaviour.

He admits that the difficult part of welcoming autonomous vehicles on to the road will be the period in between, when there is a combination of autonomous vehicles and cars that are driven by a human on the road. He forecasts that the computer programme will not be able to work out how a human mind works, "given that one of them is rational and the other isn't - you can decide which one is which".

Already a world-wide leader in sustainability, with 88 – 89 per cent of our electricity coming from renewable energy, Bridges believes that NZ is a "super-power in electricity and energy," making the rationale to move on to driving EVs "incredibly compelling".

He says that the government already has a contestable fund which will allow EVs to become



Gordon Shaw, Simon Bridges, and Iain McGlinchy



Justin Maddock (POAL), Euan Philpot (Jevic) and Chris Knight of Trade Me

more popular and there are some serious plans going into EV procurement of new vehicles across the board. "We're looking at getting big corporates to start getting a quite significant procurement of the electric vehicles."

The government also has plans to enthuse ride-sharing facilities, the likes of Uber, to take over a new form of ownership structure; something

which is already very popular overseas. "Over half of Lyfts rides in the US have two stranger passengers or more travelling



Bev Purchase

together right now," and even in New Zealand, transport agency data shows that "young people of a certain age don't have driver's licenses".

During his opening comments, IMVIA chairman Graeme Macdonald said that a good business alliance between

industry insiders would assist future technology to continue at the rate it is in other countries, stating that it was sobering to see that the guests at the event, as a whole, had an influence over every single car that comes into the country. "In the 90s, the industry couldn't be seen in a room together and would have been "drawing daggers against each other".

"Fast forward to 2016 and we have pretty much the entire motor vehicle industry, when it comes to non-franchise motor vehicles, in the room together, working together and we can be fierce

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Simon Bridges chats with Graeme MacDonald



Neil Lay Yee from Jacanna with Kit Wilkerson and Malcolm Yorston of the IMVIA



David Vinsen with Steve Owens of Provident Insurance

◀ competitors one day, then we can be a business alliance the next day and we are working together for the greater good of our industry and ultimately the greater good of our consumers."

David Vinsen, CEO of the IMVIA, says that although the industry, politically, is in a relatively benign situation with few legislative changes on the horizon. The key issue for the association currently, includes working across a range of government departments on actions and initiatives to achieve the government's goal of electric vehicle penetration to the fleet.

The association believes that in order for the government to achieve its goals, it needs to set big targets and have an EV champion at a high level, to drive the process. "We have that now with Minister Bridges and the support of the Prime Minister and his cabinet colleagues," says Vinsen.

"This move to EVs will mean that many dealers are holding stock they are not familiar with and may be reticent to engage due to a lack of knowledge on their part, but I will say this, EVs are coming and we as an industry had better get up to speed or we'll be left behind. There are new challenges to be addressed in terms of safety standards, supplying insurance and warranty products and the repair side, training and the like, all of these are works in progress, but will be an opportunity for some."

Vinsen applauded visionaries in the automotive industry. "What we are seeing right now are some of the original entrepreneurs who started importing used vehicles almost 30 years ago are also at the forefront of importing used EVs today. These entrepreneurs are recycling themselves and

embracing the change to EVs."

He also commented that in his experience he had never seen a government initiative picked up and driven so vigorously, across a range of different departments. "We are working with EECA, MoT, NZTA, MBIE and MED on this initiative and they are all focused on the outcome of 64,000 EVs by 2020. We will work with them to achieve this and it's obvious with the flurry of activity that the minister is cracking the whip."



Frank Willet

In order to get to the point where autonomous, electric vehicles are the norm, the industry realises that the country needs to get Intelligent Transport Systems (ITS) up to standard.

In relation to ITS systems such as road user taxes, Bridges says that there may be a time when those who travel at 7.30 in the morning, during peak time, will pay more than those who travel at lunch time, when there are fewer people on the roads. "The technology is there," he says. "We can't keep adding more motorway lanes - we have to think much smarter about transport."

Vinsen says that vehicles coming out of the domestic market in Japan have systems that operate on a radio spectrum which are incompatible with NZ legislation, making these vehicles illegal here. "This is a major issue and has the opportunity to be a show-stopper for our industry. The association is working with officials and key stakeholders and will report to our members as soon as some progress has been made.

"We don't have much time and need to think about this right now. I will be back in Japan again this year and I will meet the minister of transport to raise the issues. Ultimately, I believe the sky won't fall in and we will find the technology to fix it," says Bridges.

The IMVIA is also assisting the Ministry of Justice to come up with some manageable processes to avoid car dealers becoming party to

international money laundering.

"Money laundering seems like a relatively minor thing, but again there are opportunities for our members' businesses to be burdened with costly processes in order to adhere to the law in this regard. Our goal here is to reduce the impost on our members."

Vinsen says that the future is looking bright for transport technology; the IMVIA is planning on minimising the cost of compliance to the industry as much as possible. "Our mantra at the moment is collaboration and working collectively - we'll get more done together than apart." ⊕



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# Australia alone with ITS frequency

New Zealand will take a close interest in Australia's plan to allocate a specific radio spectrum band for connected vehicles.

The Australian Communications and Media Authority (ACMA) says it plans to allocate the 5.9 Gigahertz band by early next year.

The Federal Chamber of Automotive Industries (FCAI) in Australia welcomed the release of a consultation paper, which outlines the proposed regulatory measures supporting the national roll-out of Co-operative Intelligent Transport Systems (C-ITS).

FCAI chief executive Tony Weber says the framework provided by ACMA is a first step in the development of an integrated, automated and connected driving network, where vehicles will be able to exchange information with other vehicles, as well as communicating

with the road network and surrounding infrastructure.

Weber noted that the allocation of the 5.9 GHz confirms that Australian C-ITS standards will be the same as those used in the European Union.

He also highlighted problems that have already been discussed in New Zealand, such as some Japanese vehicles operating on other frequency bands and the potential for illegal interference with other services.

New Zealand Ministry of Transport principal adviser Iain McGlinchy highlighted the possibility of problems several years ago, arising from the allocation of different frequencies in different countries for connected vehicles. For example, some cars made in Japan use the 760MHz part of the radio spectrum. However, such use

is illegal in New Zealand, as that frequency is allocated to the 4G-LTE mobile phone network.

Those kind of concerns eventually led to a meeting of industry figures earlier this year in Auckland, focused on the need to resolve the issue of



illegal transmitters in imported motor vehicles. The meeting agreed on a need to develop procedures and protocols and keep open communication with the government.

The government has published

several documents relating to the issue, including Intelligent Transport Systems Technology Action Plan 2014-2018. This points out that New Zealand will have to decide which frequency it will allocate for ITS.

Radio Spectrum Management (RSM) wrote late last year that the 5.9GHz band might be suitable for New Zealand, but co-ordination with satellite uplinks may be needed. According to RSM, New Zealand would be likely to favour an international approach in conjunction with the World Radiocommunication Conference being held in 2019.

Australia appears to be moving in advance of that event.

RSM also says it is working closely with the MoT to develop a process to ensure non-compliant transmission modules are removed before motor vehicles are exported to New Zealand. ☺

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## Survey tests attitudes to autonomous use

With the emergence of fully-autonomous vehicles said to be a reality by as early as 2020, it won't be a surprise that Universities across the globe are already planning research documents relating to the uptake of the technology.

The University of Waikato's Transport Research Group (TRG) has recently completed a survey which asked New Zealanders what they thought about autonomous vehicles and whether they would be willing to use them.

The most recent survey included 1,200 respondents and analysed questions surrounding the public's readiness for the technology. Although the survey has not been collated yet, it will be compared alongside similar questionnaires which have already taken place overseas and a survey which is currently running in Queensland.

The survey was planned in order to monitor the public perception of connected and autonomous vehicle technology; including the barriers to more widespread uptake of EVs, the differences between the ways engineers and the road-using public understands risk and how infrastructure investment contributes to economic development and welfare. Finally, the survey will study how in-vehicle cyber-security can help people to access more information about their mobility.

Associate Professor Samuel

Charlton assisted with conducting the survey and says that a variety of questions were asked including how willing a respondent would be to sit in an autonomous vehicle on the way back from the pub or allow a vehicle to drive them through busy traffic. "We also asked the respondents questions about how willing they would be to pay for the technology and whether future vehicles should be publicly or privately owned," he says.

Although the survey was not sponsored, Charlton says it will help the government and other interested parties to go ahead with testing in the future. "We wanted to know what the issues were in preparation for our next several research projects, relating to autonomous vehicle technology."

Charlton goes on to say that there is a group of different organisations interested in the results of the survey. "Everyone's talking about it at the moment and as these different groups work together, we need to work out a way to take the right way forward."

As an "honest broker" between the different parties, Charlton says the TRG's research is purely in preparation for whatever comes in the future. The results of the survey will be discussed at the TRAFINZ conference which will take place in Tauranga on the 16<sup>th</sup> – 18<sup>th</sup> November. To find out more about future opportunities to participate in research, email [trg@waikato.ac.nz](mailto:trg@waikato.ac.nz) ☎

Nick Wheeler, Kelly Ware and Steve Owens reviewing results.

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# Time to act on EVs and ITS

The sky is the limit when it comes to Intelligent Transportation Systems (ITS), with a future that includes driverless vehicles and the possible elimination of road accidents.

It might seem like the work of a science-fiction novel to some, but the New Zealand Ministry of Transport (MoT) is already discussing options that involve ITS planning and ways in which to cut down on traffic accidents.

According to figures on the MoT website, the social cost of traffic accidents was estimated at \$3.47 billion at June 2015 costs. This was an increase of 5.8 per cent from \$3.28 billion in 2013, which was associated with a 16 per cent increase in fatalities in that time.

The NZTA has been implementing a government strategy designed to tackle the cost of accidents – called Safer Journeys – which aims to make improvements in road safety over the period of 2010 to 2020. “The strategy’s vision includes a safe road system increasingly free of death and serious injury and introduces the Safe System approach to New Zealand,” the document states.

With many examples of ITS already in operation, including real-time systems which will notify public transport users when their bus or train will arrive and variable message signs and ramp signalling

on motorways as well as systems which assist aircraft in following safe routes to and from airports, the MoT is trialling a number of initiatives to keep our roads safe.

A review of the Vehicle Standards Map is part of the action plan. The map describes vehicle technologies and performance standards that government transport officials believe have the greatest potential to improve the safety and resource efficiency of vehicles in NZ.

According to Imported Motor Vehicle Industry Association (IMVIA) policy adviser, Kit Wilkerson, the dealer industry needs to be aware of the technology being developed, for several reasons. “We want New Zealand to be able to reap the benefits of this technology while maintaining the ability to import used vehicles.”

Wilkerson says the adoption of ITS is being driven by manufacturers and governments enticed by the idea of a safer and more efficient transportation system. In the not too distant future, dealers will come across this technology and will need to embrace the changes that it will bring. “We have already seen the

adoption of electric vehicles (EVs) slowed by dealers concerned by the possibility of increased costs of repair and parts and decreased availability of people trained to service the vehicles.

“New technology being developed for ITS might bring similar challenges. We can also expect to see mandated technologies, such as ABS and ESC, that will potentially affect the supply of vehicles,” says Wilkerson.

A key deliverable of the Safer Journeys plan is to introduce electronic stability control (ESC) in all vehicles imported into NZ by 2020. Although the requirement to have ESC does not apply to some specialist vehicles, such as vintage, motorsport and scratch-built vehicles, from 1 July 2015, all owners of vehicles fitted with ESC – no matter when they were imported – need to ensure the systems are working. This is now checked at warrant of fitness inspections.

Autonomous Emergency Braking (AEB) is another vehicle standard discussed in the Vehicle Standards Map. This technology detects when a frontal collision is about to occur and will automatically

apply a vehicle’s brakes.

The MoT has also included pages on the website dedicated to encouraging discussion on how roads can be improved and what the future might entail.

The site predicts a wide range of relatable ideas, including the demand for drones that will deliver goods to homes in real-time. The ability for large trucks and transport vehicles to “platoon” will become even more remarkable with the assistance of technology. Autonomous vehicles, fitted with artificial intelligence, will allow for vehicles to automatically join and break away from a platoon when required.

When it comes to emergency assistance, systems like eCall would be a life-saver.

In Europe the eCall technology automatically notifies emergency services if there is a traffic accident, sending a message with location co-ordinates and how many airbags have been activated and what seatbelts were in use. “That sort of system might be useful in New Zealand when we hear about people being trapped for days before being rescued,” MoT principal adviser Iain

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◀ McGlinchy told Autofile in July 2014. At present, this service is not available in NZ.

Although the NZ government is already coming up with strategies to welcome the future of ITS, there are still a few stumbling blocks it will need to work around. One issue that needs to be ironed out is the frequency in which these ITS systems will operate. At present, Europe and the United States are using frequencies of 5.9 gigahertz (GHz), whereas some Japanese manufacturers will use the 760 MHz frequency. Unfortunately, this frequency band has been allocated for the 4G phone network. "This will affect the pool of available vehicles for the NZ market," says Wilkerson.

After an ITS workshop in Auckland in April 2016, the IMVIA is taking the lead to develop a proposal that will consider three different possibilities for any given technology: "It is either compatible, not compatible or incompatible," says Wilkerson. Compatible technologies can be used plug 'n play with whatever solutions

NZ will implement. Technologies that are not compatible can be used in NZ but will not integrate, and incompatible technologies will be disruptive to the NZ system.

"We have already seen examples of all of these. Lane assist systems and self-parking features we see in some high-end vehicles would work just as well here as they do in Japan; these would be compatible technologies. Most imported Japanese vehicles are equipped with ETC (Electronic Toll Collection) systems; these systems function, but are not able to communicate with any infrastructure in New Zealand, nor do they create any interference."

New Zealand sources vehicles from three jurisdictions with different ITS protocols: USA, EU, and Asia. Each of these is developing its own strategies, frequencies and communication protocols. "You will have one system that's sending US codes, one sending European and one, Japanese," McGlinchy stated.

According to Wilkerson, these are engineering challenges that can



Volvo has made a claim that by 2020, no one will be killed or seriously injured in a new Volvo car or SUV.

be solved and the IMVIA is working very closely with government to find solutions, while trying to encourage the uptake of compatible technologies.

Regarding technology that is not compatible – but not incompatible – the IMVIA is exploring options for either making it compatible or, at the minimum, replicating the effect through aftermarket technology and being able to influence the development of these technologies from the beginning.

Many new safety technologies, and those that will help people drive more fuel efficiently, will rely on vehicle users knowing where their vehicles are within quite narrow limits – perhaps less than 10 centimetres. GPS signals can't yet provide that level of accuracy and many jurisdictions are launching their own navigation satellite-based augmentation system to enhance GPS accuracy. Unfortunately New Zealand does not yet have an enhanced accuracy system, but the government is looking into this. What is required is a satellite located in the right position, to send and receive signals. One option may be to buy time from a satellite located in our part of the world.

Plans are also underway regarding how the NZ government will set up a technology platform for future uptake of vehicle-to-vehicle and vehicle-to-road communication. This includes discussions around the introduction of completely autonomous vehicles on New Zealand roads. ☺



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# New SUVs outsell passenger vehicles

In the past 15 years New Zealand new car buyers have made a huge switch from traditional sedans and hatchbacks to SUVs and light commercials.

The chief executive of the Motor Industry Association, David Crawford, has tracked this change. He says that in 2002 SUVs made up less than 12 per cent of new motor vehicle sales. Light commercials accounted for another 19 per cent, meaning that about 65 per cent of sales were of passenger vehicles - sedans, hatchbacks and station wagons.

Crawford has put together a spreadsheet with the relevant figures.

It shows that, in 2015, passenger vehicles were down to 37 per cent of new vehicles sold, or almost half the proportion of the market they held in 2002. In addition, figures for January to July this year show passenger vehicles making up 33 per cent of new registrations while SUVs make up 35 per cent.

SUV sales by contrast had grown more than 460 per cent, from 9,815 to 45,401. Light commercial sales - vans and utes - have also grown

strongly over those years, although not as dramatically.

In 2002, Kiwis bought 16,029 new light commercials, compared with 33,674 last year, growth of 210 per cent. At the same time, the total new motor vehicle market has grown almost 153 per cent over those 14 years.

The table below shows how, since 2002, sales of new SUVs mostly increased year on year, while those of passenger vehicles largely declined.

The associated graph shows that since 2009 passenger vehicle sales

He noted this criss-crossing of SUV and passenger vehicle sales, so wondered what the longer term trend is.

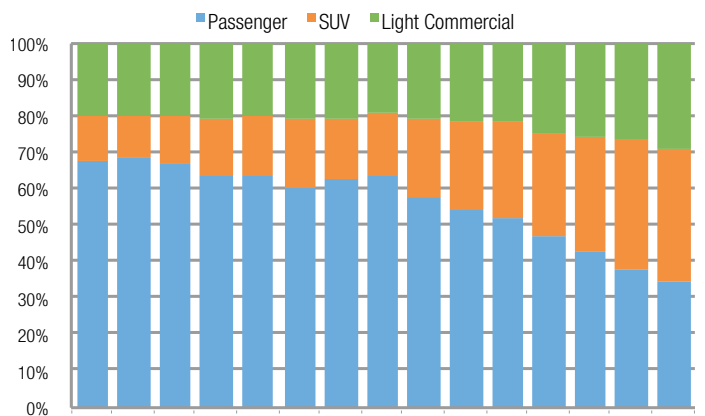
His database goes back to 2002 and that's the one with the telling information, he says. The figures show several blips, then around 2009 the Global Financial Crisis started to bite.

"It was late 2008 and then 2009 that sales plummeted, but . . . passenger vehicle sales plummeted the most."

Although light commercial and

New passenger vehicles, SUVs and light commercials from 2002-2015

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	TOTAL
Passenger	54,084	60,228	62,303	62,495	61,146	59,346	58,053	42,504	44,694	44,077	50,366	50,963	52,471	49,069	26,999	778,798
SUV	9,815	10,097	12,473	14,925	15,155	17,918	15,183	11,753	17,003	19,332	26,030	31,083	37,662	45,401	28,162	311,992
Light Commercial	16,029	17,143	18,877	20,621	19,282	20,582	19,155	12,721	15,817	17,557	20,493	26,537	31,408	33,672	22,120	312,014
Total	79,928	87,468	93,653	98,041	95,583	97,846	92,391	66,978	77,514	80,966	96,889	108,583	121,541	128,142	77,281	1,402,804
Passenger	68%	69%	67%	64%	64%	61%	63%	63%	58%	54%	52%	47%	43%	38%	35%	56%
SUV	12%	12%	13%	15%	16%	18%	16%	18%	22%	24%	27%	29%	31%	35%	36%	22%
Light Commercial	20%	20%	20%	21%	20%	21%	21%	19%	20%	22%	21%	24%	26%	26%	29%	22%



This graph shows the percentage ratio of passenger vehicles, SUVs and light commercials sold from 2002 to 2016

have fallen noticeably, while sales of SUVs in particular steadily grew.

Last year, for the first time, SUV sales began matching and even exceeding new passenger vehicle sales in some months. This trend shows clearly in the January to July figures for 2016, with 28,162 SUVs sold, as against 26,999 passenger vehicles.

Crawford says new passenger vehicle sales fluctuated quite wildly from month to month last year, while SUV sales were noticeably steadier, except for a strong uptick in May and June this year.

SUV sales also fell, he says, they basically started to head upwards again from January 2010.

"Passenger cars just bobble up and down at about the same level until about 2012, and they increase a little bit, and then from about the middle of last year they are starting to go down."

Passenger vehicles took the biggest hit at the time of the GFC, Crawford says, because they accounted for around 70 per cent of the market. SUVs and light commercials weren't significant then. ☺

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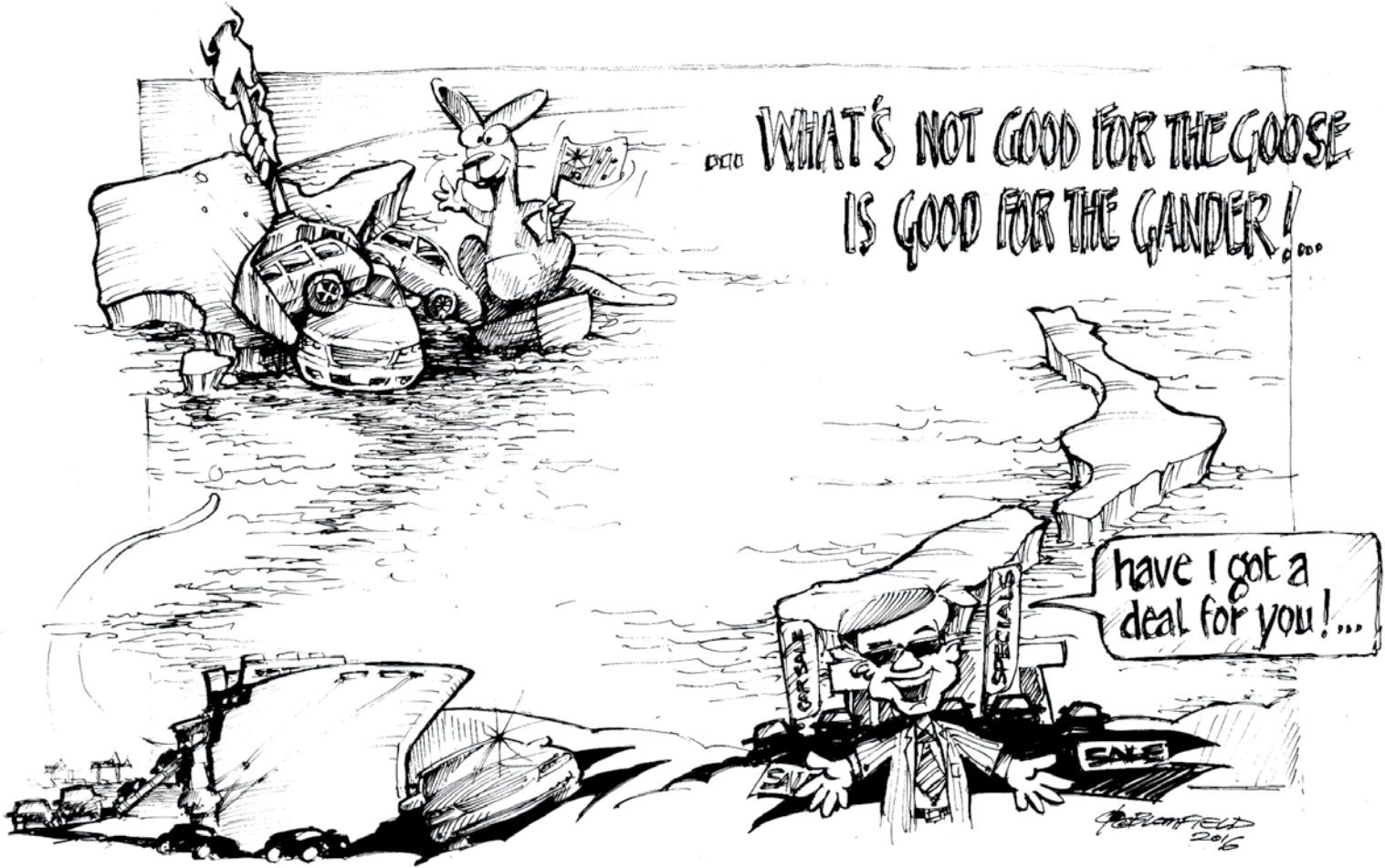
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'Aussie write offs' by Darren Blomfield – marketing@bdart.co.nz

## Head industry characters captured

Autofile commissioned Darren Blomfield to draw caricatures at the recent IMVIA annual dinner.

Blomfield went about his craft observing and sketching attendees throughout the night. One sketch was made of Minister of Transport - Simon Bridges, which was signed by Bridges and later Auctioned to

raise money for Curekids.

Euan Philpot from JEVIC, formerly an auctioneer at Turners, was tasked as auctioneer for the piece.

The successful bid of \$1,125 was made by Gordon Shaw from VINZ.

View the gallery of photos from the function at [www.autofile.co.nz/imvia-gallery](http://www.autofile.co.nz/imvia-gallery). ☺

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## Comcom investigates Aussie write-offs

The Commerce Commission is currently investigating whether Australian insurance write-offs being sold here in NZ, are being correctly identified so the buying public are fully aware of their history.

Autofile asked a Commission spokesperson what the status of the investigation was.

"The Commission is aware that vehicles classed as statutory write-offs in Australia, after accidents or damage such as

flooding, are being repaired and then resold in New Zealand. Sellers must disclose to potential buyers that the vehicle has been a statutory write-off in Australia. We currently have an investigation regarding to statutory vehicles written off in Australia being sold in New Zealand without the necessary disclosure to buyers. As it is an active investigation we are unable to provide further details at this time and we are unable to provide a timeline for this investigation." ☺

# A simple secret to boost sales

A recent Lead Response Management study suggested that making just one change to your sales approach, could increase your chances of turning an enquiry into qualified leads by as much as 60 times.

The same study found that by not implementing this one simple tip is likely having a negative impact on your potential customer base, without you even realising.

So, what is this one simple thing you need to do to achieve these amazing results?

Respond to your online enquiries within 5 minutes of receiving them.

That's right, to potentially gain 60 times as many qualified leads as you do now all you have to do is respond to your online enquiries within 5 minutes of receiving them.

Why? Because consumers have the same expectations of you when they enquire online, as they do when they visit or call you.

That includes getting an immediate reaction when called upon. They are sitting in their lounges browsing vehicles looking for answers, and if you can give them those answers straight away, they're more likely to respond back to you and interact with you – then and there – whilst they have the time.

Sounds too easy, doesn't it? But unfortunately an experiment conducted amongst car dealers here in New Zealand, showed the average response time to a trial web enquiry was closer to 420 minutes. Even worse half of the dealers queried didn't respond at all!

Of course the problem is that it's sometimes impractical to be answering enquiries late at night

or on the weekends. It can also be difficult to manage and track the progress of these enquiries, especially when more than one staff member may be responsible for responding to them.

Whilst there is a multitude of options available for solving these problems (hire more staff, work nights, create rosters), the cheapest and simplest way is to utilise technology.

Smart auto-response tools can automatically respond to your web-based enquiries within minutes, providing information and calls-to-actions to the user that allows them to further their own quest immediately. They can also act as a lead qualification process, asking recipients to progress further into the purchase cycle by requesting information like contact numbers, trade-in details, requests for test-drives as well as applications for finance.

You need to ensure you give your customers a professional automated response to their incoming email enquiry, including further information about the vehicle, your dealership and with built-in calls-to-action.

Auto response tools work by sending a custom-designed email automatically back to any enquiry originating from your website or other online advertising agents here in New Zealand like Trade Me, Auto Trader or Driven.

A good auto-response tool will allow you to:

- ▶ **Answer enquiries 24/7** (or only



MARK GREENFIELD  
Motorcentral

outside of your office hours if preferred).

- ▶ **Establish credibility.** The customer is already interested in the type of vehicle you are offering. Use this opportunity to wow them with your professionalism. Let them know they can

purchase their preferred vehicle from a credible dealership.

Introduce yourself, your point of difference and your people.

- ▶ **Tell your prospects about your other products and services.**

If they know you offer car insurance for example, they're much more likely to enquire about it.

- ▶ **Give your prospects a way to progress.** Make it easy for them to book a test drive, capture the first time slot they're available to look at the car.

- ▶ **Get your prospects phone number.** A phone call is a much more effective medium to closing the sale.

- ▶ **Get the finance process underway.** A large proportion of enquiries relate to finance approvals. Get the process started right away and save yourself and them the time and wait involved otherwise. If you get all the details online you can get the application processed and an answer back to them before they look much further.

- ▶ **Capture all your enquiries** in one place along with their current status so nothing gets overlooked.

- ▶ **Remind you** when enquiries haven't been followed up.

- ▶ **Provide an indication of the level of interest** each enquirer has. Someone who spends time filling in a finance application or clicks around the email is probably a lot more interested than someone who gives it a quick glance only. If you're short of time you can at least put that time towards your best enquiries.

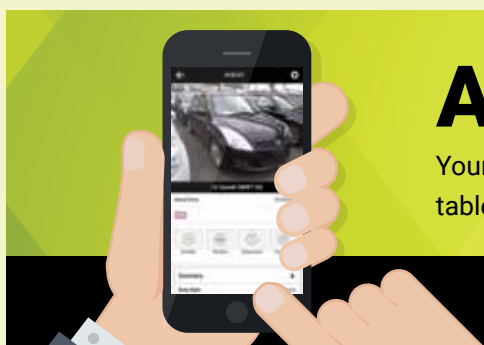
As you can see a great auto-response tool will allow you to quickly show customers that you value their business, by immediately responding regardless of what time they enquire.

It can also enable the sale process to progress further on its own without any immediate intervention from your end, which is why it is important to ensure it is in place across all of your online advertising mediums.

You probably were already aware that answering enquiries as quickly as possible can increase your sales success and may even have valid reasons why you can't achieve the response times you want. However, recent technology has removed a lot of these barriers and made it affordable, time-efficient and simple to be on top of all online enquiries.

Combining this with recent trends in consumer behaviour online and the ever-increasing use of the Internet may lead you to the conclusion that investing in these technologies could be the best next move for your dealership.

To find out more about the tool that Motorcentral has available please call 0800 623 687 or visit the Motorcentral website. ☺



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# Heiwa celebrates golden jubilee

**H**eiwa celebrated its 50th anniversary in style at the lavish Hyatt Regency in Osaka, with approximately 400 guests treated to a night of food, entertainment and speeches by industry leaders.

The guest list included some of the company's oldest and loyal global-suppliers and customers including senior leaders of shipping, stevedoring, inspection companies, port owners and motor vehicle traders.

The event began with a traditional Japanese drum show performed by the acclaimed Da Da Dan band. This was followed by a speech by the Group President, Masatoshi Abe, who spoke in detail about the history of the company.

Heiwa senior managers also gave a speech and video presentation on their particular divisions, with the emphasis being on entertainment and making the audience laugh.

Humour was also top of the agenda when the Heiwa Group staff performed a dance for the audience, and the evening ending with a great performance by Japan's famous pop band "Begin" holding a one hour concert.

A major highlight of the event included the (presentation)



above: Japan's famous pop band Begin played at Heiwa's 50th anniversary  
below: A timeline of the Heiwa Group. Heiwa donated an ambulance to the Fire Department of the city of Izumiotsu



Donation by Group President Abe, of a fully-equipped brand new ambulance to the Fire Department of the city of Izumiotsu, home of Heiwa's head office.

During the event, many of the speeches touched on the history of Heiwa Group, which began when a young man called Abe borrowed some money from a friend to buy a motorcycle,

with the agreement that when it was sold the two would split the profits. That small beginning eventually led to the formation of Heiwa Auto Co, in Osaka in 1966.

The focus gradually changed from bikes and motorbikes to cars and the scale of the operation grew into a relatively large wholesaling business, which sold vehicles to dealers. Eventually the founder, Abe was joined in the business by his son, Masatoshi Abe (or Abe Junior).

President Abe died in the 1990s and Masatoshi Abe took over the company and remains as president of the Heiwa Group today.

In the late 80s' the Japanese domestic market was approaching saturation point with used vehicles so a decision was made to investigate expansion into export markets.

This expansion was achieved through good service, easy access to Japanese auctions for overseas buyers and the fact that Heiwa people spoke English well. The company soon recognised that export was the business to be in and opened markets in an increasing number of countries, which included – Myanmar, Sri

Lanka, Africa, Ireland, Malaysia, Russia and New Zealand. Today Heiwa Auto exports to around 20 countries worldwide.

Heiwa Group is now involved with everything from fitness centres to Ramen franchises, Recycle Centre and aged-care businesses, with sourcing and exporting vehicles still very much the core business.

John Davies was one of the first Kiwis to buy cars from Heiwa back in 1990 and 15 years later, in 2005, managed Heiwa's Door to Door services in NZ. It was shortly after this that Heiwa Auto Co split into a number of different businesses including Enhance Auto, Autoportal and Autohub vehicle logistics.

Davies attended the celebrations and was impressed.

"This was probably the best function I have attended, it was brilliantly organised and ran like clockwork. The entertainment was top class and there were some very funny moments during the speeches and the dancing.

There were people in attendance that epitomised Heiwa as an organisation, people had travelled around the world to attend – it was a very special event." ☺



above: President Abe with the Mayor of Izumiotsu City, Haruhiko Itoh  
below: Guests wander through Heiwa's history; Drum show by the Da Da Dan band



# STANDING OUT

## with a vehicle sales qualification

**M**urray James and Jason Larsen will be among the first to say they're qualified in vehicle sales with a national qualification.

For 25 year old Jason Larsen, the chance to formalise five years' worth of experience in vehicle sales was a chance not to be missed. As sales consultant for the family business, Kapiti Cars Limited, Jason is among the first in the country to enrol in MITO's National Certificate in Sales (Level 3) and is looking forward to seeing the qualification become standard within the industry.

"Previously, there's been no formal national sales qualification in New Zealand for vehicle sales," says Jason. "So being one of the first to do such a qualification and have my previous experience recognised really attracted me to the training programme. I don't think it will be long before it becomes the norm for sales professionals in the industry who want to stand out."

Murray James, sales executive for Brendan Foot Motors Ltd, is also enrolled in the qualification, and shares Jason's sentiment. "This National Certificate will really solidify my learning and experience in the industry. And the fact that I'll be one of the first to hold this qualification is something I'm really proud to tell my customers. I look forward to being able to show them the certificate that says I'm qualified, I understand the legislation, and I take my job seriously. I'm very passionate about what I do, so if I have the chance to further my



career in a job I love, why wouldn't I take it!"

From a business perspective, Jason notes one of the significant aspects of becoming qualified will be his ability to put the consumer's mind at ease. "When I'm talking to customers, I'll be able to show them that I'm formally qualified in vehicle sales, which will no doubt add confidence to the purchasing process. They'll see my National Qualification hanging on the wall and know that they're dealing with both a reputable business, and reputable salesperson. I anticipate it will help me sell more cars too!"

Comprising three two-day workshops, and on-the-job training, the one year sales qualification covers everything from prospecting through to legislation. However, the information

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surrounding target markets particularly piqued Jason's interest. "I found that part extremely relevant to my role. You're always selling cars so you have to constantly be thinking about your stock levels and learning how to better identify your end user and what they want. Plus, the content surrounding legislation is something you can never know enough about."

Murray says he's already started to implement what he's learned in the training programmes. "I actually got back to work and started to question some of my processes and how I could make them better or more efficient. I really gained a good understanding of the sales process and buyer behaviour from the first workshop which helped me to understand how I can better myself in my job going forward."

Impressed with the training programme so far, Murray has already started to promote the qualification to others. "I know it's going to be extra work for those in the industry who are already very busy, but I know that if they put in the effort over the next 12 months, then the rewards are definitely going to be worth it."

Jason makes particular mention of the fact he views this qualification as relevant to everyone in the industry – from smaller owner operators to larger franchises. "Even those who have been in the industry for 25 years will find it beneficial," says Jason. "It's a great opportunity to refresh your knowledge while learning new information and skills - I'd thoroughly recommend it."



## STAND OUT

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## OBITUARY

### Chris Amon: 1943-2016

One of New Zealand's most revered racing drivers passed away on 3 August.

Christopher Arthur Amon went to Europe aged 19 to race in Formula One. Former Ferrari technical director Mauro Forghieri said Amon was "by far the best driver I have ever worked with. He had all the qualities to be a world champion, but bad luck wouldn't let him be [that]."

He won pole five times and was on the podium 11 times.

Amon drove for Ferrari, March and Matra from 1967 until 1972. He struggled in 1973 with Tecno. He ran his own F1 car in 1974, but the

venture failed. He competed against many famous drivers, surviving one of the deadliest periods of F1 history.

The Kiwi also raced sports cars, winning Le Mans in 1966 with Bruce McLaren in a Ford GT40.

After retiring, Amon worked with Toyota, developing cars for New Zealand conditions. He helped redesign the Taupo circuit and supported Toyota's single-seater championship - where the champion receives the Chris Amon trophy.

He was awarded an MBE for services to motorsport in 1993, and was inducted into the New Zealand Sports Hall of Fame in 1995.

# NEWS in brief

## Autonomous off-road driving comes closer

Jaguar Land Rover (JLR) has unveiled technology that it says will allow autonomous cars to drive over virtually any surface or terrain.

JLR's New Zealand general manager Steve Kenchington says the idea of Kiwis leaving a city and heading to a ski-field or a beach in a vehicle driven by itself could become reality sooner than expected.

Head of research for JLR, Tony Harper, says the company is developing technology such as on-board computers to sense changes in terrain and even obstacles suspended in the air.

The sensing technologies being developed will be the eyes of the future autonomous car. Because the sensors are always active and can see better than the driver, this is predicted to give a vehicle the high levels of artificial intelligence required for the car to "think".

"The key enabler for autonomous driving on any terrain is to give the car the ability to sense and predict the 3D path it is going to drive through," Harper says.

Another key element will be the ability for vehicles to communicate with each other.



## Auckland hosts NZ ITS summit

Some of the world's leading experts on Intelligent Transport Systems (ITS) will join a panel discussion in Auckland this year, relating to ITS and how it will affect New Zealand.

The Annual ITS Summit is taking place on 6 October, at Auckland's Aotea Centre and will coincide with the ISO TC 204 Standards meeting which is being hosted by ITS NZ.

Alongside industry experts, representatives from the Ministry of Transport, NZTA and the CAA will update attendees on objectives and strategies for the future of NZ transport.

Discussions and presentations will cover topics which include smart cities, ITS in freight, autonomous vehicles, cyber-security and the latest trends in technology.

To find out more, visit [www.itsnz.org/its-new-zealand-summit](http://www.itsnz.org/its-new-zealand-summit).

## BMW opens Future Retail Store in Hamilton

BMW held the official opening on 4 August of its new purpose-built Coombes Johnston BMW & Mini Future Retail Store in Hamilton.

The 5000 square metre premises incorporates a state-of-the-art showroom, after-sales, servicing and workshop facilities.

BMW Group New Zealand managing director Florian Renndorfer says, "this is the second Future Retail Store that has been opened in New Zealand, alongside Auckland City BMW".

Coombes Johnston BMW dealer principal Richard Johnston says the opening of the new dealership is a career milestone. He first joined BMW in 1981.

"We have brought the future of BMW to Hamilton with facilities as good as you would find anywhere in the world."

The facility is the only BMW dealership in the central North Island. ☺





# Comfortable and tough

The new Nissan Pathfinder has more off-road capability, a freshened look and more safety and technology features than its predecessor.

It also has a new 3.5-litre V6 petrol engine. Power increases to 212Kw, from 194, and torque is now rated at 351Nm, up from 325. Maximum towing capacity has increased by more than 450 kilograms to a best-in-class 2,722kg, when properly equipped.

Nissan design elements include the "V-Motion" grille and boomerang-shaped headlights with LED daytime running lights.

Other changes are new bumpers, fog lights, outside rearview mirrors with integrated turn signals and new 18-inch and 20-inch alloys.

The new model has a motion-activated lift-gate with position memory, standard on SL and Platinum variants.

The Pathfinder seats seven occupants, who have access to updated connectivity. The Advanced Drive-Assist Display (ADAD) features additional infotainment and driver assistance displays.

An eight-inch touch-screen provides control of a variety of the vehicle systems and settings – including NissanConnectSM navigation, which has voice recognition for navigation, and SiriusXM Traffic.

Other features included are

NissanConnect Services, with automatic collision notification, emergency call, stolen vehicle locator, customisable alerts, remote engine start/stop, dealer service scheduling and maintenance alerts.

Advanced driver assistance technology includes new Forward Emergency Braking (FEB) and Intelligent Cruise Control (ICC). Moving Object Detection (MOD) has been added to the available Around View® Monitor (AVM). Also offered are Blind Spot Warning (BSW) and Rear Cross Traffic Alert (RCTA).

Nissan claims fuel economy remains at 14.l/100km city, 10.5l/100km highway and an estimated 12.8l/100km combined for 2WD models.

All models now have Nissan's third-generation Xtronic transmission, including D-Step Logic Control, which simulates gear shifts.

Nissan NZ marketing manager Leighton Agnew says the new Pathfinder is due for release in the second quarter of 2017. Exact pricing won't be known until about a month before launch, but should be similar to the current model. ☺



## Legacy successor launched

Subaru's all-new turbocharged Levorg, described as the spiritual successor to the Legacy GT wagon, was launched in New Zealand last month.

Dealerships are offering one Levorg specification, the 2.0GT-S. The new model hosts a variety of features including Subaru's EyeSight® Technology and Bilstein suspension.

The Levorg's 2.0-litre direct injection petrol engine produces 197Kw of power at 5600 rpm and 350Nm of torque from 2400-5200 rpm.

Subaru of New Zealand managing director Wallis Dumper says the Levorg offers wagon utility "and the handling, dynamic performance and style of a sports car. We also believe the 2.0GT-S is better value than its Euro rivals and it still comes with the security of Subaru's All Wheel Drive system."

The Levorg 2.0GT-S has a five-star ANCAP safety rating and has a recommended retail price of \$56,990. ☺



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# X3 and X4 models updated

**B**MW says its new X3 xDrive 28i M Sport offers petrol power for the first time in the current generation of this vehicle – the F25.

The engine is a twin-turbo four cylinder which includes variable camshaft control and Valvetronic fully variable valve timing. The result is 180kW of power at 5000rpm and 350Nm of torque from a low 1,250rpm.

BMW says this engine and eight-speed Steptronic auto transmission combination can deliver a 0-100km/h time of 6.5 seconds, and fuel consumption from only 7.3l/100km. CO<sub>2</sub> emissions are said to be down to 169gm/km.

The M Sport styling, handling and comfort package is included as standard in New Zealand.

Occupants enjoy heated, leather-covered sports seats and anthracite headliner, along with brushed aluminium trim finishers on the dashboard. Gearshift



paddles can be found on the M Sport leather steering wheel.

Navigation system Professional, with the latest software, is standard; featuring an 8.8-inch screen and iDrive controller with touchpad. Integrated with the navigation system and central information display are BMW's ConnectedDrive Services, featuring real time traffic information, concierge service, and internet.

The other X3 model is the X3 xDrive20d which now includes the Surround View Camera system as standard. This gives a virtual bird's-

eye view of the vehicle. In addition, the vehicle now has electric folding exterior mirrors featuring an automatic anti-dazzle function to reduce distraction at night.

The X3 xDrive20d has 19-inch light alloy wheels in xLine styling. In the interior, exclusive "X" embossing on the "Nevada" leather upholstery is included, along with aluminium interior trim finishes.

It's powered by the latest generation BMW TwinPower Turbo four-cylinder diesel engine. This engine uses common rail direct

injection technology with an increased injection pressure of 2,000 bar. Peak power of 140kW is delivered at 4,000 rpm while peak torque of 400Nm is available from as low as 1,750 rpm. As with other X3 models, the xDrive20d features an eight-speed automatic transmission with Steptronic, and steering wheel-mounted gearshift paddles.

The BMW X4 xDrive20d has received specification and pricing updates. This model now includes the Surround View Camera system as standard, along with electric folding exterior mirrors with automatic anti-dazzle function and is available from \$94,000, plus on-road costs, a reduction of \$2,700 on its previous price tag.

The BMW X3 xDrive28i M Sport is on sale now with a recommended retail price of \$97,500 plus on-road costs.

And the BMW X3 xDrive20d is available from \$89,900 plus on-road costs - a reduction of \$2,600. ☺

## Sport seats seven



The 2017 Mitsubishi Pajero Sport now accommodates seven passengers

**T**he new Mitsubishi Pajero Sport now comes with seven seats, courtesy of a foldaway third row.

The new model has a 2.4l MIVEC intercooled turbo-diesel engine with an output of 135kW and 437Nm of torque, as well as a host of 4WD technologies.

The third-row seating accommodates two passengers and features standard three-point seatbelts, plus airbags on either side, taking the total airbag count to nine. Headrests and air vents, with adjustable fan speed controls,

add to passenger comfort, while fold-forward second-row seats allow easy access to the back of the vehicle.

According to Mitsubishi, the extra seating adds just 40kg to the vehicle's kerb weight, while the model still delivers up to 8L/100km – a figure shared by the XLS and premium VRX options.

Mitsubishi New Zealand's head of sales and marketing, Daniel



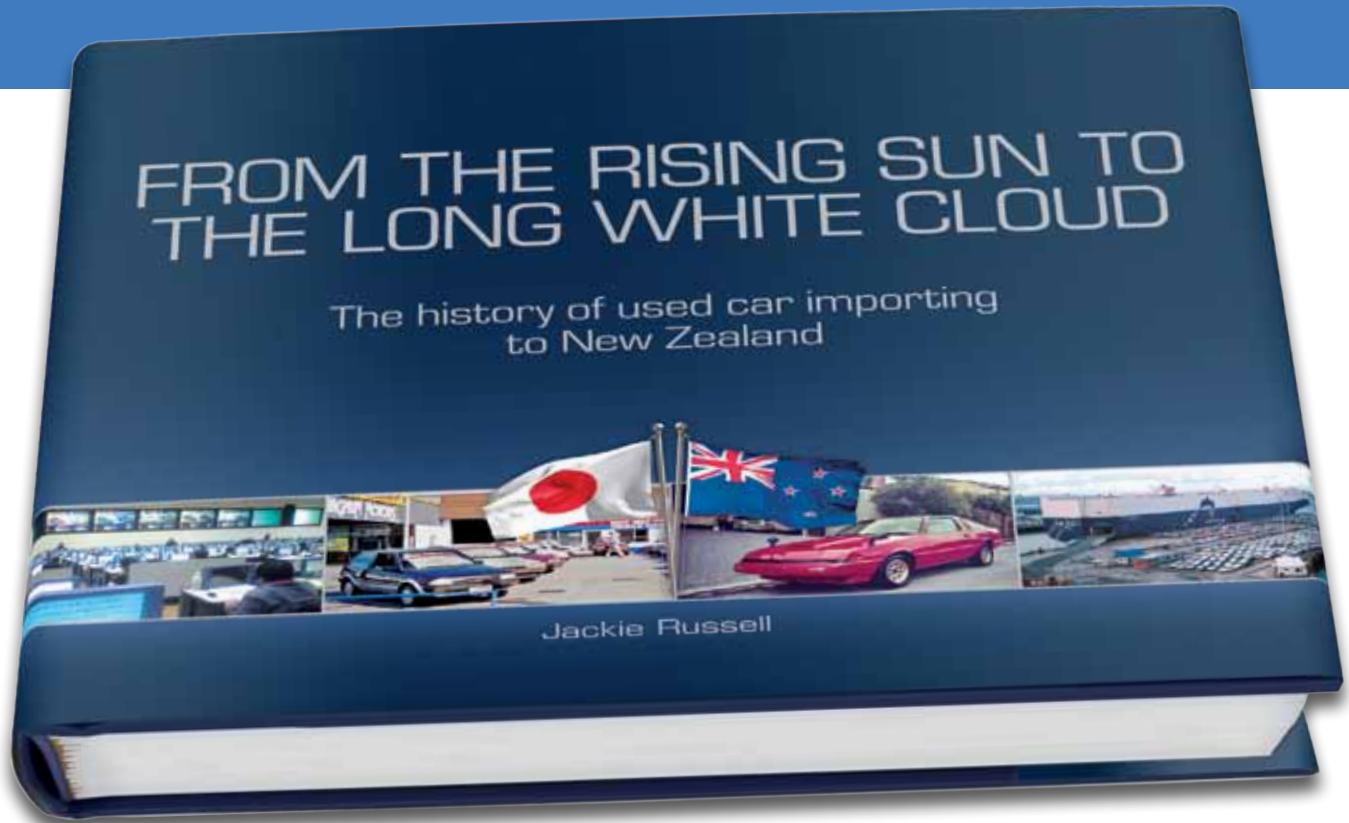
remains "incredibly competent off-road, it still drives like a city SUV".

"It has hill descent control and Mitsubishi Super-Select 4WD."

It also allows the driver to select for different kinds of terrain, such as snow, rock, gravel, mud and tarmac.

The XLS and VRX models are available for the special promotional price of \$52,990 and \$61,990 respectively, plus on-road costs, until 30 September. ☺

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# Racer's obsession becomes reality



Faine Kahia powers through a turn in a Formula 4 open-wheeler  
Photo: Formula 4 Southeast Asia Championship

When Taupo racer Faine Kahia was a three-year-old he'd get his mum to read Performance Car magazine before he went to sleep.

Kahia says he's the first in his family to have been obsessed with cars and racing, studying racing lines and driver footwork from an early age.

His family has traditionally played and supported rugby. But that was not his path. "I can't do anything else but drive," he says.

When he began winning racing simulator competitions at the age of 11, beating grown men, his family knew they had to help turn his passion into something real.

They raised the money to get him into kart racing and, when he was 15, he switched from sprint karts to superkarts, winning four races straight away and, within a few months, the NZ2 and NZ3 titles.

A businessman next gave him a chance to drive his race car. "I'd never driven a manual car before, and I won!" In fact, he won three

races at his first event, and had just turned 16.

Later that year he did a full season in Formula First.

At the age of 17 he was selected for the NZ Elite Motorsport Academy. He also became a sponsored ambassador for Maori youth, and he was invited by a Formula 1 manager to spend a week with his team at the Melbourne F1 Grand Prix.

The following year, aged 18, he was racing in the NZ SsangYong Ute series and last year he was invited to Malaysia for a round in the AsiaCup Series racing Formula BMW at the Sepang F1 Circuit. He achieved two podium places for NZ there.

Elite Motorsport Academy trustee and media manager David Turner remembers Kahia as full of enthusiasm. "If enthusiasm won races, he'd be winning every day of the week," he says.

Kahia's personality is probably one of his key features that makes him quite likeable, Turner says. "He plays a good team game, and that's

Faine Kahia on the podium in Malaysia earlier this month. photo by Peter Lim, Meritus GP



one of the attributes we look for."

Kahia's had support from the Ngati Tuwharetoa Mighty River Power Development Group and Te Puni Kokiri. Then, following international success, came the support of the Giltrap Group.

The joint managing director of the Giltrap Group, Richard Giltrap, says Kahia talked to Sir Colin Giltrap earlier this year.

"Colin liked his approach and liked what he saw."

Giltrap Group have a long

history of supporting NZ racing, and have put money into Kahia's racing programme, says Richard Giltrap. When young racers start to make their mark on the international scene, it shows the benefit of that kind of support.

Giltrap Group support other young racers, including Earl Bamber, Shane van Gisbergen, Brendan Hartley, Mitch Evans, Simon Evans.

Kahia says his dream is to win the 2016 Formula 4 Southeast Asia Championship (F4SEA). "Basically success with F4SEA opens a lot of doors through Renault Sport, and I'm hoping to get involved with their drivers' academy," he says.

The F4SEA series is an open wheeler class using Mygale chassis and Renault 1600cc naturally aspirated engines.

Kahia claimed two third and three second placings in the first round of the Formula 4 South East Asia Championship in Malaysia from 4 to 7 August to take third in the championship. The second round is next month. ☺

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# New Zealand part of diamond jubilee

New Zealand is to be part of a worldwide celebration of historic racing when the Formula Junior Diamond Jubilee is celebrated here early next year.

According to Terry Collier, a Kiwi who owns a Formula Junior car and will compete in the New Zealand Formula Junior Diamond Jubilee races, the series will take place in both the North and South Islands.

He says the cars were made essentially as scaled down Formula 1 cars of the period from 1958 to 1963, "but built from easily available production car components such as Fiat, Saab, Ford Anglia and Austin A40".

The Formula Junior Diamond Jubilee celebrations began earlier this year in South Africa, then moved to Europe. The world tour reaches Australia in October and November before moving to New Zealand early next year, then going on to North America and finishing in Europe in 2018.

The series will start in NZ on 13 January at Hampton Downs and end at Teretonga Park in Invercargill on 19 February. The cars will also race in Taupo, Christchurch and Timaru.

"We've got 50 people who've ticked the box and say they're going to come to NZ," Collier says.

"A lot of the drivers will be more interested in having the cars out on the circuit, racing and letting people see them," Collier says. "That's the greatest thing, other than the competitiveness. That



A BMC Huffaker Mk2 leads Roger Greaney's Lotus 20 and Garth Thomas's Cooper T72 at the 2015 MG Classic



Jim Barclay in one of the few original FJs to stay in New Zealand



Rex Flowers' 1340cc Gemini Mk3a

said, there's always some who are ultra-competitive."

The series will run in conjunction with other classic series.

At Hampton Downs, the Formula Junior cars will run on the same weekend as the Tasman Revival featuring Formula 5000 machines. And at Taupo along with the old Formula 1 cars.

In the South Island they will run in conjunction with big classic meetings, such as the Skope Classic.

Each meeting is run over two days, and the Formula Junior cars will race twice each day.

Most races will be over a shorter distance of six or seven laps, depending on the circuit. Points scored will go towards the international championship.

His own car is called a BMC Huffaker, built by American Joe

Huffaker. "Basically the car is built from Austin Healey Sprite, MG Midget, BMC A Series 1100cc."

Because the series ran for a few years from the late 50s and into the 60s, and there was a lot of development in that period, cars race in a number of classes, split along whether they are front- or rear-engined, running with drum or disc brakes, and whether their engines are 1000cc or 1100cc.

"Quite often they have so many cars there they can race the cars along class lines."

Collier says competitors in each nation or continent will race for a trophy named for a prominent Formula Junior figure from their country.

In New Zealand the trophy will be named for New Zealand's F1 champion Denny Hulme. ⊕

## SPEED DIARY

### 18-20 AUGUST

NASCAR Sprint Cup - Bristol Motor Speedway

### 19-21 AUGUST

IndyCar - Pocono, USA

WRC - Rally Germany

MotoGP - Czech GP, Czech Republic

DTM - Moscow, Russia

### 26-28 AUGUST

F1 - Belgian Grand Prix, Belgium

Supercars - Sydney 400

NASCAR Sprint Cup - Michigan Speedway

European Le Mans - Paul Ricard, France

### 27-28 AUGUST

Super GT - Suzuka, Japan

Global Rallycross - Atlantic City, USA

### 1-4 SEPTEMBER

Formula 1 - Italian GP, Italy

### 2-4 SEPTEMBER

IndyCar - Watkins Glen, USA

NASCAR Sprint Cup - Darlington Raceway

MotoGP - British GP, United Kingdom

WTCC - Motegi, Japan

### 3-4 SEPTEMBER

World Rallycross - France

### 8-10 SEPTEMBER

NASCAR Sprint Cup - Richmond Raceway

### 9-10 SEPTEMBER

Formula Drift - Texas, USA

### 9-11 SEPTEMBER

WRC - Rally China, China

MotoGP - San Marino GP, Italy

DTM - Nürburgring, Germany

F3 Europe - Nürburgring, Germany

Australian GT - Phillip Island, Australia

### 9-12 SEPTEMBER

Indy Lights - Laguna Seca, USA

### 15-18 SEPTEMBER

Formula 1 - Singapore GP, Singapore

### 16-17 SEPTEMBER

Global Rallycross - Seattle, USA

### 16-18 SEPTEMBER

Supercars - Sandown, Australia

IndyCar - Sonoma, USA

NASCAR Sprint Cup - Chicagoland, USA

World Superbike - Lausitzring, Germany

### 17-18 SEPTEMBER

World Rallycross - Barcelona, Spain



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# Great people in the right places

Sailing analogies pepper Mike Farmer's conversation when he talks about his career in the automotive industry. But then, he also loves mucking around in boats.

Farmer is group managing director of Farmer Autovillage in Tauranga, currently the business represents 11 different marques. When asked about the possibility of adding new brands or expanding Farmer is affirmative, but cautious. "Yes we are." But I won't share further details at the moment.

Farmer says one of the keys to running a successful business is ensuring it is "trimmed to the prevailing conditions".

He's been involved in the motor trade virtually all his life. His father was at Manukau Mazda, Toyota and Nissan in partnership with Colin Giltrap in the 1980s.

"I first started in the car game in 1990," he says. He was 19 years old and working in finance company leasing on motor vehicles with Spiers Group, as an office junior.

He then worked for another finance broker, before venturing out on his own, "doing finance for individual car dealers".

Later working for Senate Finance in Auckland as a sales manager, with 12 reps reporting to him.

While Mike was starting out in Auckland, his father had started a business in Tauranga, which at that time was a small to medium sized Nissan dealership, called Bay Nissan, Farmer says.

"Then it slowly grew over the years and by the year 2000 it



Mike Farmer

employed around 30-40 people."

Farmer joined what was to become Farmer Autovillage as dealer principal for the Subaru brand, taking over the reins for the group in 2003.

"I'm a 50 per cent shareholder, along with my father, of the trading company which owns the dealerships and holdings in various commercial property."

Since then the company has grown to more than 110 staff and a turnover of \$120 million a year.

Farmer believes an important element of his management style is ensuring good people are in the right places. "I've actually found that as the business has got bigger

it's got easier to run." Having great people has been a key."

Another key belief is that micro-managing doesn't work for anybody, and provided the department managers know what is needed, they should be able to get on and do it; provided it's in line with the ethos of the business with respect to customer satisfaction and service.

"All of my divisional managers understand my thinking. We will put a customer's issue right immediately, and that flows right through the whole company, and is why our customer satisfaction is so high."

He is not a manager to sit in

the office, Farmer says. "I'll be wandering around talking to the management team all the time."

Formal team meetings are critically necessary but Farmer doesn't believe in meetings for the sake of meeting. "The guys I have are much more effective on the floor doing what they do, and when we have a requirement for a discussion outside of normal meeting times then, we'll meet."

His experience goes wider than just running his own business.

"Currently I chair the MTA franchise committee," he says. That basically sees seven or eight people meeting from time to time to deal with MTA membership matters.

He is also a former chairman of the Nissan Dealer Council.

Despite his preference for a flat management structure, he understands that challenges and problems will always occur. There is no such thing as a utopian time in business.

"The challenge is to see what is approaching and then adapt."

"I always relate it to sailing a ship really. If you are heading into strong winds you put up slightly smaller sails, or if you are leaning too far one way, you put more people on the top side. It's really just making sure you've got the company trimmed right, the difference between good and excellent is only 5%."

That wasn't the case seven or eight years ago though, Farmer's thoughts were that when the Global Financial Crisis hit, most

New Nissan showroom



Subaru and Chrysler /Jeep/Dodge showrooms



New Audi showroom





The good ol' days - Mike with his 1969 Beetle



Mike's wide-bodied 1987 Audi Quattro UR

◀ in the automotive industry had become a bit fat.

In 2008 they relocated the business across Tauranga to its present megasite, in Hewletts Rd, just before the Global Financial Crisis (GFC).

"We opened the doors here on 14 July 2008, which was just as the [GFC] bomb was starting to go off. We had a huge increase in expenses with overheads on our new building and that sort of thing, but we got through that first year without a scratch; we didn't actually make any money that year, but we didn't lose any, either.

"We just had to adjust from 'a bit of a racing yacht to a displacement boat'; the next year was a good year, and it's been record years thereon after."

He thinks the industry is leaner now, and is determined to see that Autovillage doesn't put on weight.

Cash-flow management is tight. "I think it makes us 'more eyes wide open'. You've always got to be on your toes and looking at things, and always under pressure."

One of the brands Autovillage retails is Volkswagen, and Farmer doesn't refer to VW's emissions dramas as a pressure or challenge but as a constant focus.

When the Volkswagen emission scandal first came to light, he says

there was some nervousness in the NZ automotive industry, and with the public.

However, Farmer is very clear, no dealer or distributor had been aware of what had been going on. "Nobody. Possibly a handful at the factory. But as with anything like this it is how it is handled after the point, Farmer says the dealer network and distributors can be very proud of the way it has been handled. The dealers and distributors had to manage it as best they possibly could to restore trust with their customer base. I think as a dealer/distributor partnership we have gone a long way in doing that."

Volkswagen has just been awarded the JD Power Customer Satisfaction Award for the year, he points out. "So I think that's testament to the way that the dealer network and the distributors are succeeding in turning it around and restoring trust, and we certainly have found that sales have bounced back."

Away from work, Farmer enjoys family time on his boat, a 42-foot Rayglass, powered by twin 4.2l V8 Mercruisers; which he assures "They're VW engines, actually."

Often going to places like Motiti Island, Mayor Island, or even up to Barrier fishing.

Farmer has three children

aged 13, 12 and 9 and they all love being at sea.

He says he tends to dabble in many things, as far as sport and interests outside work.

"At the moment there's a lot of kids' sport – but you still can't beat a good wine; and I'm partial to the odd beer."

He has fond memories of his first car. "It was a '69 Beetle, 1500cc. The old Beetles went sideways really well! It had a big exhaust which he and his mates installed which he says was no way legal.

More recently Farmer owned a 1987 Audi Quattro UR. "A classic five-cylinder turbo wide body; I regretfully sold it because my wife

told me I wasn't allowed to park it out in front of the house she couldn't see how it was a classic.

It was basically the road-going version of the first Audi Quattro rally cars, which was why I bought it". Farmer says. "Back in those days they had to build a certain number of them from a production point of view. I regret selling it now, because classic cars of that era and classic cars generally are going to be a massive investment as things move on. And with changes to housing investment options with the new LVRs, I think that will encourage people to follow the things they really love." ☺



Autovillage old site in 1994



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# The month that was... August

With more than 30 years of history, Autofile is delving into the past to see which stories previously made headlines

3 August 1998

## Auction scheme may change face of import business

A new way of buying used imports, now under trial here, is the first in what could be a wave of new business methods, fundamentally changing the face of the auto industry.

Major Japanese corporation Sumitomo is the majority shareholder in a dealer-only Auckland-based operation linked to the leading electronic auctioneer in Japan, Aucnet.

The local system, Aucsat, allows dealers to bid – in real time – on cars being sold via electronic auction in Japan. Auctions are held each Saturday, Sunday, Monday, and Tuesday.

Computer screens and

joysticks in the Auckland office allow dealers to take part, making bids as appropriate.



24 August 1998

## Renegades widen import net

A wide variety of new European stock will soon be available here through renegade importers, as parallel importing hits the auto industry.

Intending vehicle importer Michael Clark is widening his net, from the Malaysian-sourced BMWs about which there has been a great deal of controversy.

He says he will soon be able to offer Volkswagen, Audi and Mercedes-Benz product, all sourced from Asia. Isuzu cars, trucks and buses are also on his shopping list.



2 August 1999

## Giltrap helps Scott Dixon

Local auto industry magnate Colin Giltrap has come to the aid of young Kiwi racing driver Scott Dixon and bought a new car for him to use in his attempt to win

the Indy Lights series in America.

Giltrap had not previously been associated with Scott Dixon – who has just turned 19 – and has not met him. However, while Colin was in Europe viewing the Monte Carlo Formula 1 race, he met up with an old motor racing friend, Vern Schuppan, who is part owner of the team for which Scott is driving. Colin was very impressed by the very high regard Schuppan had for Scott's ability and potential, but Schuppan told him Scott's car was worn out and, to make any significant progress, he had to have at least a new chassis.

A near-new car was found and Giltrap bought it for Scott to drive.



5 August 2005

## Airbag deception risks lives

Kiwi importers have been warned to watch out for accident-damaged vehicles after a car that passed at least eight independent inspections was found to be missing its passenger airbag.

It is thought the airbag deployed following a minor accident in Japan. In order to save costs, the repairer chose not to replace it before passing the car back into the domestic fleet.

To do this, the repairer would have had to replace part of the dashboard – which is usually split



when the airbag detonates – as well as rewire the car's electrics to keep the warning light from appearing.

The problem was discovered only when the owner took the car to an electrician because of a problem with the heater. ☹

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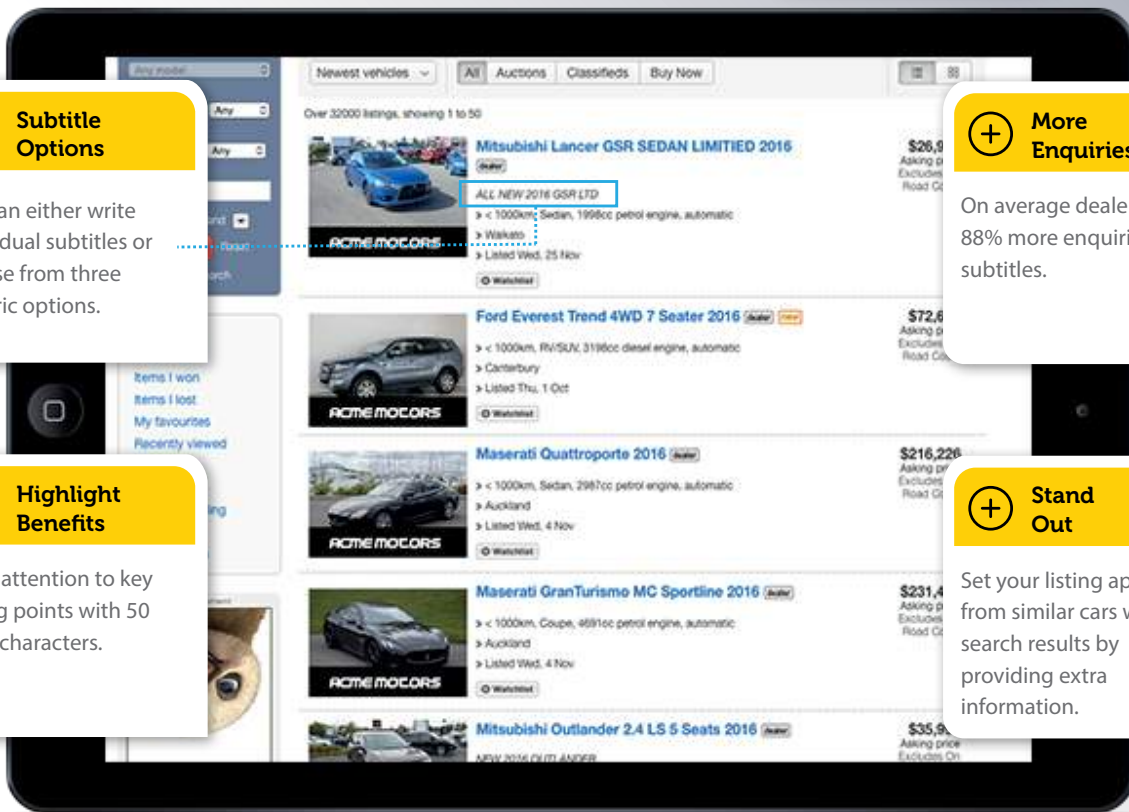
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# Industry movers

**MARK GILBERT** has been reappointed to the Board of Auckland Transport for a second term of three years

Since retiring as Managing Director of BMW Group New Zealand in 2012, Gilbert remains heavily involved with the NZ automotive industry. He is currently chair of the Motorcycle Safety Advisory Council and Drive Electric Inc and a Trustee/Director of the Home of Cycling Charitable Trust; Partmaster Limited and Appliance Connexion Limited.



**CRAIG TREMBATH** joins Provident Insurance as a sales executive covering part of Auckland and the Northland area. He has a wealth of sales/management and business relationship experience; most recently as used car manager with North Western Toyota.



**CONRAD WAITOA** joins the Provident Insurance team as a key relationship manager in Hawkes Bay/Manawatu/Poverty Bay. Waitoa has 16 years' experience in Finance and Insurance, with his previous area sales manager role with Autosure and as a commercial manager with UDC Finance.



**GARRY FERRIS** has joined BMW Group New Zealand as Corporate Communications Manager.

Ferris, who will develop and oversee the company's communication strategy and activities across the BMW and MINI brands, took up the role on August 1.

In his media career Ferris has held a number of senior roles in New Zealand, Australia and the UK, covering automotive industry, motoring, sport and business topics. More recently he was Editor-in-Chief of Fairfax New Zealand's Auckland newsroom and Sports Editor of the Sunday Star-Times and Sunday News.



**CLAIRE HAMILTON** has joined the Imported Motor Vehicle Industry Association (IMVIA) in the newly developed position of Communications Manager. Her role is to keep IMVIA members and the wider industry fully informed and involved with the association's work at the leading edge of vehicle importing.

Hamilton has more than 15 years' experience in marketing and internal communications, with an increasing focus on digital media.



**JOE BOND** has taken on the position of manager for Honda Financial Services.

With 15 years' experience in the automotive sector having worked at MITO, BMW and a previous stint at Honda.

Bond's most recent role before returning to Honda, was six years at BMW Financial Services most recently as the retail finance sales manager.



**AMBROSE PLAISTER** has been appointed Chief Executive Officer of Fleetwise.

Plaister joins Fleetwise after 14 years in the finance industry, most recently leading the client servicing for a global investment manager in Sydney.



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

# NZ labour market report

**MORE PEOPLE WERE WORKING** from July 2015 to June 2016, compared with the previous year.

Statistics New Zealand's Quarterly Employment Survey released on 3 August shows that the number of people working rose 3.1 per cent in the year up to June 2016 - driven, in part, by accommodation, food/health food services and construction. This compares with a 2.2 per cent increase in filled jobs in the year to the March 2016 quarter.

Private sector annual wage growth, as measured in the Labour Cost Index (LCI), increased 1.6 per cent.

Average ordinary-time hourly earnings, across all surveyed industries, increased 2.1 per cent, to \$29.62, for the year ending - June 2016.

The adult minimum wage increased from \$14.75 an hour to \$15.25 (3.4 per cent) on 1 April.

The ordinary-time, average weekly earnings per full-time equivalent employee (FTE) increased two per cent over the year to reach \$1,119.02.

Although job numbers grew, annual wage growth remained subdued.

BNZ economist Tony Alexander said, in a recent report, that despite strong labour demand, the LCI showed that the wage changes essentially remained steady, with an annual rise of 2.8 per cent to June. "2.5 per cent a year ago and 2.9 per cent two years ago".

He sees this as a problem. One of the best things that could happen for the economy, according to Alexander, would be significantly greater wages growth. "Another positive

development would be fewer unsuitable young people wasting time at varsity, building debt. They would do better going straight into a trade.

"In other words, the Reserve Bank is going to keep cutting interest rates to try and stimulate higher inflation by trying to stimulate faster economic growth, faster growth in wages, and faster growth in borrowing by businesses and households, so they can snap up resources and push up their prices.

"And at the same time the RB will continue trying to slow down the pace of growth in borrowing

by all sectors to control financial risk."

According to the 1 August New Zealand Economics Market Focus by ANZ Research, even though the ANZ and quarterly survey - measures of hiring, effectively held steady in the second quarter and job advertising trended higher, "it is likely that a slower pace of hiring was seen

on this measure in the second quarter of the year".

At the same time, an argument can be made that the softer growth relates to firms who struggle to find good staff.

Either way, annual filled job-growth is expected to remain strong, with reasonable growth in paid hours. This would help solidify expectations the economy is expanding at an above-trend rate.

The bank also expects annual growth in the LCI to hold at around 1.8 per cent, which will reflect the low inflation backdrop. ☺

**“One of the best things that could happen for the economy would be significantly greater wages growth.”**

**- Tony Alexander, BNZ economist**

# Learning from your peers

**A**s the old saying goes “You never stop learning” that is so true in the Motor Industry, with new makes and models coming out all the time, coupled with upgrades to existing makes and models and the way technology is advancing with all the wizz bang electronic gadgets and safety enhancements to cars. Your customers will know all these details when they decide to purchase, so how do you keep abreast of the market?

There is another old saying you “Learn by your mistakes” (not always true). Learning by your mistakes is usually a costly exercise, sometimes an emotional cost, sometimes a monetary cost. Generally when your mistake at work is a monetary cost, it may not be for you but it almost certainly will

be to the dealership. It could be the loss of a sale, of a customer, or the loss of an opportunity to sell finance and insurance.

How do you learn? There have been a number of studies done on this subject. One of the best ways we at Protecta Insurance have found is to learn from your peers. That is one of the reasons we hold regular Business Manager Breakfast Meetings throughout the country.

The breakfast meeting does have a teaching component to it, but most of the learning is around the table with open and frank discussions, listening and sharing ideas, both successful and unsuccessful. The breakfast



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theme changes each time. This enables the dealership to maximise their finance and insurance profit. With internet and phone selling the basic rules are the same - offer 100% of your customers 100% of the time and

the results will amaze you. All you need is the proven process for success and this is what these monthly breakfast meetings are arming the attendees with.

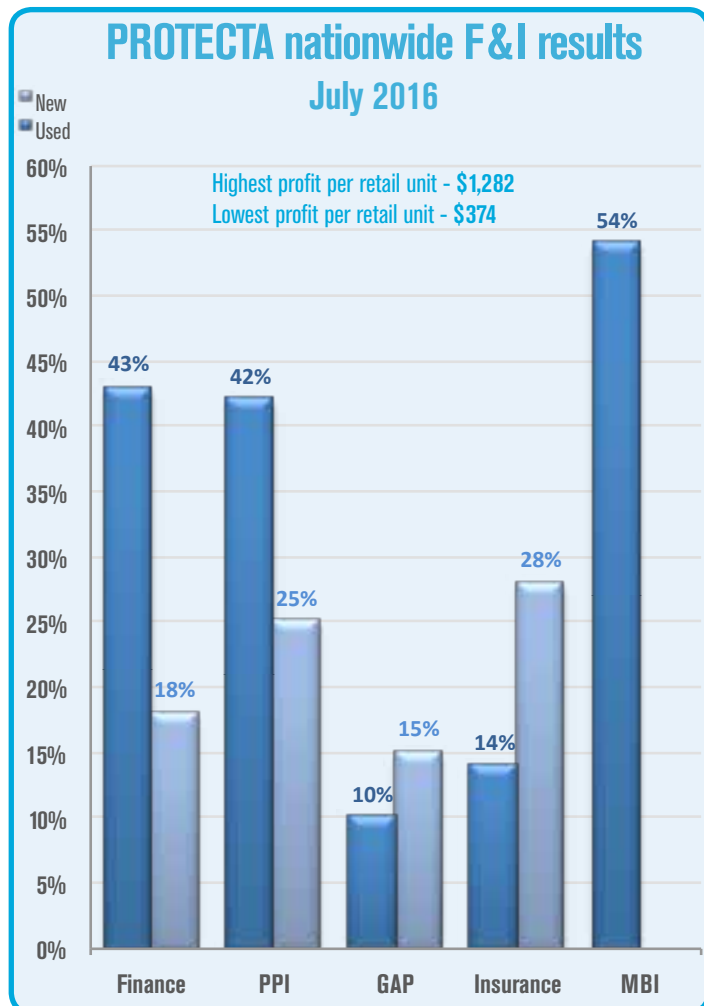
Besides the teaching and learning component our Breakfast Meetings give the Business Managers time to chat and get to know each other. Although franchise and non-franchise Business Managers attend, their goals, challenges

and frustrations are the same and this gives them the platform to network and share solutions.

We are experiencing very high demand for all our training sessions and breakfast meetings so please act quickly. Contact us now and register to attend our next one in your area.

The remaining dates for our two day Business Managers training courses are the 20<sup>th</sup> & 21<sup>st</sup> of September and the 22<sup>nd</sup> & 23<sup>rd</sup> of November 2016. Both of which are to be hosted by Erin Mills in Auckland at the Jet Park Airport Hotel and Conference Centre. We recently completed a two day course in Christchurch which was very successful so we are not averse to putting on additional courses or locations given enough demand.

We look forward to hearing from you, and seeing you there. ☺



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# Tribunal supports buyer's bid to reject old, high-mileage BMW

## Background

Angellina Pautehea bought a 2001 BMW X5 with 233,331 kilometres on the odometer for \$9,950 from U-Sell North Shore Limited as well as a two-year Janssen mechanical breakdown insurance policy on January 29, 2016. The cost of the vehicle and the insurance were financed through a collateral loan from Now Finance Limited.

Pautehea said the vehicle had a serious fault with its transmission and was not of acceptable quality under the Consumer Guarantees Act. She claimed the vehicle's failure to comply with the guarantee was of "substantial character" under the act. About two months following supply, the purchaser rejected the vehicle.

The trader said it had offered to repair the vehicle's transmission at its cost and the purchaser was not entitled to reject the car.

## The case

Pautehea said the trader's director, Mr McPheat, assured her the BMW was in a good mechanical condition. On the basis of that assurance, the buyer said she agreed to purchase the car.

However, when Pautehea went to collect the vehicle she found two faults. The dealer's office manager, Mrs McPheat, told her the air conditioning system was not operating but the trader would repair it at its cost. Pautehea said she also pointed out an oil leak from the engine, which the purchaser said, but Mrs McPheat denied, the trader also agreed to repair.

Pautehea said after driving

the vehicle following supply, she immediately noticed a vibration in the transmission and sent the trader an email the next day informing it of the issue.

On February 2, Pautehea took the car to Manukau Vehicle Servicing 2014 Limited. It reported a long list of faults including engine oil leaks and a suspected faulty transmission.

Pautehea provided a copy of the report to the trader who she said told her it was not fair to expect it to fix the transmission because of the vehicle's age, high mileage and the cost. She left the vehicle with the trader for two weeks for it to repair the faults.

The trader arranged for repairs at Auto Super Shoppe Forrest Hill but when Pautehea took the car back to Manukau Vehicle Servicing, it said the oil leaks and transmission fault had not been remedied.

The buyer took the vehicle to Transmission Solutions Limited in March. It quoted \$3,892 to recondition the vehicle's transmission and overhaul the torque converter.

A disagreement then arose between Pautehea and the dealer as to the nature of the transmission repairs and who should pay what proportion of the costs.

The trader obtained a quotation from Transmission Solutions to replace the transmission with a used unit at a cost of \$2,357, of which Janssen agreed to contribute \$1,250, leaving the trader to pay the balance.

However, Pautehea wanted the trader to pay the full cost of reconditioning the transmission. The trader's position was if Pautehea

wanted a reconditioned transmission as opposed to a replacement second-hand unit, she should pay the difference in cost because she was getting betterment from a reconditioned transmission.

Pautehea had Whangarei Citizens Advice Bureau send a letter to the trader on March 29 rejecting the vehicle on the grounds of its faulty transmission and an engine oil leak.

Mrs McPheat said she had told Pautehea when she collected the vehicle that its air conditioning system was not working but said she had no recollection of the buyer pointing out an engine oil leak. Mr McPheat said he had told Pautehea the vehicle had no faults of which he was aware.

Mr McPheat said he believed that under the act the trader had the right to remedy faults and was prepared to replace the transmission with a second-hand unit.

## The finding

In determining if the vehicle complied with the guarantee of acceptable quality, the tribunal considered the BMW's age, mileage and sale price.

The Manukau Vehicle Servicing report provided by Pautehea showed the vehicle was replete with mechanical faults; the most serious of which were the transmission fault and the engine oil leaks. The tribunal tended to prefer the purchaser's evidence that she had drawn the trader's attention to the engine oil leak at

**The case:** The buyer wanted to reject her 2001 BMW about two months following purchase due to a serious fault with its transmission. The trader said the buyer was not entitled to reject the car under the Consumer Guarantees Act because the dealer was entitled to repair the fault at its own cost.

**The decision:** Pautehea's rejection of the vehicle was upheld by the tribunal.

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

the time of sale and was promised it would be fixed by the trader.

The tribunal found the BMW did not comply with the guarantee of acceptable quality under the act because it was not free from faults at the time of sale or durable.

The authority considered the transmission fault to be a failure of substantial character, first, because no reasonable consumer would have bought the vehicle knowing of its faulty transmission and, second, because the vehicle is substantially unfit for the purpose supplied without a properly functioning transmission.

The tribunal found the car's failure to comply with the guarantee of acceptable quality was of substantial character under the act.

## Order

Pautehea's rejection of the vehicle was upheld. The tribunal ruled the rights and obligations of the buyer under the collateral credit agreement with Now Finance Limited were vested in the trader from March 29, in accordance with the Motor Vehicle Sales Act 2003. The trader was told to uplift the vehicle from Transmission Solutions. ☺

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# Buyer seeks transmission repair costs seven years after purchasing car

## Background

Moyra Cooke bought a 2008 Peugeot 307 for \$30,000 from Continental Car Services Limited on August 12, 2008. The vehicle was a demonstrator which had travelled 180 kilometres at the time of sale.

Cooke said the vehicle's transmission failed in December 2015 after 53,245kms. The transmission was repaired at a cost of \$3,196, which the purchaser wanted to recover from the trader.

Cooke claimed she had two causes of action against the trader: first, the vehicle offer and sale agreement contained a term whereby the trader agreed that it would provide a "three year/150,000km manufacturer's warranty with 24 hour, seven day roadside assist" in respect of the vehicle. She claimed the trader breached that agreement by refusing to pay the transmission repair costs. The tribunal said it didn't have jurisdiction to determine contract-based claims.

The buyer's second cause of action was the vehicle's transmission did not comply with the guarantee of acceptable quality under the Consumer Guarantees Act because it was not as durable as a reasonable consumer would regard as acceptable.

The dealer said the failure seven years and four months after the vehicle was supplied to the purchaser did not constitute a failure of the vehicle to comply with the act's guarantee of acceptable quality because the vehicle's transmission was free of faults and durable for a reasonable period.

And the trader was not asked by the purchaser to fix the transmission fault before Cooke had the transmission repaired by her repairer, and the failure was not one of substantial character, therefore the purchaser's failure to require the trader to remedy the fault means that she cannot recover her repair costs.

Cooke produced the service history which showed the car was regularly serviced by the trader until March 27, 2012, at 30,905kms and had WOF inspections and minor repairs done by the dealer until December 16, 2014, after which the vehicle was serviced twice by Bishops Garage.

On December 6, 2015, when the vehicle had clocked 53,125kms, a gearbox faulty warning sign showed in its dashboard and the buyer took the vehicle to Bishops Garage, which changed the transmission oil to no avail. The warning lamp reappeared on December 9 and the vehicle was returned to Bishops Garage. Cooke wanted the vehicle repaired to Peugeot's specifications and agreed to return the car to Bishops Garage in January for the repair work rather than have a transmission specialist remedy the fault.

Bishops Garage determined the valve body was faulty and required replacement. On December 21, the buyer's husband was offered a replacement valve body by Peugeot NZ at a discounted price of \$1,500 as a goodwill gesture (retail price \$3,437) but when the valve body was fitted the fault remained, showing the fault was not in the valve body.

Bishops Garage determined the electronic control unit in the transmission had failed and was the cause of the fault. This was replaced by Bishops Garage in February 2016, and the buyer was invoiced for \$3,196 for parts and labour. On February 22, Mr Cooke wrote to Peugeot NZ asking it to reimburse him, under the manufacturer's warranty, the \$3,196 he had paid Bishops Garage; a request Peugeot NZ refused.

The buyer filed an application for the repair costs of \$3,196 on May 5 and named the trader as the respondent. The trader attempted to mediate and made an offer towards the purchaser's repair costs which was rejected by the purchaser.

## The finding

In deciding if the vehicle supplied complied with the guarantee of acceptable quality, the tribunal considered the car's age, mileage and sale price.

Despite Cooke's claim that the vehicle was not "fit for purpose", the authority ruled the car was fit for purpose because it performed satisfactorily for the buyer, with regular maintenance, from August 2008 when she bought it, until December 2015, and it had travelled more than 53,125km.

While it may be commonly thought a transmission should last for more than 100,000kms without failure, the manner of use and the ravages of time affect the durability of electrical components in a motor vehicle and the electronic control

**The case:** The buyer wanted the trader to pay for repairs to her car's transmission seven years after she bought the Peugeot. The trader refused because the vehicle's transmission was free of faults and durable for a reasonable period of time.

**The decision:** The authority ruled that the car was fit for its purpose because it had performed satisfactorily for the buyer for seven years. The application was dismissed.

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

unit in a vehicle's transmission was no different. The electronic control unit was susceptible to damage caused by moisture, often resulting from a vehicle not being driven frequently at its normal operating temperature, but being used for short trips, allowing the build-up of moisture in the engine and transmission.

The tribunal's assessor said the electronic control unit in the transmission was a solid state device which controls the way the valve body operates in changing the vehicle's gears at various speeds and throttle positions. He said that, being an electrical component, it can fail at any time regardless of vehicle mileage.

Therefore, the tribunal found the transmission failure was caused by the failure of the electronic control unit in the transmission after eight years of use and, as a result, was unable to find the vehicle lacked durability.

It ruled the car complied with the guarantee of acceptable quality under the act.

## Order

The purchaser's application was dismissed. ⊕

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# Catch 22 or the way of the future?

The already hot topic of autonomous vehicles was made even more controversial, in the last few months, when an accident involving a vehicle driving in "autonomous mode" resulted in a fatality.

Autonomous vehicles are being promised as a safer, faster, more efficient and more convenient solution and governments see the wide-scale adoption of autonomous vehicles as a way to get more out of the current infrastructure without spending more money. This could lead to other societal changes such as the ability to repurpose parking lots, improve public transport, reduce congestion and the possibility of reducing the size of the fleet.

It is worth noting that New Zealand is actively courting vehicle manufacturers, attempting to entice them to use NZ roads to test the development of autonomous vehicles.

The US National Highway Traffic Safety Administration has defined five stages of autonomy:

**No-Automation (Level 0):** The human driver controls all aspects of driving.

**Function-specific Automation (Level 1):** Most functions at this level are controlled by the driver.

As currently implemented, the autonomous function is a backup safety feature such as Advanced Emergency Braking Systems (AEBS) and Electronic Stability Control (ESC).

**Combined Function Automation (Level 2):** To qualify for level 2, at least two functions must be automated. For instance, the "driver is disengaged from physically

operating the vehicle by having [their] hands off the steering wheel AND foot off the pedal at the same time". It is important to note that the expectation is that since all functions are not autonomous, drivers must be always prepared to take control of the vehicle. An example

of level 2 autonomy would be the combination of adaptive cruise control with lane centring.

#### Limited Self-Driving Automation

**(Level 3):** All "safety-critical functions" become autonomous during certain traffic and environmental conditions; a vehicle with level 3 autonomy may be able to drive itself on a highway (or other well-marked roadway) in good weather conditions. The driver is expected to be available to take control when required traffic or environmental conditions are not met. An example of level 3 autonomy is the Google car.

**Full Self-Driving Automation (Level 4):** This level of automation expects drivers (or passengers) to provide destination or navigation input. Vehicles are designed to perform all other driving critical functions.

Other means of classifying autonomy exist, such as SAE's (Society of Automotive Engineers), which essentially divides Level 4 into "High Automation" and "Full Automation"<sup>(1)</sup>; the latter likely removing the means for human control altogether.



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While vehicles with any level of autonomy with "smart" safety features will likely be safer, most of the expected societal benefits will only arrive with level 4 and wide-scale adoption.

There are many with real concerns with the hand-over; levels 1 through to 3

require drivers to monitor and be aware of the roadway and they must be prepared to take control when necessary. Drivers are supposed to know when that necessity exists and must remain alert while being given the opportunity to be increasingly distracted. One wonders whether the initial uptake of autonomous vehicles will actually decrease some aspects of road safety in the short term.

Tesla's Autopilot and Mercedes' Drive Pilot systems are considered a level 2 by most experts; they ask drivers to keep hands on the wheel, be aware of the environment, and be prepared to take over when necessary. This illustrates a concern with this level of autonomy; drivers are involved in a catch-22 - they can relax because the autonomous features are active, but are simultaneously required to remain aware and attentive.

In 2014, 12 per cent of crashes in NZ had diverted attention identified as a causal factor<sup>(2)</sup>. Imagine how easy it would be to have one's attention diverted while riding in an autonomous vehicle? Then consider the fact that the vehicle, when it encounters an emergency or

situation not suitable to autonomous control, would be issuing a warning and ceding control back to the driver.

Other companies, such as Ford, Google, and Volvo, are planning to avoid this issue by going straight to level 4; "...a Volvo executive recently derided Autopilot as an unsafe 'wannabe' posing as a more advanced system."<sup>(3)</sup>

To be fair to Tesla, and likely to Mercedes, the functionality for level 3 autonomy likely empowers level 4, with the difference being a software upgrade.

The race to develop autonomous vehicles is heating up with the US government promising \$4 billion in the next 10 years. Most of the global car manufacturers and tech companies have research programmes working towards the goal of developing autonomous vehicles<sup>(4)</sup>.

We, as a country, need to consider the technology we embrace and ensure we are not investing in temporary solutions that will be obsolete by the time they could become implemented in the scale necessary to witness the promised benefits.

#### Endnotes

- (1) [http://www.sae.org/misc/pdfs/automated\\_driving.pdf](http://www.sae.org/misc/pdfs/automated_driving.pdf)
- (2) <http://www.transport.govt.nz/assets/Uploads/Research/Documents/Attention-diverted-by-2015.pdf>
- (3) [http://www.slate.com/articles/technology/future\\_tense/2016/07/is\\_tesla\\_s\\_style\\_of\\_autopilot\\_a\\_bad\\_idea\\_volvo\\_google\\_and\\_others\\_think\\_so.html](http://www.slate.com/articles/technology/future_tense/2016/07/is_tesla_s_style_of_autopilot_a_bad_idea_volvo_google_and_others_think_so.html)
- (4) <https://www.cbinsights.com/blog/autonomous-driverless-vehicles-corporations-list/>



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JAPAN	Moji	1 Aug	-	14 Sep	-
	Osaka	2 Aug	16 Aug	15 Sep	2 Oct
	Nagoya	3 Aug	17 Aug	16 Sep	3 Oct
	Yokohama	4 Aug	18 Aug	17 Sep	4 Oct
NZ	Auckland	20 Aug	5 Sep	21 Sep	7 Oct
	Wellington	24 Aug	9 Sep	3 Oct	10 Oct
	Lyttelton	3 Sep	8 Sep	1 Oct	9 Oct
	Nelson	5 Sep	10 Sep	3 Oct	11 Oct

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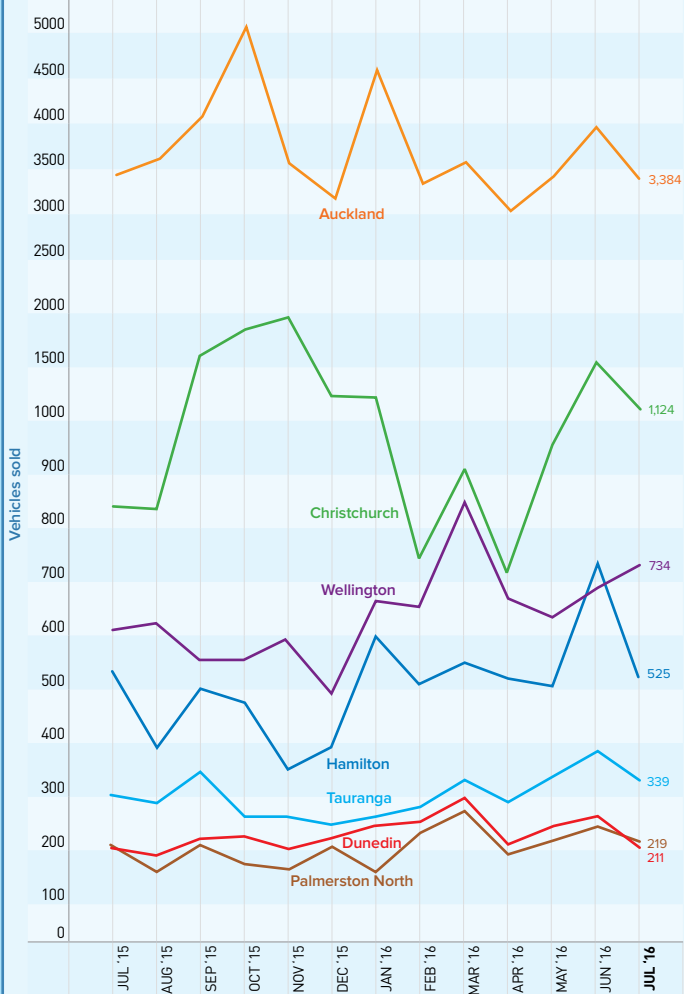
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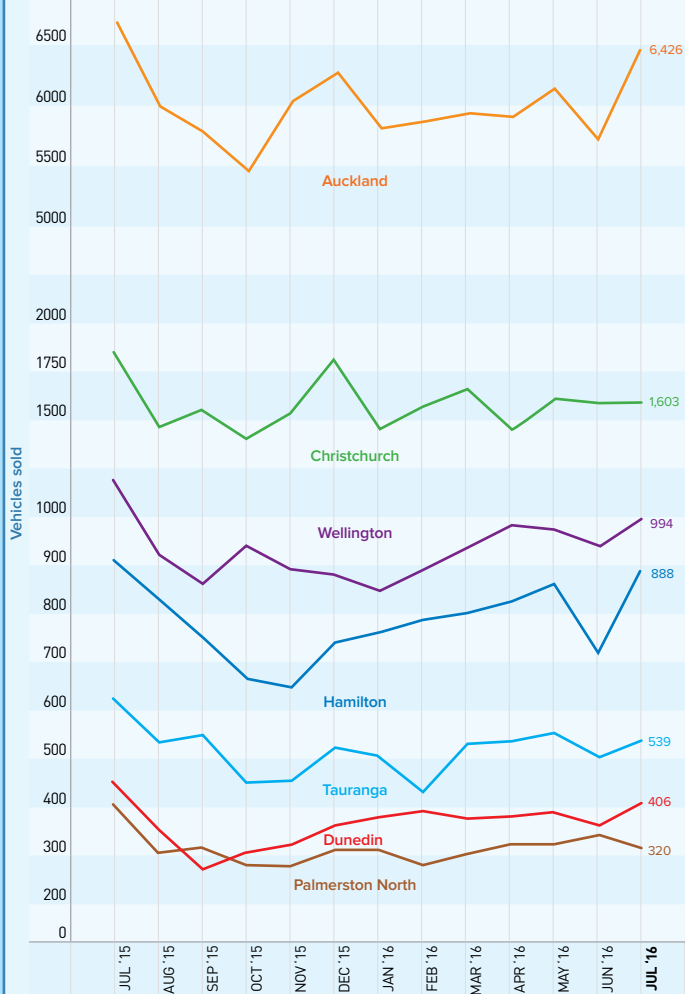




**New passenger vehicle registrations by city**



**Used import passenger vehicle registrations by city**



**New and used cars registered in July 2016 by region**

	WHA	AUC	HAM	THA	TAU	ROT	GIS	NAP	NEW	WAN	PAL	MAS	WEL	NEL	BLE	GRE	WES	CHR	TIM	OAM	DUN	INV	TOTAL
New cars	172	3,384	525	76	339	71	33	176	142	70	219	63	734	76	59	15	4	1,124	79	18	211	111	<b>7,701</b>
Used cars	329	6,426	888	92	539	145	71	285	193	74	320	65	994	221	56	44	7	1,603	112	17	406	168	<b>13,055</b>
<b>Total cars</b>	<b>501</b>	<b>9,810</b>	<b>1,413</b>	<b>168</b>	<b>878</b>	<b>216</b>	<b>104</b>	<b>461</b>	<b>335</b>	<b>144</b>	<b>539</b>	<b>128</b>	<b>1,728</b>	<b>297</b>	<b>115</b>	<b>59</b>	<b>11</b>	<b>2,727</b>	<b>191</b>	<b>35</b>	<b>617</b>	<b>279</b>	<b>20,756</b>

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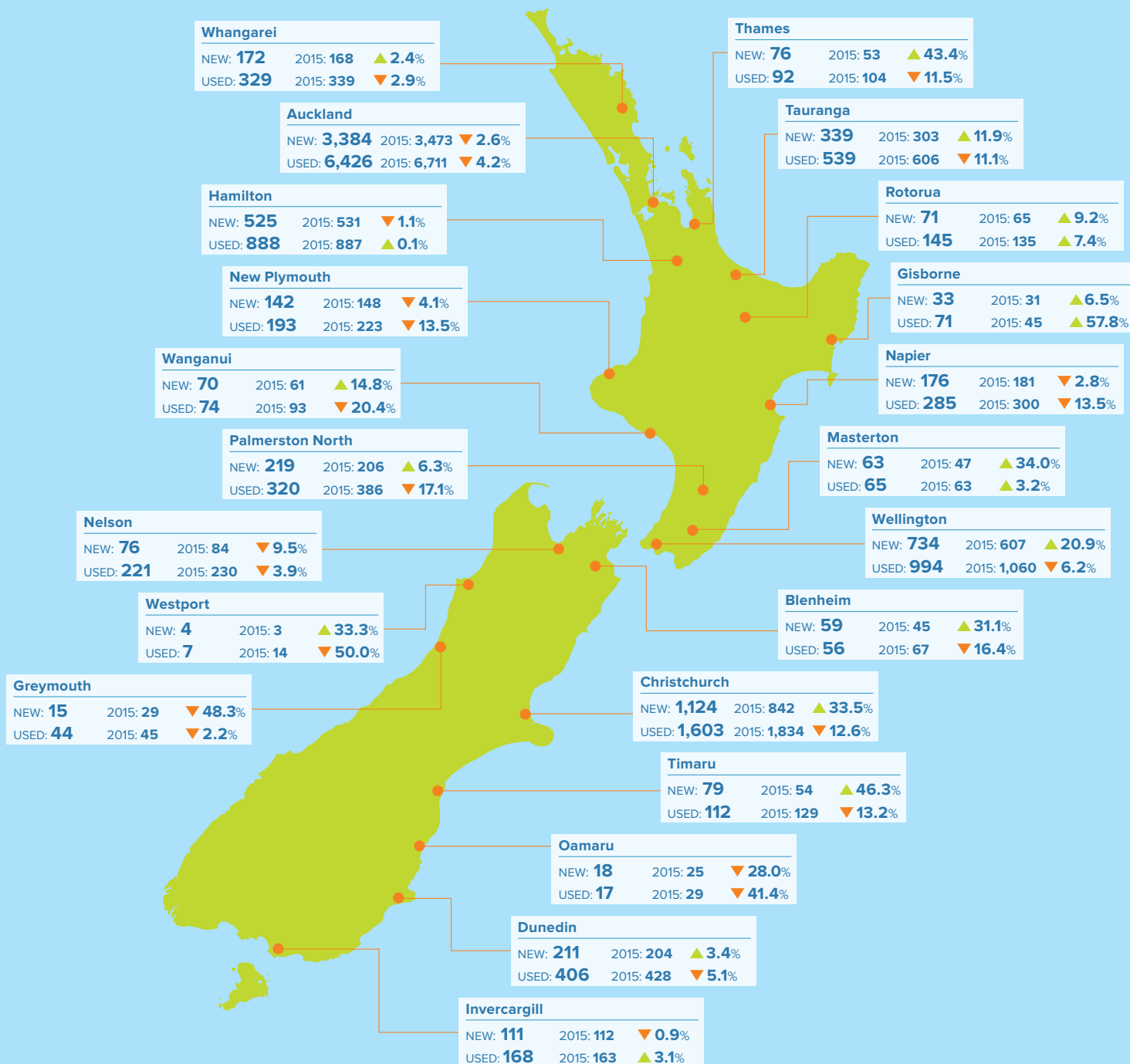


Total new cars  
**7,701**

2015: **7,272** ▲ **5.9%**

Total imported used cars  
**13,055**

2015: **13,891** ▼ **6.0%**



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### Imported Passenger Vehicle Sales by Make - July 2016

MAKE	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Toyota	3,260	3,152	3.4	25.0%	20,812	24.4%
Nissan	2,540	2,453	3.5	19.5%	16,036	18.8%
Mazda	1,961	2,219	-11.6	15.0%	12,955	15.2%
Honda	1,381	1,422	-2.9	10.6%	9,041	10.6%
Suzuki	639	850	-24.8	4.9%	4,558	5.3%
Subaru	599	797	-24.8	4.6%	4,093	4.8%
BMW	543	629	-13.7	4.2%	3,494	4.1%
Volkswagen	525	527	-0.4	4.0%	3,346	3.9%
Mitsubishi	467	519	-10.0	3.6%	3,031	3.6%
Mercedes-Benz	243	281	-13.5	1.9%	1,611	1.9%
Audi	220	269	-18.2	1.7%	1,579	1.9%
Ford	120	150	-20.0	0.9%	946	1.1%
Volvo	77	83	-7.2	0.6%	570	0.7%
Hyundai	53	31	71.0	0.4%	314	0.4%
Lexus	50	83	-39.8	0.4%	366	0.4%
Land Rover	48	51	-5.9	0.4%	214	0.3%
Jaguar	41	44	-6.8	0.3%	249	0.3%
Mini	39	46	-15.2	0.3%	291	0.3%
Holden	36	40	-10.0	0.3%	277	0.3%
Chevrolet	31	45	-31.1	0.2%	312	0.4%
Jeep	22	14	57.1	0.2%	136	0.2%
Porsche	20	20	0.0	0.2%	100	0.1%
Dodge	18	22	-18.2	0.1%	141	0.2%
Peugeot	17	22	-22.7	0.1%	124	0.1%
Chrysler	13	14	-7.1	0.1%	79	0.1%
Renault	12	6	100.0	0.1%	89	0.1%
Daihatsu	7	23	-69.6	0.1%	75	0.1%
Kia	7	9	-22.2	0.1%	52	0.1%
Rover	7	5	40.0	0.1%	33	0.0%
Cadillac	5	1	400.0	0.0%	24	0.0%
Citroen	5	4	25.0	0.0%	31	0.0%
Ferrari	4	1	300.0	0.0%	10	0.0%
Lamborghini	4	0	400.0	0.0%	10	0.0%
Aston Martin	3	4	-25.0	0.0%	14	0.0%
Bentley	3	3	0.0	0.0%	11	0.0%
Others	35	52	-32.7	0.3%	293	0.3%
<b>Total</b>	<b>13,055</b>	<b>13,891</b>	<b>-6.0</b>	<b>100.0%</b>	<b>85,317</b>	<b>100.0%</b>

### Imported Passenger Vehicle Sales by Model - July 2016

MAKE	MODEL	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Nissan	Tiida	645	647	-0.3	4.9%	4,214	4.9%
Mazda	Axela	588	621	-5.3	4.5%	3,844	4.5%
Suzuki	Swift	524	706	-25.8	4.0%	3,773	4.4%
Honda	Fit	495	521	-5.0	3.8%	3,141	3.7%
Mazda	Demio	474	559	-15.2	3.6%	3,093	3.6%
Toyota	Wish	320	359	-10.9	2.5%	2,116	2.5%
Volkswagen	Golf	319	337	-5.3	2.4%	2,038	2.4%
Subaru	Legacy	288	426	-32.4	2.2%	2,006	2.4%
Toyota	Vitz	264	208	26.9	2.0%	1,757	2.1%
Mitsubishi	Outlander	246	262	-6.1	1.9%	1,574	1.8%
Nissan	Note	233	169	37.9	1.8%	1,235	1.4%
Mazda	Premacy	224	168	33.3	1.7%	1,200	1.4%
Mazda	Atenza	223	342	-34.8	1.7%	1,750	2.1%
Toyota	Prius	220	144	52.8	1.7%	1,261	1.5%
Honda	Odyssey	219	190	15.3	1.7%	1,125	1.3%
Mazda	MPV	213	276	-22.8	1.6%	1,509	1.8%
Toyota	Corolla	210	212	-0.9	1.6%	1,485	1.7%
Nissan	Dualis	208	168	23.8	1.6%	1,060	1.2%
Toyota	Mark X	203	158	28.5	1.6%	1,200	1.4%
Toyota	Auris	183	129	41.9	1.4%	1,194	1.4%
Toyota	Estima	168	200	-16.0	1.3%	942	1.1%
Nissan	Murano	151	163	-7.4	1.2%	1,083	1.3%
Nissan	Bluebird	148	200	-26.0	1.1%	831	1.0%
Toyota	Blade	145	113	28.3	1.1%	941	1.1%
Subaru	Impreza	133	134	-0.7	1.0%	783	0.9%
Toyota	Ist	130	182	-28.6	1.0%	957	1.1%
BMW	320i	127	140	-9.3	1.0%	729	0.9%
Nissan	Teana	126	118	6.8	1.0%	882	1.0%
Honda	Stream	123	159	-22.6	0.9%	839	1.0%
Honda	CRV	121	115	5.2	0.9%	925	1.1%
Nissan	Skyline	115	115	0.0	0.9%	799	0.9%
Nissan	March	113	147	-23.1	0.9%	739	0.9%
Mazda	Verisa	108	103	4.9	0.8%	685	0.8%
Toyota	Caldina	106	114	-7.0	0.8%	635	0.7%
Nissan	Elgrand	104	68	52.9	0.8%	613	0.7%
Others		4,838	5,218	-7.3	37.1%	32,359	37.9%
<b>Total</b>		<b>13,055</b>	<b>13,891</b>	<b>-6.0</b>	<b>100.0%</b>	<b>85,317</b>	<b>100.0%</b>



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# Used cars on track for bumper year

Just over half way through the year, 85,317 units have already been registered, on track to beat last year's total of 143,642 which was the fourth best on record behind the heady days of 2003, '04 and '05.

Last month 13,055 used imported cars were registered. Although this figure was six per cent down on the 13,891 units sold in July 2015, year to date the total remains strong, up 1.04 per cent on the 84,435 units sold in the first seven months of 2015.

Toyota remains the top marque with 3,260 used cars registered for a 25 per cent monthly share of the market. Nissan followed with 2,540 and 19.5 per cent and Mazda rounded out the top three with 2,219 units for a 15 per cent market share for July.

In terms of percentage increase, the Hyundai has made good gains up the table, with 53 units in July this year, an increase of 71 per cent from the same time last year. This was also an increase of 23 per cent from June this year, when 43 units were registered.

The top three passenger vehicle registrations by model were a repeat of last month, with Nissan Tiida at 645 units, receiving 4.9 per cent of the market share, followed by Mazda Axela and Suzuki Swift with 4.5 and 4 per cent market share respectively for last month.

Registrations have increased markedly for the Toyota Prius, with 220 units in July, an increase of 52.8 per cent from 144 at the same time last year and a 22.9 per cent increase from 179 units in June this year.



Auto Court in Dunedin

As the first dealer in Dunedin to import vehicles from Japan, Neil Cottle from Auto Court in Dunedin, has a good understanding of how the market works and says that although he historically buys from Japan, there is some interest in trading with the United Kingdom. "Obviously we can only trade from countries that have the steering wheel on the correct side of the car, which is partly why Japan is so popular.

With the recent Brexit poll, the exchange rate has changed by

15 per cent, so we are exploring what options we have over there."

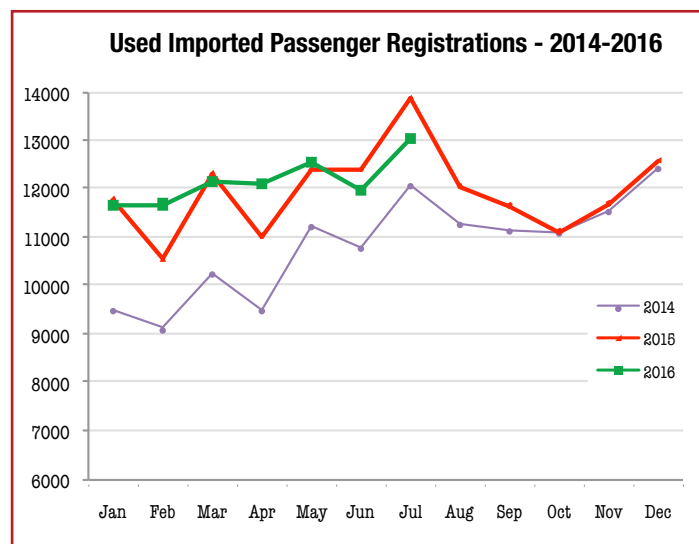
Steve Fraser from Motorsports in Rotorua also has many years of experience in the industry and says that at this time of year stock begins to dry up from the Japanese wholesalers because of Obon Week, which will take place between August 6th and the 21st. The busiest days are around August 11th and 13th and, "historically the main suppliers are usually closed during that period."

Having traded with the same wholesaler for almost 20 years,

Fraser does not consider himself a big buyer, however he says it helps to have the experience behind him when it comes to working out stock levels. "Before the global financial melt-down, I could have told you our exact stock levels, with a variance of one or two units but now it is a lot harder to forecast."

Motorsports Rotorua stocks a wide variety of vehicles including American cars, which are predominantly sourced from Japan. Their stock ranges from American muscle cars, Chevy trucks and vans, Classic Japanese cars such as 70's Rotaries, Skylines, and old school Toyota vehicles. "It is a big hobby of mine to collect American vehicles, we probably have one of the biggest range of classic cars in the country."

Fraser notes the high numbers of registrations across the country and wonders whether it might have something to do with the major finance companies stepping up to the plate and offering competitive rates. "The reality is that the banking practices today are very different to what they were seven or eight years ago," he says. ☺




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# Used imports drop overall

The number of used cars imported into New Zealand dropped to 11,268, down from 13,369 in June and also down on the 11,944 units imported in July last year. Year to date, imports of used passenger vehicles number 89,119 units.

Japan again supplied the majority of used cars accounting for 93.6 per cent market share, supplying 10,548 units. Australia and the US rounded out the top three, with 375 and 113 units, respectively.

Both Australia and the US saw a fall in the number of used cars exported compared to June, with Australia down from 416 units and US

imports are down from 118 units.

Andre Stevenson from Cashback Cars in Whangarei has been importing his vehicles from Japan for a while now but he is looking at purchasing some of his electric vehicles from English speaking countries like the UK.

"I'm prepared to pay a premium to get vehicles with English instructions. With petrol vehicles, it doesn't matter if there is a bit of Japanese information, but EVs can do so much and the driver needs to be able to understand what it can do, in order to get the best out of the car."

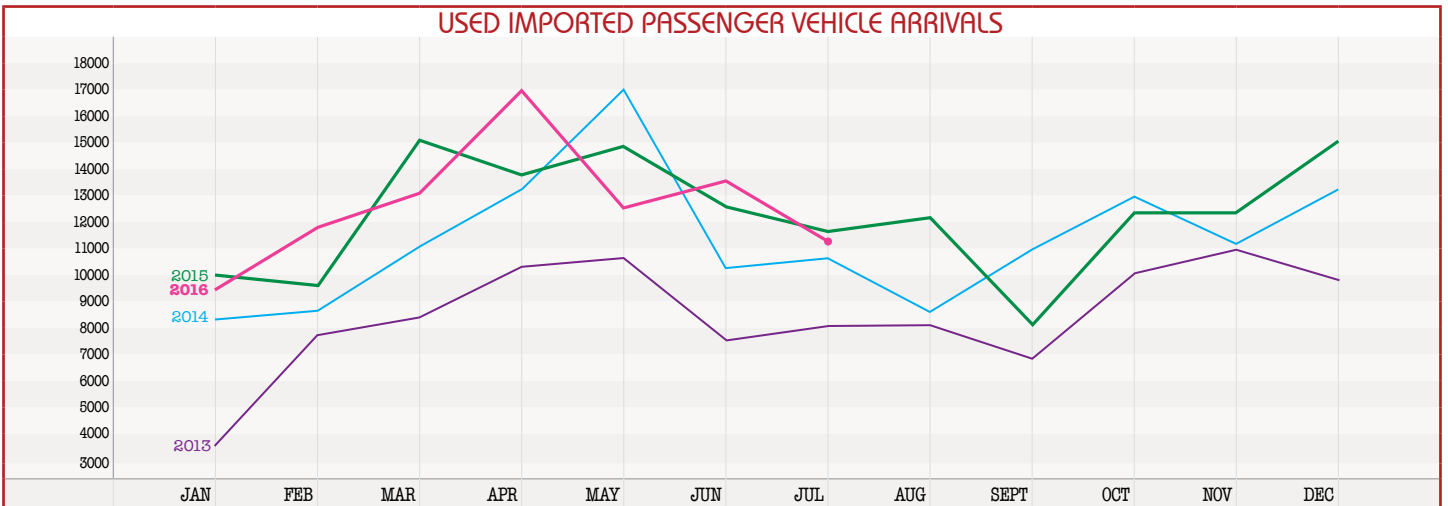
At present, Stevenson says that



he is trying to buy in as much as he can, from Japan. "I'm buying directly from Japan and selling them pretty much at the speed that they are coming in. I'm having to purchase vehicles from wholesalers in NZ in order to keep up."

He believes the secret behind his success is that most of his vehicles are priced within a "sweet spot" of six thousand through to about 10 thousand dollars. "It's not a huge chunk of money and we just find that's a good spot to be in. Our EVs are also extremely popular."

Whangarei sold 329 used cars in July 2016, an increase of 23.6 per cent from June this year and a 2.9 per cent decrease from this time last year. The top region for growth was Gisborne with 71 cars sold - an increase of 57.8 per cent from July 2015. Only five regions throughout the country enjoyed an increase from the same time last year. ☺



## Used Imported Passenger Vehicles By Country Of Export

COUNTRY OF EXPORT	2016									2015		2014	
	JAN '16	FEB '16	MAR '16	APR '16	MAY '16	JUN '16	JUL '16	JUL MRKT SHARE	2016 TOTAL	2015 TOTAL	MRKT SHARE	2014 TOTAL	MRKT SHARE
Australia	316	445	472	398	396	416	375	3.3%	<b>2,818</b>	4,893	3.2%	3,167	2.3%
Great Britain	65	39	62	65	73	72	75	0.7%	<b>451</b>	939	0.6%	1,885	1.4%
Japan	9,181	11,266	12,275	16,283	11,898	12,838	10,548	93.6%	<b>84,289</b>	143,125	94.9%	130,770	95.0%
Singapore	76	46	79	121	99	143	109	1.0%	<b>673</b>	611	0.4%	252	0.2%
USA	89	79	83	66	103	118	113	1.0%	<b>651</b>	1,041	0.7%	1,278	0.9%
Other countries	21	12	28	27	49	52	48	0.4%	<b>237</b>	253	0.2%	286	0.2%
<b>Total</b>	<b>9,748</b>	<b>11,887</b>	<b>12,999</b>	<b>16,960</b>	<b>12,618</b>	<b>13,639</b>	<b>11,268</b>	<b>100.0%</b>	<b>89,119</b>	<b>150,862</b>	<b>100.0%</b>	<b>137,638</b>	<b>100.0%</b>



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# West Coast jobs hit but car sales ok

**A**lthough Dealer to Public sales picked up in July 2016, they were slightly lower than they were at the same time last year.

There was a total of 18,200 dealer to public sales, compared to 19,134 in July 2015 - a decrease of 4.9 per cent.

Public to public sales also decreased, with 45,227 units sold in July 2016. This was a 1.7 per cent decrease from July 2015, when 46,031 units were sold.

Trade-ins were also lower than they were at the same time last year. With 13,238 in July 2016 - a decrease of two per cent from

13,511 the same time last year.

Rotorua saw the highest percentage figures in relation to dealer to public sales, with a 28.4 per cent increase in sales to 344 units in July this year. Greymouth followed with a 22.7 per cent increase in sales from 75 units sold a year ago to 92 in July 2016.

The public to dealer figures showed that Rotorua was also the highest in terms of percentage increase, year on year, for trade-ins, with 140 in July 2016, a 38.6 per cent increase from 101 in July 2015. Greymouth was second again, with an increase of 20 per cent and Timaru increased trade-

ins by 14.6 per cent from the same time last year.

Hamilton and Palmerston North also had an increased level of public to trader activity in comparison to the rest of the country, Hamilton increasing trade-ins by 7.1 per cent and Palmerston North increased by 5.8 per cent.

Phil Campbell from Greymouth Car Centre doesn't read too much into the figures, "Greymouth is a small town and when you're working with these types of numbers, you can't really track how the figures are going."

According to Campbell, the economy in Greymouth has had a

few hits with a lot of turmoil in the mining sector as well as a big loss of employment when the Holcim cement factory closed in June and 120 employees lost their jobs.

Along with the issues relating to the dairy industry, Campbell admits that local people are doing it tough and the whole community is suffering because of it.

With percentage increases across the board, when it comes to second-hand car sales, and a decrease in public to public sales, Greymouth still seems to be keeping good traction. "As long as sales remain steady - I'm happy," says Campbell. ☺

## SECONDHAND CAR SALES - July 2016

	DEALER-TO-PUBLIC				PUBLIC-TO-PUBLIC			PUBLIC-TO-DEALER		
	JUL '16	JUL '15	+/- %	MARKET SHARE	JUL '16	JUL '15	+/- %	JUL '16	JUL '15	+/- %
Whangarei	576	590	-2.4	3.16	2,028	2,082	-2.6	258	252	2.4
Auckland	6,073	6,535	-7.1	33.37	15,577	15,428	1.0	4,853	5,012	-3.2
Hamilton	1,578	1,637	-3.6	8.67	3,579	3,756	-4.7	1,334	1,245	7.1
Thames	260	244	6.6	1.43	624	559	11.6	88	115	-23.5
Tauranga	1,032	1,026	0.6	5.67	2,395	2,389	0.3	605	588	2.9
Rotorua	344	268	28.4	1.89	953	847	12.5	140	101	38.6
Gisborne	188	178	5.6	1.03	385	422	-8.8	77	98	-21.4
Napier	629	600	4.8	3.46	1,602	1,640	-2.3	419	466	-10.1
New Plymouth	398	497	-19.9	2.19	1,040	1,144	-9.1	242	297	-18.5
Wanganui	219	203	7.9	1.20	593	516	14.9	117	153	-23.5
Palmerston North	804	944	-14.8	4.42	1,814	1,955	-7.2	724	684	5.8
Masterton	187	182	2.7	1.03	473	417	13.4	108	110	-1.8
Wellington	1,573	1,629	-3.4	8.64	3,168	3,317	-4.5	1,146	1,171	-2.1
Nelson	328	345	-4.9	1.80	1,086	1,037	4.7	214	257	-16.7
Blenheim	175	181	-3.3	0.96	424	449	-5.6	111	114	-2.6
Greymouth	92	75	22.7	0.51	224	248	-9.7	36	30	20.0
Westport	33	34	-2.9	0.18	82	125	-34.4	0	0	0.0
Christchurch	2,325	2,452	-5.2	12.77	5,407	5,785	-6.5	1,847	1,843	0.2
Timaru	250	246	1.6	1.37	573	632	-9.3	173	151	14.6
Oamaru	62	82	-24.4	0.34	158	233	-32.2	11	34	-67.6
Dunedin	666	769	-13.4	3.66	1,944	1,968	-1.2	445	504	-11.7
Invercargill	408	417	-2.2	2.24	1,098	1,082	1.5	290	286	1.4
<b>NZ total</b>	<b>18,200</b>	<b>19,134</b>	<b>-4.9</b>	<b>100.00</b>	<b>45,227</b>	<b>46,031</b>	<b>-1.7</b>	<b>13,238</b>	<b>13,511</b>	<b>-2.0</b>

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New Passenger Vehicle Sales by Make - July 2016

MAKE	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Toyota	1,321	1,179	12.0	17.2%	8,291	14.9%
Mazda	686	724	-5.2	8.9%	5,263	9.5%
Holden	663	647	2.5	8.6%	4,989	9.0%
Kia	598	282	112.1	7.8%	3,083	5.6%
Ford	578	513	12.7	7.5%	4,425	8.0%
Hyundai	513	539	-4.8	6.7%	4,279	7.7%
Nissan	467	348	34.2	6.1%	3,046	5.5%
Mitsubishi	418	413	1.2	5.4%	3,256	5.9%
Suzuki	407	352	15.6	5.3%	3,067	5.5%
Honda	325	358	-9.2	4.2%	2,196	4.0%
Volkswagen	252	312	-19.2	3.3%	2,111	3.8%
Subaru	237	199	19.1	3.1%	1,580	2.8%
Mercedes-Benz	205	178	15.2	2.7%	1,418	2.6%
BMW	131	162	-19.1	1.7%	1,095	2.0%
Jeep	124	140	-11.4	1.6%	678	1.2%
Audi	121	130	-6.9	1.6%	1,039	1.9%
Land Rover	92	83	10.8	1.2%	696	1.3%
Skoda	88	73	20.5	1.1%	778	1.4%
Volvo	51	39	30.8	0.7%	366	0.7%
Lexus	50	52	-3.8	0.6%	381	0.7%
Peugeot	49	53	-7.5	0.6%	450	0.8%
Jaguar	48	18	166.7	0.6%	211	0.4%
Mini	48	40	20.0	0.6%	333	0.6%
SsangYong	42	111	-62.2	0.5%	696	1.3%
Dodge	38	66	-42.4	0.5%	267	0.5%
Porsche	35	62	-43.5	0.5%	298	0.5%
Isuzu	24	20	20.0	0.3%	162	0.3%
Citroen	22	17	29.4	0.3%	159	0.3%
Mahindra	13	1	1200.0	0.2%	31	0.1%
Fiat	10	87	-88.5	0.1%	230	0.4%
Renault	7	24	-70.8	0.1%	60	0.1%
Yamaha	7	6	16.7	0.1%	53	0.1%
Maserati	6	3	100.0	0.1%	46	0.1%
Alfa Romeo	4	8	-50.0	0.1%	88	0.2%
Bentley	3	2	50.0	0.0%	22	0.0%
Others	18	31	-41.9	0.2%	317	0.6%
<b>Total</b>	<b>7,701</b>	<b>7,272</b>	<b>5.9</b>	<b>100.0%</b>	<b>55,460</b>	<b>100.0%</b>

New Passenger Vehicle Sales by Model - July 2016

MAKE	MODEL	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Toyota	Corolla	486	352	38.1	6.3%	2,565	4.6%
Kia	Sportage	378	103	267.0	4.9%	1,748	3.2%
Toyota	RAV4	326	288	13.2	4.2%	1,963	3.5%
Mazda	CX-5	217	241	-10.0	2.8%	1,642	3.0%
Suzuki	Swift	198	197	0.5	2.6%	1,502	2.7%
Hyundai	Tucson	184	0	18,400.0	2.4%	1,319	2.4%
Honda	Jazz	176	195	-9.7	2.3%	1,010	1.8%
Mazda	Mazda3	165	201	-17.9	2.1%	1,370	2.5%
Holden	Captiva	163	178	-8.4	2.1%	1,050	1.9%
Toyota	Camry	157	78	101.3	2.0%	549	1.0%
Holden	Cruze	148	79	87.3	1.9%	663	1.2%
Hyundai	Santa Fe	148	180	-17.8	1.9%	1,280	2.3%
Nissan	X-Trail	148	131	13.0	1.9%	1,012	1.8%
Mitsubishi	ASX	146	109	33.9	1.9%	852	1.5%
Holden	Commodore	141	191	-26.2	1.8%	1,409	2.5%
Ford	Kuga	140	114	22.8	1.8%	739	1.3%
Nissan	Qashqai	138	103	34.0	1.8%	1,045	1.9%
Ford	Focus	132	136	-2.9	1.7%	884	1.6%
Mazda	CX-3	120	102	17.6	1.6%	891	1.6%
Mazda	Mazda2	118	108	9.3	1.5%	832	1.5%
Suzuki	Vitara	118	0	11,800.0	1.5%	926	1.7%
Subaru	Outback	106	106	0.0	1.4%	792	1.4%
Volkswagen	Golf	103	87	18.4	1.3%	766	1.4%
Mitsubishi	Outlander	103	129	-20.2	1.3%	905	1.6%
Nissan	Pulsar	96	46	108.7	1.2%	537	1.0%
Toyota	Highlander	90	142	-36.6	1.2%	1,171	2.1%
Toyota	Yaris	90	173	-48.0	1.2%	944	1.7%
Ford	Mondeo	80	44	81.8	1.0%	664	1.2%
Holden	Barina	78	41	90.2	1.0%	588	1.1%
Jeep	Grand Cherokee	69	50	38.0	0.9%	308	0.6%
Honda	HR-V	69	0	6,900.0	0.9%	678	1.2%
Toyota	Fortuner	67	0	6,700.0	0.9%	197	0.4%
Mitsubishi	Pajero Sport	65	0	6,500.0	0.8%	330	0.6%
Kia	Cerato	64	40	60.0	0.8%	314	0.6%
Kia	Rio	64	56	14.3	0.8%	364	0.7%
Others		2,610	3,272	-20.2	33.9%	21,651	39.0%
<b>Total</b>		<b>7,701</b>	<b>7,272</b>	<b>5.9</b>	<b>100.0%</b>	<b>55,460</b>	<b>100.0%</b>

# New car registrations still strong

Last month 7,701 new passenger vehicles were registered bringing the total year to date to 55,460, a 3.37 per cent increase on the same period last year.

Toyota Corolla has climbed back up to the top of the new passenger vehicles segment, with 486 units sold - an increase of 57.2 per cent from June figures and 38.1 per cent from the same time last year. The Corolla's market share has increased from 3.4 per cent in June to 6.3 per cent last month.

The Kia Sportage ranks second with 378 units registered and a huge 267 per cent increase from figures this time last year, with a current market share of 4.9 per cent. The Toyota Rav 4 remains in the top three with 326 registrations in July, an increase of 13.2 per cent from the same time last year.

The Mazda CX5 and the Suzuki Swift have both moved up to take fourth and fifth place with 217 registrations for the Mazda CX5 and 198 for the Suzuki Swift.

Remaining in top place, Toyota

holds a 17.2 per cent market share for July and a 12 per cent increase from the same time last year with 1,321 registrations. The Mazda moves up the ladder to second place, with 686 units - a five per cent decrease from July 2015.

Holden stays in the top three, with 663 registrations - up 2.5 per cent from last year. Mazda currently holds an 8.9 per cent share of the market and Holden 8.6 per cent of the market share.

Wayne Young from Mayfield Motorworld in Blenheim believes that their the brands his business sells (Nissan, Hyundai, VW and Skoda) make up approximately 50 per cent of the sales in the local region.

He says the secret behind Mayfield's success is partly to do with a positive attitude, however it also has a lot to do with an increase in population and a growth in the local economy. "People have the misconception

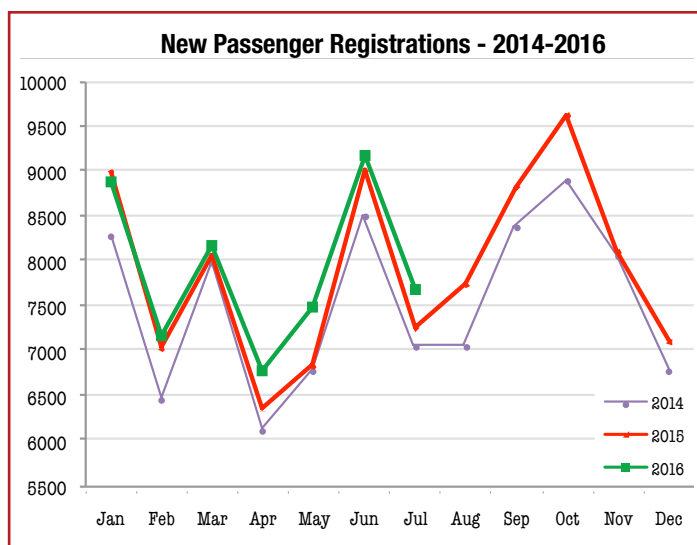
that we are reliant on the grape industry. Although it is a big driving force behind our economy, our agriculture and farming industry is also very strong and it seems to be going well right now."

He says that sales usually increase during March and April "after harvest we see a bit of a spike. Everyone gets out and takes some time off to spend money."

Perhaps unsurprisingly, the top sales go to the commercial vehicle market. "This makes up about 55 to 60 percent of our new car sales. It is a huge percentage of the pie."

However Young says that the passenger market is also popular. "The Juke has been rushing out the door just lately."

With a 31.1 per cent increase in new car sales in July, Blenheim was placed fourth highest region in terms of sales increase from July 2015. Holding most of the main franchises in the region, Young says the key to their success is staying positive. "You just have to take the blinkers off and ride the bus." ☺



NEW VEHICLE SALES BY BUYER TYPE - July 2016						
	JUL '16	JUL '15	MTH%	2016 YTD	2015 YTD	% YTD
Passenger	3,724	3,575	4.2	26,999	27,754	-2.7
Private	1,541	1,538	0.2	11,327	11,304	0.2
Business	1,632	1,664	-1.9	11,984	12,834	-6.6
Gov't	241	175	37.7	1,447	1,380	4.9
Rental	310	198	56.6	2,241	2,236	0.2
SUV	3,961	3,646	8.6	28,162	25,514	10.4
Private	1,703	1,533	11.1	12,376	10,063	23.0
Business	1,869	1,806	3.5	12,795	11,888	7.6
Gov't	55	83	-33.7	480	465	3.2
Rental	334	224	49.1	2,511	3,098	-18.9
Light Commercial	3,328	2,684	24.0	22,120	19,529	13.3
Private	798	636	25.5	5,592	4,947	13.0
Business	2,304	1,786	29.0	15,137	13,199	14.7
Gov't	115	146	-21.2	737	785	-6.1
Rental	111	116	-4.3	654	598	9.4
Sub Total	11,013	9,905	11.2	77,281	72,797	6.2
Private	4,042	3,707	9.0	29,295	26,314	11.3
Business	5,805	5,256	10.4	39,916	37,921	5.3
Gov't	411	404	1.7	2,664	2,630	1.3
Rental	755	538	40.3	5,406	5,932	-8.9
Heavy Commercial	436	372	17.2	2,640	2,641	-0.0
Other	121	76	59.2	691	466	48.3
Total	11,570	10,353	11.8	80,612	75,904	6.2

NEW VEHICLE MARKET SEGMENTATION - July 2016						
	JUL '16	JUL '15	MTH% DIFF	2016 YTD	2015 YTD	% YTD
Passenger	3,724	3,575	4.2	26,999	27,754	-2.7
SUV	3,961	3,646	8.6	28,162	25,514	10.4
Light Commercial	3,328	2,684	24.0	22,120	19,529	13.3
Heavy Commercial	436	372	17.2	2,640	2,641	-0.0
Other	121	76	59.2	691	466	48.3
TOTAL MARKET	11,570	10,353	11.8	80,612	75,904	6.2
Micro	144	144	0.0	1,235	1,197	3.2
Light	1,008	1,142	-11.7	7,692	8,506	-9.6
Small	1,518	1,324	14.7	9,966	10,474	-4.9
Medium	587	545	7.7	3,980	4,078	-2.4
Large	267	299	-10.7	2,376	2,428	-2.1
Upper Large	10	19	-47.4	141	156	-9.6
People Movers	55	40	37.5	366	290	26.2
Sports	135	62	117.7	1,243	625	98.9
SUV Small	915	985	-7.1	7,287	7,432	-2.0
SUV Medium	1,787	1,352	32.2	11,205	9,410	19.1
SUV Large	1,214	1,268	-4.3	9,343	8,410	11.1
SUV Upper Large	45	41	9.8	327	262	24.8
Light Buses	53	76	-30.3	396	436	-9.2
Vans	506	397	27.5	3,230	2,960	9.1
Pick Up/Chassis Cab 4x2	1,198	924	29.7	7,734	6,142	25.9
Pick Up/Chassis Cab 4x4	1,571	1,287	22.1	10,760	9,991	7.7
Heavy Commercial	436	372	17.2	2,640	2,641	-0.0
Other	121	76	59.2	691	466	48.3
TOTAL MARKET	11,570	10,353	11.8	80,612	75,904	6.2

# Top marques in tight battle

July was another big month for new light commercial registrations as the numbers continue to climb when compared to the same month in previous years, with this being the best July on record. All up, 3,866 units were sold last month, over 19 per cent better than July 2014 which was the previous highest July record.

Ford and Toyota continued their tussle for first place with Ford coming out on top, both for July and year to date sales. The year to date contest is as close as it can be with only 41 vehicles separating the two marques. Ford has sold 5,361 units for the first



Ford's Ranger dominated the new commercials category with nearly a quarter of the total sales for July

seven months of 2016, to take a 21.2 per cent market share, and chasing at its heels is Toyota on 21.1 per cent and 5,320 registrations.

In terms of numbers for last

month, the top three makes were Ford on 972, Toyota with 703 and Isuzu in third with 345 sales. Their market share for the month was 25.1, 18.2 and 8.9 per cent respectively

The top three models were Ford's Ranger with 925 registrations and a monthly market share of 23.9 per cent, followed by the Toyota Hilux 486 units sold and 12.6 per cent and third place to Holden's Colorado with 303 sales and a 7.8 per cent market share.

According to Walter Van Engel of Ebbett Hamilton, the market is good for utes. "The Colorado and the Hilux is where all the growth is at the moment. People keep talking about how customers are

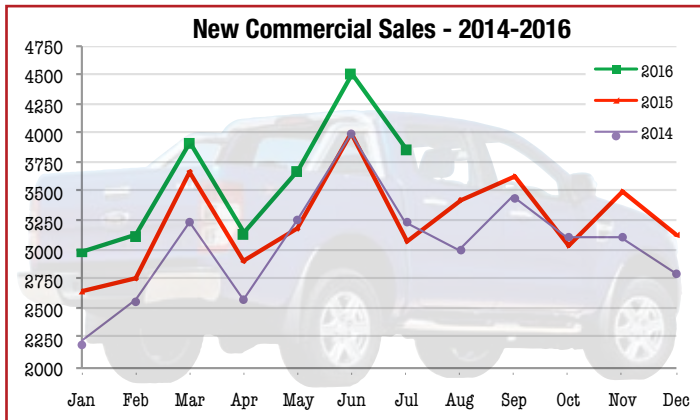
going to the smaller cars but I can't see that. Things are just getting bigger and bigger."

Van Engel believes the popularity of the pick-up vehicle has a lot to do with emotional buying. "These types of cars are just getting better. They suit the New Zealand lifestyle well and have become more car-like. They have all the safety features, they can tow a boat on the weekend and you can use them for work - this makes them very versatile."

Based on past experience, Van Engel expected the July figures to be quite low. "Usually after Field days you expect sales to drop. At this time of year you often feel like you could be at risk of falling into a hole. Instead we found that sales remained pretty buoyant."

"We have quite a few different dealerships under the same name and this is not the same across the board, but for Hamilton, we seem to be doing well, regardless."

In terms of sales for the month of July 2016, Hamilton sold 361 new commercial vehicles, an increase of 18 per cent from 306 at the same time last year. ☺



MAKE	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Ford	972	529	83.7	25.1%	5,361	21.2%
Toyota	703	677	3.8	18.2%	5,320	21.1%
Isuzu	345	253	36.4	8.9%	2,041	8.1%
Holden	317	325	-2.5	8.2%	2,212	8.8%
Nissan	254	238	6.7	6.6%	1,763	7.0%
Mazda	208	147	41.5	5.4%	1,072	4.2%
Mitsubishi	206	191	7.9	5.3%	1,890	7.5%
Hyundai	129	63	104.8	3.3%	569	2.3%
LDV	93	45	106.7	2.4%	524	2.1%
SsangYong	80	63	27.0	2.1%	556	2.2%
Hino	79	56	41.1	2.0%	394	1.6%
Mercedes-Benz	76	62	22.6	2.0%	367	1.5%
Volkswagen	76	97	-21.6	2.0%	759	3.0%
Fiat	75	49	53.1	1.9%	358	1.4%
Foton	37	39	-5.1	1.0%	316	1.3%
Mitsubishi Fuso	36	47	-23.4	0.9%	268	1.1%
Factory Built	31	8	287.5	0.8%	160	0.6%
MAN	20	13	53.8	0.5%	117	0.5%
UD Trucks	19	20	-5.0	0.5%	135	0.5%
DAF	17	12	41.7	0.4%	120	0.5%
Others	93	160	-41.9	2.4%	942	3.7%
<b>Total</b>	<b>3,866</b>	<b>3,094</b>	<b>25.0</b>	<b>100.0%</b>	<b>25,244</b>	<b>100.0%</b>

MAKE	MODEL	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Ford	Ranger	925	460	101.1	23.9%	4,927	19.5%
Toyota	Hilux	486	448	8.5	12.6%	3,750	14.9%
Holden	Colorado	303	300	1.0	7.8%	2,082	8.2%
Nissan	Navara	254	238	6.7	6.6%	1,763	7.0%
Toyota	Hiace	212	213	-0.5	5.5%	1,487	5.9%
Mazda	BT-50	208	147	41.5	5.4%	1,072	4.2%
Mitsubishi	Triton	206	191	7.9	5.3%	1,888	7.5%
Isuzu	D-Max	197	162	21.6	5.1%	1,352	5.4%
Hyundai	iLoad	124	60	106.7	3.2%	543	2.2%
SsangYong	Actyon Sport	80	63	27.0	2.1%	556	2.2%
Fiat	Ducato	72	40	80.0	1.9%	344	1.4%
Mercedes-Benz	Sprinter	64	44	45.5	1.7%	297	1.2%
Isuzu	N Series	61	46	32.6	1.6%	313	1.2%
Isuzu	F Series	60	34	76.5	1.6%	251	1.0%
LDV	V80	53	40	32.5	1.4%	308	1.2%
Ford	Transit	44	66	-33.3	1.1%	384	1.5%
Hino	500	43	29	48.3	1.1%	213	0.8%
Volkswagen	Amarok	39	70	-44.3	1.0%	419	1.7%
LDV	G10	39	5	680.0	1.0%	214	0.8%
Hino	300	31	20	55.0	0.8%	135	0.5%
Others		365	418	-12.7	9.4%	2,946	11.7%
<b>Total</b>		<b>3,866</b>	<b>3,094</b>	<b>25.0</b>	<b>100.0%</b>	<b>25,244</b>	<b>100.0%</b>



# Best month yet for used commercials

July broke the record for highest number of registrations for used commercial vehicles, with 932 units - an increase of 15.6 per cent from the same month last year. Year to date, registrations were also up - by 752 units from the same period last year.

Toyota and Nissan head up the leader board again, with Toyota holding a staggering 47 per cent market share for the month, followed by Nissan with 25.1 per cent and Mazda on 6.1 per cent.

No surprises as to the top three used commercial models, however there was a marked increase in sales of the Toyota Regius, which had been tracking on an average of 20 units per month until July 2016, when it shot up to 44 sales - an increase of 131.6 per cent from the same time last year.

The Ford Ranger has also made a big improvement in registrations. With 22 units in July, this is a 144.4 per cent increase on figures from the same time last year and may

be due to used stock coming in from Australia.

Wayne Young from Mayfield Motorworld Limited in Blenheim says the ute market is particularly popular at the moment. "If you rang me up with 10 utes for sale, I would buy them. Stock is not easy to come by at the moment. You can go to the auctions and you tend to pay a lot if you want to get the right stock."

In order to get around the stock shortage, a variety of businesses have begun to think outside of the box and look at other ways to enter the market.

Neil Cottle from Auto Court Dunedin has been in the business since 1963 and has noticed that vans are continuing to be popular. As the first dealership to import vehicles from Japan to Dunedin, he is now looking at ways to keep up with the future demand for commercial vehicles.

Alongside an existing used commercial line up, Auto Court also sells Electric vans. At present the company has a Mitsubishi MiEV MiniCab for sale

and he says that he is pleased with the interest he is getting from clients.

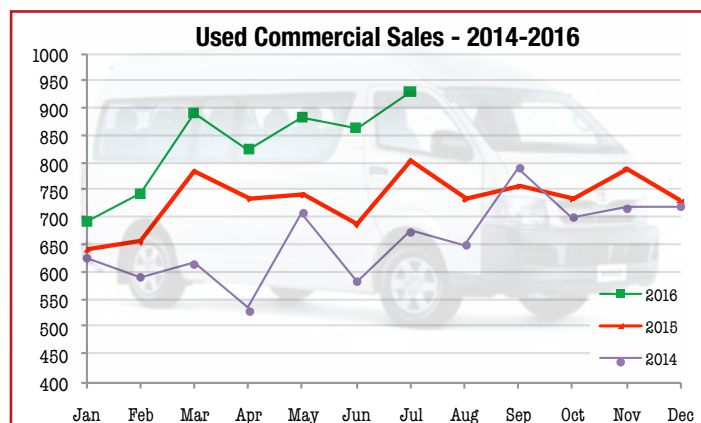
Currently the best commercial vehicle seller for Auto Court is the Toyota Hiace. "They're selling very steadily, thanks to a reasonable customer base. We are finding that sales remain pretty consistent across the board."

Andre Stevenson from Cashback Cars in Whangarei doesn't tend to specialise in commercial vehicles, however he is interested in finding an EV which will enable him to offer vehicles

the commercial vehicles market.

Already a stockist of used Nissan Leaf's, Stevenson is currently looking for something with similar capabilities. "I'm flat out looking for a 100 per cent electric van, which includes seats. At the moment, it seems that the Nissan E-NV 200 is the most likely to tick all the boxes."

Although he hasn't gone past the planning stage yet, Stevenson believes that the future lies in EV technology and looks forward to stocking a wider range of electric vans and cars further down the track. ☺



## Used Commercial Sales by Make - July 2016

MAKE	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Toyota	438	384	14.1	47.0%	2,782	47.7%
Nissan	234	139	68.3	25.1%	1,314	22.5%
Mazda	57	51	11.8	6.1%	377	6.5%
Isuzu	50	37	35.1	5.4%	298	5.1%
Ford	30	26	15.4	3.2%	191	3.3%
Mitsubishi	28	43	-34.9	3.0%	205	3.5%
Holden	19	16	18.8	2.0%	107	1.8%
Chevrolet	17	22	-22.7	1.8%	104	1.8%
Hino	10	28	-64.3	1.1%	112	1.9%
Dodge	7	11	-36.4	0.8%	37	0.6%
Volkswagen	5	4	25.0	0.5%	48	0.8%
Fiat	4	3	33.3	0.4%	39	0.7%
Great Wall	4	1	300.0	0.4%	10	0.2%
Mercedes-Benz	4	2	100.0	0.4%	18	0.3%
Mitsubishi Fuso	4	0	400.0	0.4%	6	0.1%
MAN	3	2	50.0	0.3%	5	0.1%
SsangYong	3	2	50.0	0.3%	25	0.4%
Suzuki	3	1	200.0	0.3%	21	0.4%
Cadillac	2	1	100.0	0.2%	5	0.1%
Terex	2	0	200.0	0.2%	5	0.1%
Others	8	33	-75.8	0.9%	128	2.2%
<b>Total</b>	<b>932</b>	<b>806</b>	<b>15.6</b>	<b>100.0%</b>	<b>5,837</b>	<b>100.0%</b>

## Used Commercial Sales by Model - July 2016

MAKE	MODEL	JUL '16	JUL '15	+/- %	JUL '16 MKT SHARE	2016 YEAR TO DATE	2016 MKT SHARE
Toyota	Hiace	323	268	20.5	34.7%	2,101	36.0%
Nissan	Caravan	92	50	84.0	9.9%	530	9.1%
Mazda	Bongo	47	41	14.6	5.0%	288	4.9%
Nissan	NV200	45	21	114.3	4.8%	205	3.5%
Nissan	Vanette	45	24	87.5	4.8%	246	4.2%
Toyota	Regius	44	19	131.6	4.7%	190	3.3%
Isuzu	Elf	31	24	29.2	3.3%	187	3.2%
Toyota	Dyna	30	41	-26.8	3.2%	213	3.6%
Ford	Ranger	22	9	144.4	2.4%	80	1.4%
Toyota	Toyocace	20	25	-20.0	2.1%	114	2.0%
Nissan	Atlas	18	19	-5.3	1.9%	126	2.2%
Isuzu	Forward	12	8	50.0	1.3%	67	1.1%
Nissan	Navara	11	17	-35.3	1.2%	90	1.5%
Mitsubishi	Canter	10	26	-61.5	1.1%	75	1.3%
Toyota	Hilux	10	22	-54.5	1.1%	87	1.5%
Nissan	Patrol	10	4	150.0	1.1%	43	0.7%
Holden	Colorado	9	5	80.0	1.0%	48	0.8%
Nissan	NV350	9	2	350.0	1.0%	35	0.6%
Mazda	Titan	8	8	0.0	0.9%	58	1.0%
Holden	Commodore	7	4	75.0	0.8%	38	0.7%
Others		129	169	-23.7	13.8%	1,016	17.4%
<b>Total</b>		<b>932</b>	<b>806</b>	<b>15.6</b>	<b>100.0%</b>	<b>5,837</b>	<b>100.0%</b>

# Stock up but some models hard to source



TRC Toyota's best sellers at the moment are the Hiace and Hilux

**D**ealer stock for new cars is at the highest level it has been all year, with 9,422 vehicles crossing the border and only 7,701 registrations last month. The difference between imports and sales has added an additional 1,721 units to the overall total of stock yet to be registered, which now sits at 59,400.

Compared to this time last year there is 6,611, or 12.5 per cent more stock sitting at distributors or dealerships.

Average daily sales remain strong and have increased from 264 to 265, but the increase in imports has meant that days of stock at hand have increased from 218 in June to 224

units. Translating the figures in the table, based purely on the numbers; if no more cars were imported, dealers would still have enough stock to last almost seven and a half months if sales continued at their current rate.

James Hannon assistant manager at TRC Toyota in Masterton says that new cars are very buoyant at the moment "We are riding a wave of activity and the market has been really good." He puts the success partly down to a reinvigoration of the company's sales team and a lot of enthusiasm.

"We went through a bit of a dip in sales for a while there when some key sales people left, but we are doing really well now."

Hannon is not surprised by the figures, stating that a lot of the interest probably has to do with an initiative by the Masterton Council to increase job prospects for local people called 'My Masterton'.

This time last year, the council announced that it planned to assist in creating 500 new jobs in the district. To highlight the campaign, the council has erected a giant lighthouse barometer which showcases how many jobs have been added in the last year.

"The local council has put a huge amount of effort into reinvigorating industry and that effort has paid off. We are definitely seeing an increase in sales across the city," says Hannon.

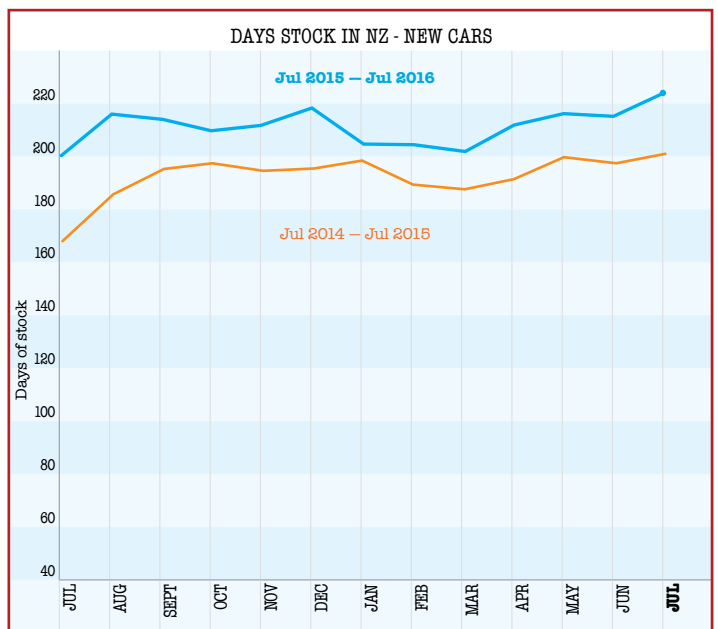
Although the figures are adding up, Hannon has noticed that stock is not always that easy to come by. "I think that Toyota has almost become a victim of its own success. Vehicles like the RAV4 and the Hilux are selling so well that the manufacturers are pushed to capacity."

TRC Toyota's best sellers at the moment are the Toyota Hiace and Hilux. "We are working on selling passenger vehicles but the commercial vehicles are still very popular."

Masterton sold 45 units in July this year, an increase in light commercial sales of 32.4 per cent compared to July 2015, when 34 units were sold. ☺

## Dealer stock of new cars in New Zealand

	CAR SALES		VARIANCE	STOCK	DAILY SALES - 12-MONTH AVERAGE	DAYS STOCK AT HAND
	IMPORTED	REGISTERED				
Jul '15	8,842	7,272	1,570	52,789	254	207
Aug '15	11,675	7,752	3,923	56,712	256	221
Sept '15	8,254	8,835	-581	56,131	258	218
Oct '15	8,619	9,634	-1,015	55,116	260	212
Nov '15	8,753	8,115	638	55,754	260	215
Dec '15	8,981	7,110	1,871	57,625	261	221
Jan '16	6,648	8,899	-2,251	55,374	260	213
Feb '16	7,246	7,191	55	55,429	261	213
Mar '16	7,561	8,191	-630	54,799	261	210
Apr '16	8,840	6,790	2,050	56,849	262	217
May '16	8,527	7,502	1,025	57,874	264	219
Jun '16	8,991	9,186	-195	57,679	264	218
<b>Jul '16</b>	<b>9,422</b>	<b>7,701</b>	<b>1,721</b>	<b>59,400</b>	<b>265</b>	<b>224</b>
<b>Year to date</b>	<b>57,235</b>	<b>55,460</b>	<b>1,775</b>			
<b>Change on Jul 2015</b>	6.6%	5.9%		12.5%		
	MORE IMPORTED	MORE SOLD		MORE STOCK		



# Used unregistered stock remains high

Last month there were 1,787 less vehicles imported than were sold, reducing the number of unregistered stock sitting in storage facilities, awaiting compliance or sitting on dealer yards, to 29,365 units

Comparing July 2016 with the same time last year, there was 5.7 per cent less imported, 6 per cent less sales and stock at hand has increased over that 12 month period by 19.4 per cent to 29,365.

The rate of daily sales, as averaged over the last 12 months August 2015 – July 2016, shows a slight decrease of 2 units per day. The number of 'days stock at hand', at current sales rates, sits at 74.

Andre Stevenson from Cashback Cars in Whangarei is currently getting in about three or four cars a day and manages to sell them very quickly. He says



Seven-seaters, like Honda's Odyssey, are popular sellers for Cashback Cars in Whangarei

that the seven-seater vehicles are particularly popular and models such as the Honda Odyssey and Mazda Premacy consistently do well in terms of sales.

Stevenson manages to cut the overheads by running the car-yard from the back of his own property and paying people to drive vehicles back from Auckland

to Whangarei whenever there is a new load of stock. Stevenson and his business partner and brother, Nicholas, try to cut down on their overheads as much as possible so that they can pass those savings on to their customers.

"On average we are about \$2,000 cheaper than the competition in our area," he says.

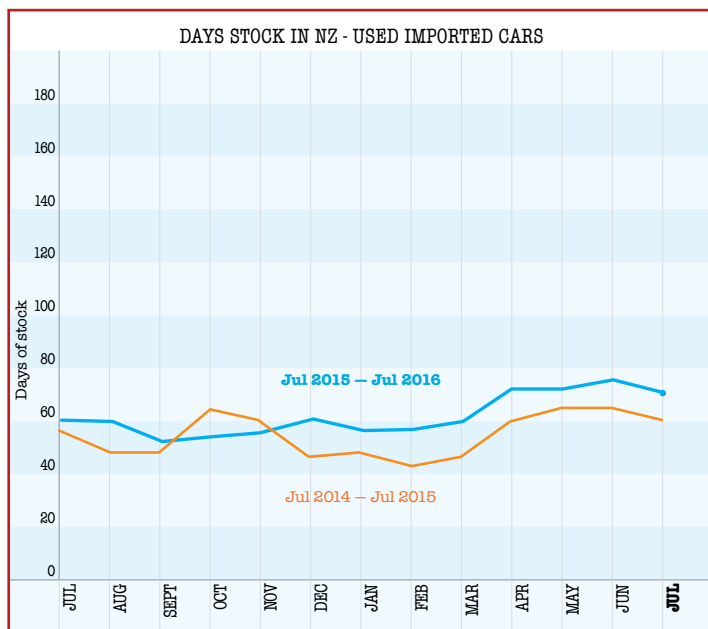
Jonno Leonard from Devonport Car Company specialises in small hatch-backs and SUVs. "We like to bring in unique vehicles in a range of colours. We find that cars like the Volvo Coupe seem to sell well and cars like the Mazda Demio will always be the bread and butter vehicles."

Although he mainly buys from Japan, Leonard also purchases a lot of his vehicles through local wholesalers.

Leonard buys up on a range of vehicles for both Devonport Car Company and the sister company, Rockstar Cars, which specialises in affordable used cars.

At present, he says there is a high level of stock because the business buys up heavily when the prices are right.

"We tend to stock pile and in a couple of weeks, we will need to be lining up more for spring." ☺



	CAR SALES			STOCK	DAILY SALES - 12-MONTH AVERAGE	DAYS STOCK AT HAND
	IMPORTED	REGISTERED	VARIANCE			
Jul '15	11,944	13,891	-1,947	24,588	389	63
Aug '15	12,129	12,061	68	24,656	391	63
Sept '15	8,673	11,667	-2,994	21,662	392	55
Oct '15	12,381	11,149	1,232	22,894	393	58
Nov '15	12,379	11,732	647	23,541	393	60
Dec '15	14,620	12,598	2,022	25,563	394	65
Jan '16	9,748	11,675	-1,927	23,636	393	60
Feb '16	11,887	11,736	151	23,787	396	60
Mar '16	12,999	12,153	846	24,633	396	62
Apr '16	16,960	12,140	4,820	29,453	399	74
May '16	12,618	12,567	51	29,504	399	74
Jun '16	13,639	11,991	1,648	31,152	398	78
Jul '16	11,268	13,055	-1,787	29,365	396	74
<b>Year to date</b>	<b>89,119</b>	<b>85,317</b>	<b>3,802</b>			
<b>Change on Jul 2015</b>	<b>-5.7%</b>	<b>-6.0%</b>	<b>19.4%</b>			
	<small>LESS IMPORTED</small>	<small>LESS SOLD</small>	<small>MORE STOCK</small>			

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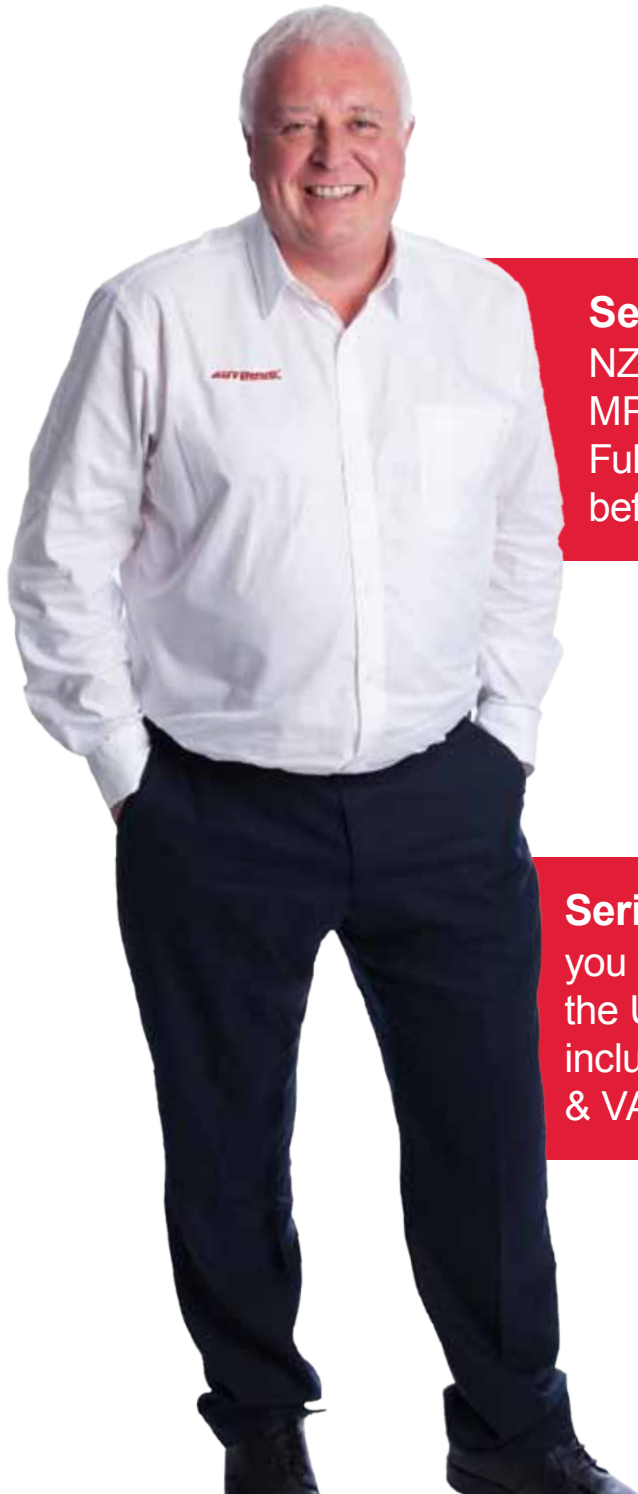
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