

autofile

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Ban on shill bidder lifted

A used car dealership has been allowed to start selling vehicles on Trade Me again after it was fined for shill bidding.

Morrison Car Company pleaded guilty on August 9 last year to 55 charges of breaching the Fair Trading Act (FTA) relating to sales on the website.

It was fined \$45,000 and ordered to pay \$1,000 costs in Christchurch District Court for bidding on its own Trade Me auctions and failing to display or provide consumer information notices (CIN) with vehicles.

Trade Me took its own action

against the trader, blocking it from the website for a year. That ban has now been lifted.

The Christchurch-based trader is allowed to list classifieds with set asking prices through AutoBase, but remains banned from auctions.

Jon Duffy, head of trust and safety at Trade Me, says the offending dated back to 2008 and its historic nature was taken into consideration, as was the effect the ban was having on the trader's business.

"We banned all access for a minimum period of 12 months and the trader was given a clean bill of health by the regulatory

authorities after that period," he told Autofile.

"It's prohibited from having a Trade Me membership and can only list through AutoBase. It means it can have nothing other than a classified and you cannot shill bid on a classified."

Trade Me took a long time to reach the decision, which has strict conditions attached to it.

"This trader's offending was serious but less widespread than some of the shill bidding that has been going on," says Duffy.

"This wasn't a straightforward decision, but they were convicted, paid their fine and were banned

for quite a long period.

"We had to ask if it was fair to continue blocking their access to all of our facilities and they provided us with a written undertaking to stay clean."

Duffy says actions that would result in members being permanently banned include serious criminal convictions, such as for serious fraud and sexual offences, repeated non-delivery of goods sold and repeated shill bidding.

He cites one example as Repo Cars for "allegedly receiving repeated warnings, allegedly

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Tyre import levy mandatory

Stakeholders agree a levy on all imported tyres is the best source of funding for a stewardship programme and those consulted want everyone in the industry to be on an equal playing field.

That means a proposed mandatory levy would be included on all tyres imported into New Zealand on vehicles as well as

those imported by tyre companies or brand owners.

Referred to as a brand owner or first importer (BOFI) model, the collection scheme was preferred instead of collection by retailers, which was deemed too complicated with more than 4,000 tyre retailers in New Zealand.

Consultation and research of a tyre stewardship programme for

New Zealand, Tyrewise is being managed by 3R Group, which has successfully undertaken other product stewardship programmes in agricultural, paint, garden and nursery industries.

A handful of Kiwi companies successfully reuse and recycle old tyres but it is estimated 4.8 million end-of-life tyres (ELTs) require

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Nissan extends Navara range



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Going high-tech to beat congestion

Many fellow Aucklanders felt it was super-ridiculous having five councils and a plethora of council-controlled organisations running the show, trying to sort out the super-sprawl's infrastructure.

Little's changed since the super-city's advent. There are still different ways of collecting rubbish in different suburbs, for example. Of course, rates have gone up and how that's possible is beyond most folk.

Everyone thought Auckland would at least get a better transport infrastructure.

Well, a 1km stretch of tramway by the waterfront has opened. Then there's the inner-city rail link proposal, much heralded by Mayor Len Brown, much maligned by the Government.

Has anything happened in the past two years to get to goods and people moving more freely around our biggest city?

There is and it's been chugging along in the background with few people aware of its existence.

It's the NZ Transport Agency and Auckland Transport Joint Transport Operations Centre (JTOC) in Takapuna.

It was opened in 2010 to manage traffic volumes and keep drivers informed about conditions on the country's state highways,

and Auckland's motorways and arterial roads.

The centre's primary remit is the super-city, but it's been designed to deliver NZTA services nationwide.

The 24/7 operation delivers safety, speed and travel time updates to road users and houses a wall of video screens to manage 8,000km of roads and motorways in Auckland and the region's 6,000km of state highways.

Closed-circuit cameras transmit images for operators to monitor flows, manage incidents and adjust 700 sets of traffic signals. It provides traffic electronic messages and estimated travel times.

The network has 450 cameras – 250 along motorways, which means 95 per cent of a 240km stretch of SH1 is "visible", and 200 at signals.

There's almost 20 travel time signs on arterial roads and, along with overhead motorway ones and on-ramp travel times, they alert motorists to bottlenecks.

Sadly, at a presentation at the centre, a technical officer would have been needed to explain how the travel time signs work.

Sometimes they are accurate, sometimes they're off the mark, but another bug-bear of motorists are on-ramps, which often result in queues on roads feeding into the motorways.

Some of the screens at Joint Transport Operations Centre in Auckland



Apparently they keep traffic on the motorway flowing. If they were turned off at peak times, SH1 would grind to a halt.

Here's a tip. Funny how that saying is now synonymous with those Energywise adverts on TV, "here's a tip, turn off all your lights in the house when it's not dark".

Here's a real tip. If you go onto SH1 when it's busy for just one section, it's not efficient – use Auckland's arterial roads instead. It's more efficient to use the motorway for three on-ramps or more at peak times.

The JTOC aims to create a cohesive network to deliver safe

and reliable journeys, and to get maximum capacity from the network.

Its planned outcomes are less congestion, reliable journey times, safer trips, economic growth, and meeting social and environmental goals.

Driving back over the Harbour Bridge, which has about 160,000 vehicles using it daily, you wonder what would happen if the philosophies applied to the JTOC's work were rolled out around the region.

Perhaps Auckland would then be the world's most liveable, super city.

Darren Risby
Editor

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EDITOR

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

ADVERTISING

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

autofile

DESIGNER

Adrian Payne
arpayne@gmail.com

CONTRIBUTOR

Jackie Russell

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Banned dealer back on website

having multiple members and allegedly failing to stop accessing the website – that account status has been permanently disabled”.

Another trader, OVAL, allegedly engaged in “pretty serious behaviour on the site”, says Duffy.

“We allege they were still bidding and also allegedly misleading consumers in other areas in breach of the FTA.

“They were warned for this behaviour by the Commerce Commission and, at this stage, it would be very unlikely if we would allow them back on the site.”

As for Morrison Car Company, Duffy says: “These guys have been sanctioned by the courts, so they have effectively done their time.”

But the business will remain on the radars of the Commerce Commission and Trade Me.

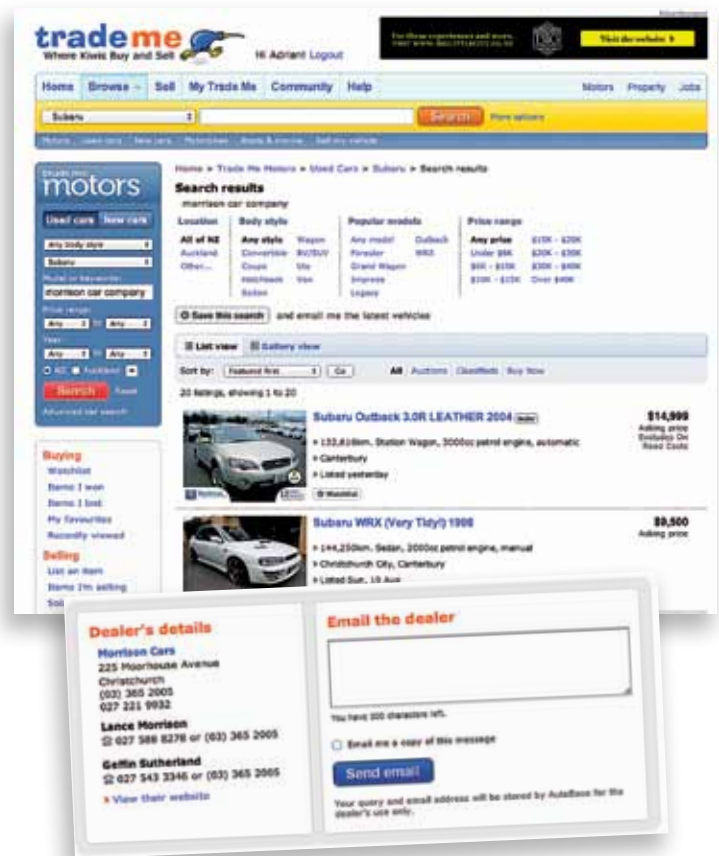
“It would be a silly move for them to put a foot out of line,” says Duffy. “They’ve been through the enforcement process and have learnt from it.

“It’s unfortunate traders like this tar the industry with the same brush and that’s a real shame.

“While someone has erred in their ways, that doesn’t mean they cannot learn from it and pull their socks up.”

The news Morrison Car Company has been allowed back on Trade Me has surprised a few dealers, with some referring to a story on TV3’s website last year.

That stated the trader “will



never be allowed to operate on Trade Me again”, but Duffy is keen to point out that was never said and those words were not attributed to the company.

One dealer in Christchurch, who didn’t want to be named, told Autofile: “The people at Trade Me are not policemen.

“The ban probably cost Morrison’s a lot of business and there are a lot of conditions attached to the decision to let them back on the site.

“They aren’t allowed to take part in auctions. This differentiates from selling cars at fixed prices. It’s a bit of a hard one though because a ban should be a ban.”

“As long they aren’t doing what they were before, this should be okay,” says another dealer in the Garden City.

“They need to be followed closely to ensure they are obeying the rules, but ethically I would rather not see these sorts of people in the industry.

“Other traders are probably doing the same thing and not getting caught, but they are now being more cautious.

“I often look at the \$1 reserve auctions, who is bidding and I’m often suspicious. I’m not in a position to do anything about them, but hopefully Trade Me is being vigilant and they will get caught.”

David Vinsen, chief executive of the Imported Motor Vehicle Association (IMVIA), reiterates the view still bidding destroys the market’s integrity.

“However, this company has served its time and has had its penalty from the courts and Trade Me, so I guess they should be allowed to come back in and have another crack at business.

“But they must realise they will now be under very close scrutiny and hopefully the penalties they have had will deter them from doing this again. They have pushed the margins once and have got history.

“We have no time at all for still bidding and subscribe to having proper market principles.

“Any intervention – by that officially through the government, or illegally through manipulation – is against supporting the market.”

Vinsen points out that the auto

2012: Boom not doom?

There was a great deal of uncertainty about what would happen with the introduction of emission rules at the start of the year.

The predictions ranged from “business as usual” to “the end of the used car sector as we know it”.

Well the good news is – it’s good news.

Far from the industry tanking, many of the vital signs across the total used sector, not just fresh imports, are positive compared to the same time in August 2011.

In the MotorWeb world, we see more vehicles being checked, more being traded in, and more new vehicles coming on to the yard, than in late August 2011.

Trade-ins (MR13C): Up 13.2%

Checks (VIRs): Up 9.5%

Stock entering yard (window cards): Up 13%

It perhaps shows how resilient the motor industry is, and how the sector adapts

quickly to the changes imposed upon it, or that filter down from the wider economy situation.

Interestingly there seems to be fewer active dealers, despite the number of registered traders remaining fairly constant.

The large amount of acquisitions, mergers and ‘consolidations’ that happened only a couple of years ago seems to have settled down, while traders look to make their businesses work as they are right now, and adjust to the new landscape.

From what we can see, most traders seem to be doing a pretty good job of it.

The next winds of change are coming in the form of the Vehicle Licensing Reform and if your primary business is doing WoF inspections – the resilient motor traders might have a lesson or two they can share.

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◀ industry already takes steps to stop lawbreakers. When dodgy dealers get caught breaking the rules, bona-fide traders often do them into Trade Me, the Commerce Commission, Inland Revenue and other enforcement agencies.

"Trade Me has an active trust and safety team, but generally the government does not have the resources to find these things," he says.

"But it can investigate and prosecute when issues are brought to its attention."

Tony Everett, dealer services and mediation manager at the Motor Trade Association (MTA), says: "The re-emergence of Morrison Car Company listings on Trade Me is a business call and rests with Trade Me.

"The company was convicted and fined for shill bidding to boost its own auctions. That's illegal and contrary to Trade Me's rules.

"Perhaps the case also exposes a failure in the law to

ban such operators from the retail vehicle market, but that's one of many shortcomings in the Motor Vehicle Sales Act.

"Trade Me banned Morrison's from its site for a defined period. That has now passed and Morrison's has been allowed back onto Trade Me albeit in a limited fashion."

The MTA stresses Trade Me is

it considers contrary to law to enforcement agencies. Good on Trade Me for taking and maintaining that stance."

Everett believes dealers could do more to monitor and report transgressions they witness.

"Anyone cheating the system is effectively taking potential business away from those playing

hear back or nothing seems to happen, but that doesn't mean the industry should give up flagging abuses we see in the marketplace."

After Morrison Motor Company was sentenced, Stuart Wallace, of the Commerce Commission, said dealers have legal obligations – whether they

"We have no time at all for shill bidding and subscribe to having proper market principles." – David Vinsen, IMVIA

free to administer its own matters as it sees fit.

"We need to recognise Trade Me is a business operating in the open market and has no official responsibility for industry enforcement," Everett told Autofile.

"That said, Trade Me voluntarily takes an active role in monitoring the use of its site and forwards information relating to activities

to the rules.

"Official enforcement agencies seem to lack resources to tackle many of the problems, but perhaps the industry could do more to identify transgressors and send that information to the agencies for investigation.

"The MTA frequently helps members with that. It's frustrating they often don't

are selling from a car lot, or online via websites such as Trade Me.

"Failure to comply can negatively affect consumers and other businesses doing the right thing," he said.

In sentencing the trader, Judge Farish rejected as "implausible in the extreme" the company's explanation it was bidding on

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Warning made to sellers

behalf of actual customers.

The judge also noted the significant effect of the offending particularly on Trade Me, which was a real victim of the conduct.

Between 2005 and 2009, Morrison Car Company listed vehicles for sale online via two accounts "m_c_c" and "mcctrades".

From August 2007, about three-quarters of the 200 vehicles listed for sale by the Trade Me account "m_c_c" were offered with a \$1 reserve.

However, the commission's investigation found that for at least 39 of those auctions the cars were never available for purchase at the \$1 reserve price because Morrison staff placed 344 bids on the auctions themselves, artificially increasing the price of the cars.

"It's not uncommon for sellers

on Trade Me to list items with a \$1 reserve," said Wallace.

"To avoid the risk of breaching the FTA, sellers must be prepared to sell the item for \$1 if no other bids are received for the item.

"Sellers cannot artificially raise the price themselves. Trade Me investigates if shill bidding is suspected. Consumers should be wary when high-value items are listed with a \$1 reserve."

None of the cars offered for sale via Trade Me included the display or access to a CIN as required to comply with the law and Trade Me's terms and conditions. In addition, CINs were not provided to buyers.

Trade Me disabled the "m_c_c" and "mcctrades" accounts for breaches of its terms and conditions.

Court penalties for breaching the FTA can include fines of up

to \$200,000 for a company and \$60,000 for an individual. Only the courts can decide if a representation has breached the law.

After the case, the commission wrote to about 2,500 registered motor vehicle traders reminding them of their obligations in relation to the CIN regulations and compliance with the FTA.

It also published a warning to Trade Me advertisers selling more than six motor vehicles within a 12-month period saying they must be registered as motor vehicle traders.

The commission also issued a warning that imported vehicles must be certified before they can be registered for use.

"Used imported vehicles are inspected at the border," it stated. "Defects or damage are detailed in writing, photographed and

Shill bidding

Also known as ghost bidding, this is when artificial bids are placed on an item to artificially increase its price or desirability.

It also happens when someone a seller knows bids on the seller's item. This includes family members, friends or employees.

Shill bidding is banned on most internet auction sites, including Trade Me.

Any suspected breaches of terms and conditions should be reported directly to Trade Me.

recorded with the NZ Transport Agency [NZTA], while the vehicle is stickered to alert the importer it was 'imported as damaged'.

"This information is held at the NZTA and is accessible to traders and the public through websites such as MotorWeb. If a car has been imported as damaged, this must be shown on the CIN." ⊕



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Electric car gains top safety rating

The Australasian New Car Assessment Program (ANCAP) recently announced safety ratings for a range of small to medium vehicles including Australasia's next electric-powered car - the Holden Volt.

Models which have been awarded ANCAP safety ratings in this latest round of results include:

The Holden Volt performed well across all tests and includes eight airbags (dual front, front side and curtain airbags as well as knee airbags for the driver and front passenger), and intelligent seat belts.

"As more electric vehicles enter the market, no doubt consumers are interested to learn of any additional safety concerns regarding these vehicles when involved in a crash," says ANCAP chairman, Lauchlan McIntosh.

"Battery-powered vehicles present a different challenge to manufacturers when incorporating

crash protection into their designs however the crash protection provided by the Volt is on par with our traditionally-powered models."

Audi's Q3 medium SUV and the Renault Megane also achieved the maximum five star rating with the Q3 scoring an 'acceptable' pedestrian protection rating and the Megane was 'marginal'.

The five star ANCAP safety ratings apply to the front wheel drive diesel Q3 and diesel Megane variants.

The Nissan Juke which is sold as standard with head-protecting side airbags achieved a five star ANCAP safety rating.

The Suzuki Splash (2011 model onwards) achieved a four star ANCAP safety rating - scoring insufficient points in its crash tests for a five star rating.

It also lacked electronic stability control which has been a mandatory requirement for a five star result since 2008. ⊕

Axed biodiesel subsidies force closures

When government subsidies for biodiesel discontinued, New Zealand producers' anticipated demise of the industry quickly came to fruition.

In March 2012, Ecodiesel chief executive officer, Gary Brockett told Autofile that if the subsidy ended his plant would shut down permanently.

When the subsidy was not included in budget announcements in May, Ecodiesel stopped operation and closed its doors.

The government paid biodiesel producers 42 cents per litre for fuel they manufactured but there are no biodiesel subsidies planned for the next four years, and domestic manufacturers cannot afford to operate.

All other OECD (Organisation for Economic Co-operation and Development) countries have a mandate for quantities of biodiesel usage or they support producers with subsidies and incentives.

Ecodiesel in Auckland was one of six New Zealand manufacturers – five of which have closed down.

Brockett says Biodiesel New Zealand, owned by Solid Energy New Zealand, is the only producer still in business but at the end of August the state-owned enterprise announced it is selling its interest in Biodiesel NZ or closing it down if

a buyer isn't found.

Brockett says Ecodiesel is also up for sale and if a buyer isn't found "then Ecodiesel will just be in the scrap bin."

Brockett consulted with Phil Heatley Minister of Energy and Resources but he was told there was no money to continue the subsidies.

The Biodiesel Grants Scheme was set up in 2009 to kick start New Zealand's biodiesel industry but the \$36 million, three year fund closed on 30 June 2012.

The Ministry of Business, Innovation and Employment (MBIE) says the scheme has not performed to expectations.

Only 0.1 per cent of New Zealand's liquid fuel use is biofuels and less than \$2 million of the \$36 million originally allocated to the scheme was spent on biodiesel.

Biodiesel used in New Zealand today is a 'first generation biofuel', made from traditional feed stocks like waste cooking oil, tallow, whey or plant seed oils.

The future is more likely to lie with 'advanced' biofuels, made from non-traditional but abundant feed stocks such as forestry waste or municipal solid waste.

As part of the MBIE Economic Development Group's (formerly MED) work in reducing transport sector emissions, through uptake

of alternative fuels (such as biofuels and electricity) and improved efficiency of the vehicle fleet, it will consider government's role in supporting the commercialisation of advanced biofuels.

The Imported Motor Vehicle Industry Association Inc. (IMVIA) chief executive, David Vinsen says it was inevitable that the biofuel industry would fail without subsidies or regulatory requirements, which come at a cost.

"We supported the concept and worked with Gull and the Ministry of Economic Development on fuel specs for used vehicles but in the absence of the subsidies or targets [biodiesel production] was always going to die."

Perry Kerr, chief executive officer of the Motor Industry Association (MIA) says the industry

held strong views on blend levels for biodiesel and ethanol.

The MIA recommends a maximum of five per cent biodiesel of the total diesel volume and both need to comply with the European standards, which are tighter than New Zealand's engine fuel specification regulations.

The MIA was at complete loggerheads with recommendations made by the Energy Efficiency and Conservation Authority (ECCA), which established consortiums with Biodiesel NZ promoting 20 per cent biodiesel (B20) and above.

Vehicles running on B20 fuel were not supported by vehicle manufacturers and the closure of New Zealand biofuel producers has taken the issue out of the marketplace. ☹

Gull imports green fuel

Days after Solid Energy announced Biodiesel NZ is for sale Gull Petroleum officially opened its 50th fuel station in Matamata.

Gull general manager, Dave Bodger says it's important that the business expands and continues to provide New Zealanders with savings at the pump, as well as alternative fuel options.

It is unlikely a buyer will be found for Biodiesel NZ, which will be the end of New Zealand's biodiesel production.

All other producers have gone out of business since the 2012 budget stopped subsidies for

biofuel manufacturing.

Gull's biofuel range will continue to sell biodiesel, which they import from Australia.

"We have our own biodiesel producer in Queensland and a couple of weeks ago we landed our first container of biodiesel in New Zealand," says Bodger.

There are five service stations that sell biodiesel and Gull has a handful of commercial customers that want the product.

Bodger says the imported fuel is expensive but Gull will wear the difference to see if market demand continues.



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Import levy mandatory

disposal every year and 70 per cent of these end up in landfills or are informally disposed.

The first Tyrewise report released in June 2012 stated that many stewardship programmes overseas include a levy on tyres

Association (MIA) opposed the levies on tyres fitted to new and used vehicles when they crossed the border.

David Vinsen chief executive of the IMVIA says the Tyrewise working group has worked its

we've accepted that," says Vinsen.

"The first is that the tyres need to be a declared product, in other words, there's got to be a compulsory element to it and to make it work, and there has to be some sort of funding.

“With what has been proposed, it will be clearly shown to the buyer that a recycling levy has been imposed on the tyre and not on the car.” – Perry Kerr, MIA

on vehicles at the time of entry into the country, which was not supported by vehicle industry stakeholders.

Initially the Imported Motor Vehicle Industry Association (IMVIA) and Motor Industry

way through all of the options for making the scheme work and the IMVIA now supports a levy on tyres imported on vehicles.

“There are two components [to the tyre stewardship programme] that are going to be essential and

“In spite of our opposition to it, we're all of the same mind. The consensus of the working party is that there needs to be a levy but these are just recommendations at this stage.”

When working through feasible product stewardship funding options in the past few months, transparency was a key issue for motor vehicle industry stakeholders.

They proposed a levy should be clearly identified as part of the “on road” costs – in a similar manner as the synthetic greenhouse gas (SGG) emissions levy that will soon be implemented on imported vehicles.

The IMVIA was concerned a levy would become another cost to the importer but the proposal to clearly record the levy at the time of initial registration, so it is visible to the consumer, made the levy acceptable.

“Our real concern was that it was just going to load extra costs and imposts onto the importer.”

Importers will absorb the cost

Commitment rolls on



Tyre brand owners have worked on product stewardship programmes in the past but the proposed mandatory levy for all importers appears to have better potential.

Bill Prebble from Goodyear and Dunlop Tyres New Zealand says the company was involved with a tyre stewardship programme in New Zealand a few years ago.

The programme was unsuccessful because only a few companies were involved in the voluntary scheme.

Prebble has been part of the Tyrewise working group from the beginning and the collaborative approach adopted by participants bodes well for the proposed programme.


Mandatory collection of levies at the border for both brand owners and vehicle importers shares the responsibility and is logistically easier than chasing levies from multiple retailers.

Goodyear Dunlop has been involved in tyre stewardship programmes throughout the world, most notably in North America.


of compliance, which includes administrative costs that are usually not recovered by an importer or retailer.

“Personally I'm very pleased with the [Tyrewise] process. It's professionally facilitated, and it's professionally administered and managed.









“It has an appointee from the Ministry for the Environment



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Reducing rubbish

The Waste Minimisation Act 2008 (WMA) enables the Minister for the Environment to declare a priority product.

The minister must:

- Gain advice from the Waste Advisory Board;
- Consider public concerns;
- Provide the public with an opportunity to comment, and;
- Consider the effectiveness of any voluntary product stewardship scheme.

When a priority product declaration is made a product stewardship

scheme must be developed and subsequently accredited.

Accreditation is only achieved if the scheme meets waste minimisation requirements and it is likely to achieve good outcomes.

Once the scheme is implemented it may be varied, expire and/or be revoked.

The Tyrewise working group preferred a priority product approach.

Currently, there are no priority product declarations in New Zealand.

◀ sitting in so we know we're doing it under the auspices of their ministry and we know we're not stepping out of line making ridiculous recommendations that have no chance of going anywhere."

Perry Kerr, the MIA's chief executive officer, says the association's initial position was that to make a levy system as simple as possible it would be better to levy replacement tyres only and to exclude tyres on imported vehicles.

"Dealing only with replacement tyres, you're potentially dealing with 30 to 120 importers, whereas when you're dealing with tyres on vehicles you've potentially got about 2,500 vehicle importers," says Kerr.

The MIA's earlier position ran contrary to tyre stewardship programmes in other countries, which include tyres imported on vehicles.

"The reason I was strong in my advocacy for the new vehicle industry was because if the levy was applied to a new vehicle and you've got five tyres and the levy was about \$10 per tyre – you're putting \$50 to the cost of a new vehicle.

"There's no way the members would put the price up of every single vehicle by \$50.

"There was no way the person buying a \$60,000 new car would know that he'd paid \$50 in a recycling levy, so it was just going to get lost."

Potentially MIA members would be paying the levy out of their own pockets or the price of some cars would go up and others wouldn't.

"With what has been proposed, it will be clearly shown to the buyer that a recycling levy has been imposed on the tyre and not on the car and it's being paid separately as on-road costs."

Including the levy with the SGG emissions levy was considered a tidy option as an all-encompassing environmental levy.

"When you go and buy a replacement tyre it should be transparent at that stage that there is a cost to dispose of your old one in the new tyre you're purchasing.

"The issue that some people have is that they don't want to pay the disposal levy, then you end up with tyres going over banks or being left on forecourts."

Building the cost in at the front end when the new tyre is imported covers the cost of recycling.

"The group collectively, from tyre importers to us and even regional councils, strongly believed that if [tyre stewardship] was voluntary then you would get some who wouldn't participate and therefore it was unfair.

"Potentially, the more that didn't participate – the greater the cost on those who were – therefore there was greater potential for price disparity within the marketplace.

"All of the major groups have been party to the process at the moment and I've yet to discuss what's been put forward in terms of the levy at the point of registration but it's what we supported with SGG so I can't see

there being any disagreement." All levies collected would fund a non-profit tyre stewardship programme that prevents worn out tyres from ending up in landfills or being illegally dumped.

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[continued from page 9]

All inclusive tyre stewardship



Graeme Norton, Tyrewise chief executive

Tyrewise is progressing promptly through its targeted milestones and the third scoping report was released at the beginning of September, 2012.

Graeme Norton, Tyrewise chief executive, says the industry working group has made it clear what their preferred option is, what's included,

how it will work, and where and when a levy should be collected.

If tyres are declared a priority product by the Minister for the Environment, a product stewardship programme would be mandatory but to date there are no priority products in New Zealand.



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"It means the rules of the game are set and everyone has to participate," says Norton.

The third Tyrewise report says product stewardship is meant to be a sharing of responsibilities by all involved in the product life cycle, not just a shifting of the waste disposal burden from local authorities to the consumer.

A brand owner and first importer (BOFI) model is more likely to spread the financial responsibility but invariably the levy ends up in the cost of the product, whether it is fully or partially disclosed.

Tyre importers have indicated parts of the supply chain will absorb a portion of the cost of a stewardship programme.

The working group preferred levies to be collected by New Zealand Customs Service for brand owner tyres and New Zealand Transport Authority (NZTA) for tyres imported on vehicles.

NZTA estimated it would cost less than \$500,000 to implement changes to the SGG emissions levy, which is soon to be introduced, to include a tyre levy and there would be minimal on-going costs.

NZTA is aware of the proposal but has not been involved in any detailed discussions and was unable to comment further about the collection of levies and the funding required for establishment.

Funding to implement the changes is not yet determined but Norton says it could come from the Ministry for the Environment's Waste Minimisation Fund, which parties working on projects can return to for on-going financial support.

It is not yet known if Customs is willing to collect a levy on brand owner tyres but most of the working group wanted to try this option first.

Levies would be remitted to a Product Stewardship Organisation (PSO), which primarily funds the collection, transport and processing of end-of-life tyres (ELTs).

In principle the working group's preference is to include all pneumatic tyres, including off-the-road (OTR) and aircraft tyres in the scheme.

There was debate over whether an imported used tyre should have a higher levy because they may

become an ELT sooner than an imported new tyre.

There are potential logistics problems around the administration of varied levy rates and the issue was unresolved but will be looked at more closely in the next stage of consultation.

A PSO would have responsibility for environmentally sound management of ELTs and there would normally be a reporting obligation to the government, which provides evidence of traceability and sustainable management.

Funding could also be used to encourage manufacturers to make new products from ELT derived crumb and incentives could be paid to all or some of the parties in the recovery and recycling chain.

The working group was adamant a manifest tracking system was required and reporting obligations needed to be adhered to by those eligible to receive financial incentives.

In the third scoping report brand owner, Bridgestone (ANZ) is summarised as saying the "key to a successful programme is firstly the development of the demand of end products such as rubber crumb, tyre derived fuel, tyre derived asphalt."

Norton says: "Levies are only there if there is some form of market failure and they are not necessarily permanent.

"Some kind of impost on the tyre to enable tyres to have a second life is part of a longer term strategy that makes the second life valuable enough that you don't have to have the levy in the first place."

Overseas, where there are stewardship programmes for end-of-life vehicles (ELVs) the value of the ferrous portion of ELVs has grown and the eco-fee or advance disposal fees have diminished or disappeared completely.

"The ELV's value can contribute to the cost of dismantling it properly, looking after the environmental impact of doing the wrong thing and allowing it to have its next life in whatever that is.

"The value of the ELV is able to pay for its proper stewardship. [Tyrewise] is not about putting a forever tax on tyres." ☺

High-tech congestion gadgets

Ford Motor Company is researching next-generation technology to tackle traffic jams and mobility challenges that come with congestion.

Prototypes of traffic jam assist and active park assist with hands-free perpendicular parking are designed to interact with a vehicle's surroundings and reduce gridlock.

"Developing these technologies is the first step in a journey towards a more connected future," says Paul Mascarenas, Ford's chief technical officer.

"It's an undertaking we believe will save time, conserve resources, lower emissions, improve safety and help reduce driver stress."

Traffic jam assist is an intelligent driving technology Ford is developing for the mid-term.

It uses radar and camera



technology to help cars keep pace with other vehicles and provides automated steering control to stay in the current lane.

Studies have found where 25 per cent of vehicles are equipped to automatically follow the traffic ahead, journey times can be reduced by 37.5 per cent and

delays cut by 20 per cent.

Many of the sensing technologies needed for traffic jam assist are already available in the current Focus, Escape and Fusion.

The system would also incorporate features to help ensure the driver remains alert and in contact with vehicle controls, even when the system is active.

In the near term, Ford plans to develop its active park assist technology, which allows drivers to parallel park without touching the wheel, by adding perpendicular parking to manoeuvres possible.

The enhanced system uses ultrasonic sensors to identify suitable parking spaces, for width rather than length, and steers the vehicle into them using electric power-assisted steering.

Active park assist is activated by

a console button. When a space is detected, the system will advise the driver to stop, who will then be told to put the vehicle into reverse and operate brakes and clutch, if needed, while the car controls the steering.

Perpendicular parking would use the vehicle's rear parking distance control sensors to monitor for obstructions when backing into a space.

Where there's insufficient space to complete the manoeuvre in one go, the system might ask the driver to shift the vehicle into forward and reverse as necessary. Once the vehicle is perfectly parked, the driver gets a finish signal.

Active park assist is a feature in the new Focus Titanium, while the Mondeo's new technologies include adaptive cruise control and cornering headlights. ☺

Booze clamps on cars

Courts will soon be able to force serious or repeat drink-drivers to fit alcohol interlocks to their vehicles.

The devices are the latest measures to reduce deaths and injuries through the Government's Safer Journeys strategy.

Alcohol interlocks, which will be set to zero limits, are similar to breathalysers and connect to cars' starting systems.

Before starting the engine, the driver must give a breath sample. If the result is higher than the pre-programmed breath-alcohol level, it will not start.

From September 10, repeat drink-drivers and first-time offenders convicted of driving with blood alcohol levels double the adult limit could be given an interlock disqualification.

After a three-month disqualification, during which no driving is allowed, offenders can apply for an alcohol interlock licence.

This will restrict them to driving a

vehicle with an interlock fitted, with offenders bearing the cost of fitting and monitoring the devices.

"The zero alcohol licence sanction will also be available, which requires drivers to maintain a zero alcohol limit for three years," says Simon Bridges, Associate Transport Minister.

These licences are issued to drivers given a zero alcohol disqualification, and those who have served an interlock disqualification and can leave the programme.

"These measures are part of an effort to tackle the harm caused by drink-driving, which includes a zero blood-alcohol limit for under-20s and a doubled maximum penalty for drink or drugged driving causing death," he says.

"The reckless actions of those who drink too much and get behind the wheel remain the cause of many road deaths and injuries. The interlock disqualification helps stop them from reoffending and makes roads safer for everyone." ☺

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Car industry sets green agenda

Hybrid and electric vehicles, and others that use alternative fuels, are becoming more attractive in Japan because of their reduced CO2 and other emissions.

A report published by the Japan Automobile Manufacturers' Association (JAMA) says that in 2010 nearly 1.5 million of these vehicles – mostly hybrids – were in circulation and that number is expected to grow.

The more widespread use of next-generation vehicles will largely depend on manufacturers resolving technological issues – for fuel cell and hydrogen vehicles, for example – and on expanding the fuel-energy supply infrastructure.

Meanwhile, the use of more fuel-efficient and low-emission conventional vehicles continues to be promoted, according to the Motor Industry of Japan Report 2012.

It states that in 2010, shipments of domestic alternative energy, next-gen, fuel-efficient and low-emission vehicles came to 3.57 million units.

BETTER FUEL EFFICIENCY

In 1998, Japan's energy conservation laws recommended vehicle fuel-efficiency targets for the fiscal year of 2010.

This applied so-called top-runner criteria, whereby the best fuel-efficiency performance up to 1998 for a vehicle weight category was set as the target value.

"Auto manufacturers worked hard to comply," states the report. "In 2010, the average fuel efficiency of domestic new petrol-powered cars reached 18.7km/litre, largely surpassing 2010's target of 14.4km/l."

Targets were established in 2006 for heavy-duty vehicles – including trucks and buses weighing more than 3.5 tons – for enforcement in 2015.

The following year, stricter fuel-efficiency targets – also for 2015 – were introduced for passenger cars, and trucks and small buses weighing 3.5 tons or less.

This year, even more stringent targets were brought in for passenger cars to be enforced in 2020.

"Japan's automakers will continue to advance fuel-efficiency technologies to meet new targets as soon as possible," the report says.

ENERGY USE REDUCED

Japan's automobile manufacturers have brought in multiple measures to cut energy consumption and CO2 emissions at production facilities.

Since 2008, they have worked with the country's auto-body manufacturers towards a combined reduction target for 2008-12.

Originally set at 6.59 million tons of CO2 annually, this target was revised in 2009 to 6.32 million tons, which was down by 25 per cent from the 1990 level.

As a result, plant-generated CO2 emissions totalled 4.67 million tons in 2010.

TOUGH EMISSIONS RULES

Japan's vehicle exhaust emissions regulations are among the strictest in the world and its automakers have developed advanced technologies to comply with them.

As a result, nitrogen oxide (NOx) and other atmospheric pollutant levels have been on a steady decline, even in large urban areas.

Based on Ministry for the Environment recommendations for future reductions in emissions, which were released in April 2005, comprehensive regulations were brought in by the government in 2009.

The rules for trucks and buses

were, at the time of enforcement, the most stringent in the world.

Starting in 2016, NOx regulation for heavy-duty diesels will be even stricter.

RECYCLING OLD CARS

Under Japan's end-of-life vehicle (ELV) recycling laws – which came into force in January 2005 – manufacturers and importers are responsible for the recovery, recycling and proper disposal of fluorocarbons, airbags and automobile shredder residue (ASR).

Compliance with the law was anticipated to enable ASR to be recycled at a rate of 70 per cent by 2015, resulting in an automobile recycling rate – by vehicle weight – of 95 per cent.

Those rates were surpassed in 2008 and before the law was brought in the rate was 80 per cent rate.

Japan's vehicle recycling infrastructure, as mandated by its ELV recycling law, is the first in the world to administer the entire process of auto recycling – from vehicle recovery to final disposal – on the basis of compliance checklists.

JAMA has played a central role in developing and implementing the system.

It also provided financial support for software development, and continues to help finance system maintenance and upgrades.

The report says: "In line with national efforts to reduce, reuse and recycle, automakers are striving to design vehicles using lightweight materials that are easy to dismantle and recycle, and to reduce and recycle waste generated in manufacturing.

"In 2010, the volume of auto plant-generated waste destined for landfill disposal totalled 1,100

Did you know?

According to JAMA, there were 1.017 billion motor vehicles – excluding motorcycles – in use globally in 2010.

That was equivalent to 147 motor vehicles per 1,000 inhabitants or one vehicle for every 6.8 people.

Motorbikes owned worldwide in 2010 stood at about 200 million units.

Density was high in Malaysia, with one in use for every three people; in Vietnam, Thailand, and Indonesia, with one in use for every four persons; and in Italy, with one in use for every six people.

In Japan, one motorcycle was in use for every 10 people.

tons, a 99.7 per cent decrease from the 1990 level, surpassing the 2015 target of 10,000 tons."

TARGETING MOTORBIKES

Japan's ELV recycling laws don't cover some types of commercial vehicle rack, custom equipment and motorcycles.

JAMA and the Japan Auto-Body Industries' Association promote the development and use of rack equipment that's easy to dismantle and contains minimal hazardous substances.

JAMA has also brought in a recycling and disposal system for this equipment and, by the end of last year, 163 operators were taking part.

Since October 2004, JAMA's four motorbike manufacturing members, along with 12 importers, have been voluntarily operating a recycling system.

Through this, dealers sell only bikes that feature an official recycling mark to enable, without any extra charge to final owners, their recovery and processing through the proper channels at end of life. ☺

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Eight models in Navara range

Nissan has extended its D40 range with new RX-badged models.

The Navara RX is available as a king cab chassis, allowing buyers to personalise the rear of the ute to their needs, as well as a king cab well-side and double cab.

The RX models are on sale from \$39,900 for the two-wheel-drive double cab and from \$46,490 for the 4WD king cab chassis.

There are eight models available because all four variants come with a six-speed manual gearbox or five-speed automatic transmission.

The two rear-wheel-drive models have the 106kW and 356Nm of torque version of Nissan's 2.5-litre four-cylinder turbo-diesel motor, while the six 4WDs get 126kW and 403Nm.

While the RX is easy to keep

clean with its vinyl floor covering and heavy-duty upholstery, it hasn't scrimped on features.

There is air-conditioning, cruise control, power windows, keyless entry and a four-speaker sound system.

For utes expected to earn their keep, there's a rear limited slip differential, anti-lock brakes and an electronic safety programme, also known as vehicle dynamics control.

The RX models can be distinguished by their steel wheels because other Navara D40s have alloys, no rear bumper and manually operated door mirrors.

"These are working utes intended for people who have heavy, dirty gear they need to get to job sites and the variety of places primary industries operate in," says John Manley, managing



director of Nissan NZ.

"We have reintroduced a king cab well-side model to the Navara RX range for people who need cab storage space, but prefer the longer tray.

"We've had to leave out some equipment, but all of the important technical features are still there that a working ute needs."

The 2WD RXs have a towing capacity of 2,000kg and for the 4WDs it's three tonnes.

Above the RX models, Nissan offers four different mid-range ST double-cab models with two and four-wheel drive.

The higher-spec STX models, again all double cabs, have 120kW 2WD and 140kW 4WD powertrains, active brake-limited slip differential and dual-zone climate control.

Nissan is retaining its core D22 Navara Ute, which is available as a single cab chassis or double cab with a choice of 2WD and 4WD. ☺

Diamond range gets new sparkle

Mitsubishi's compact crossover ASX range has been given a specification upgrade.



It sports a redesign with a European-inspired outline, and there's a two-tone feel, with sills and lower bumpers in dark grey and a chrome-surrounded grille that meshes with a new fog light design.

All four models also get equipment improvements, including a six-inch LCD touch-screen display with fingertip control for the audio system and a big view for the reversing camera.

They receive a redesigned steering wheel with improved driver ergonomics and use of fingertip controls for Bluetooth, audio and cruise control, new trims, and a push button four-wheel-drive selector on 4WD models.

Mechanical upgrades include a recalibration of the continuously-variable transmission (CVT), which Mitsubishi says gives better driving responses.

While powertrains continue as before – 2-litre 112kW MIVEC petrol with CVT and 1.8-litre 305Nm MIVEC turbo diesel with six-speed manual transmission – braked towing capacity is increased to 1,300kg and 1,400kg for the diesel.

Fuel consumption is 7.9l/100km for the LS and 2WD Sport, 8.1l/100km for the 4WD Sport and 5.7l/100km for the 4WD diesel manual.

Prices start at \$36,690 for the LS 2WD petrol, with a promotional offer of \$31,990. ☺

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On the road

It's easy and may make financial sense for tyre dealers to quit end-of-life tyres to a cheap tyre collection company and think no more about where the black beauties spend the rest of their days.

However, the short-term saving can become a long-term cost when tyres are stacked in highly flammable piles that also make comfortable homes for vermin and mosquitoes.

In 2009 Hawkes Bay Today reported that a mound of about 100,000 tyres illegally dumped on crown-owned land in Napier would cost taxpayers an estimated \$500,000 to clean up.

To prevent further illegal stockpiles and maximise the potential of the resource, the options for reusing end-of-life tyres (ELTs) must achieve favourable economic and environmental outcomes.

Internationally ELTs are used in road manufacturing, as an alternative fuel in cement kilns and as an additive to lawns but limited technology in New Zealand currently makes some applications unfeasible.

The Tyrewise project investigated international and local trends and in the second scoping report alternatives were scored according to their economic, environmental and social impact as well as a waste hierarchy.

Using rubber crumb from ELTs as an additive in a product scored the highest for New Zealand's current situation and is already used in a number of applications.

Andrew Christie from Pacific Rubber says they had difficulty sourcing tyres until they bought a Waikato waste company.

Truck tyres are preferable for



Pacific Rubber to recycle and their waste company is ideally located in big-wheel heartland.

Pacific Rubber supplies granulated rubber for all-weather sports fields in New Zealand and has exported its first shipment of refined rubber granules to Australia for rubberised asphalt.

Recycling ELTs for road maintenance is used in Canada,

where it has shown to reduce noise pollution and resist cracks caused by frosts and thaws.

Rubberised asphalt also has good vehicle adhesion but to date New Zealand Transport Agency (NZTA) has not supported using the additive in paving.

NZTA spokesperson, Andy Knackstedt says the 2006 report on the use of rubber from

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The Power to Surprise

reclaimed tyres indicated asphalt rubber pavements can be 100 per cent more expensive than conventional pavements, with little enhancement to the binder properties and the use of dry rubber increases the risk of failures.

"There have been no further studies carried out in New Zealand and for these reasons, the use of tyre rubber in our asphalts is very small (if not zero).

"If future research found a more economic approach to using tyre rubber we would revisit its potential use on state highways."

Artificial turf, playgrounds and dressage arenas are more likely uses for granulated rubber in New Zealand.

An Auckland company shreds old tyres to a manageable size, granulates them and removes the steel and textile and the end-product is used in more than 300 horse arenas throughout New Zealand.

The next most favourable option was ambient and cryogenic material recovery, which produces rubber crumb for further uses.

Currently New Zealand only uses ambient processing, which completely processes the ELTs at near ambient temperatures.

There is significant potential demand for ambient processed crumb, such as garden mulch and in landfill engineering – replacing river gravel.

Rubber granules can be mixed with binders or resins to manufacture moulded products, such as speed ramps, wheel chocks or stepping stones.

Tile adhesives can be made with rubber crumb, which advantageously increases the surface coverage.

Reusing whole tyres was ranked third favourable for possible applications in New Zealand.

Whole ELTs are exported from New Zealand to countries where they are further used on vehicles but here there are only truck tyre retreaders and no passenger vehicle tyre retreaders.

Whole ELTs can be baled and reused as in civil engineering for retaining walls, sea embankments,

Aussies tackle old tyres

In Australia in 2009-10, 48 million tyre equivalent passenger units (EPU) reached end of life, an increase of approximately 14 per cent from 2007-08.

Most of Australia's end-of-life tyres (ELTs) are currently disposed of through landfill, exported, stockpiled, illegally dumped or have an unknown fate.

Exporting ELTs in particular has risen dramatically in recent years, increasing by over 200 per cent since 2006-07.

Available evidence suggests some exported tyres are primarily burned for fuel in an environmentally unsustainable fashion.

Only a small proportion of ELTs are recycled or used as a fuel for energy in Australia.

Recycled tyre rubber has been used in roads and as playground surfaces since the 1990s, and more recently granular rubber is used for infill in synthetic grass and as a carbon substitute in the steel industry.

Ambient ground rubber is used in road maintenance and adhesives.

Tyre Stewardship Australia is being introduced to increase resource recovery and recycling and to minimise the environmental, health and safety impacts of all ELTs generated in Australia.

The stewardship programme is in its draft phase and it's indicated adherence will be voluntary.

There is a Tyre Stewardship Research Fund for collaborative research that advances innovative technologies in Australia.

The fund is not for companies or institutes for commercialisation activities that could be funded by investors.

(Source: Draft consultation document, Guidelines for the Tyre Product Stewardship Scheme, June 2012)

and temporary roads or as weights on silage pit covers.

Using whole tyres as kiln fuel in cement works and shredded tyres as fuel in foundries reduces production costs in well-controlled conditions.

There are no consents in New Zealand for high-temperature incinerators needed to cleanly use tyre-derived fuel. ☺



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Reporting to the General Manager of Parts & Logistics the role will be responsible for effectively managing, developing and implementing the sales & marketing strategies and targets of the Volkswagen Group (Volkswagen passenger & LCV, Audi, Skoda & Porsche) Parts Sales business through the national franchised dealer networks.

This is to achieve both internal and factory KPI's around increased market penetration of genuine parts through an existing dealer network into their own workshops and their trade market place. The role will deal with all brands represented and interacts with many people within the organisation and also external to it. It is a leadership role that currently oversees a well-established internal sales and marketing team of 5 people.

Some of the key strengths of a successful applicant will be:

- A proven track record in a Sales & Marketing background
- Automotive Parts & Service Department understanding / experience
- Automotive Industry experience preferably
- Balance of strategic and operational thinking
- An ability to work under pressure
- A positive, supportive and inclusive attitude
- Proactive, responsive, self-motivated and able to work unsupervised
- Very strong communication and relationship skills
- Genuine desire to deliver great customer service
- Time and record management
- Strong computer proficiency
- Accuracy & attention to detail are paramount

The Successful Applicant

The successful applicant will require proficiency in all Microsoft products and be able to demonstrate an analytical aptitude alongside their sales & marketing capabilities. A key attribute in this role is relationship building and communication so attitude and personable interaction ability even under pressure are key attributes. They will also be able to work individually and as part of a wider team and will need to prove their parts and service department understanding alongside marketing ability and knowledge. While a recognised certificate, diploma or degree is not paramount it will certainly assist with the application.

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News in brief

Traders reminded about warrant rules

Car dealers have been reminded that when customers pick up vehicles, they should have at least five months' warrant of fitness (WOF) on them.

David Vinsen, chief executive of the Imported Motor Vehicle Industry Association, says: "People can contract out of this if both parties agree, but that's the exception."

The compliance rule states: "A person who sells a vehicle that may not be operated on a road without a WOF must ensure it has been certified for in-service fitness within one month before the date of delivery."

This does not apply if the buyer undertakes in writing that for a vehicle whose COF or WOF is not current, they will not – except to obtain in-service certification – operate it until it's been inspected and certified.

The other exception is for a vehicle that has a current WOF but was certified one month or more before the date of delivery, they accept the vehicle has been certified one month or more previously.

German marque dominates design awards

The BMW Group dominated this year's Automotive Brand Contest with 48 prizes. It attracted about 350 entries from marques around the globe and is run by the German Design Council.

Categories covered exteriors, interiors, concepts, brand designs, campaigns events and architecture, and special categories.

In the exterior section, the i8 Concept Spyder, BMW 6 Series Gran Coupe and Mini Roadster cars, and the motorcycle models BMW S 1000 RR and Husqvarna Nuda 900 R, were among the winners.

In the events category, the BMW Design Studio Live won, while the design installation Colour One for Mini by Scholten & Baijings earned the "best of best" accolade.

Ramping up interest in motor show

The Odaiba Festival – Tokyo Motor Week runs from October 6-14 and will offer visitors a "dream-like experience of cars and motorcycles," says the Japan Automobile Manufacturers' Association.

The event is also intended to ramp up interest in motor vehicles ahead of the 43rd Tokyo Motor Show next autumn.

The same area along Odaiba's waterfront hosts Motorsport Japan 2012, run by the Japan Motorsport Promotion Organisation, from October 20-21.

Tree planting set for milestone

Honda NZ wants people to pick the date it reaches the milestone of 500,000 native trees being planted.

"We're proud of our commitment to helping to restore New Zealand's biodiversity and have been funding plantings since 2004," says Graeme Meyer, of Honda.

"We also developed TreeFund for customers to get involved in the protection and restoration of native tree populations in their local community."

Kiwis who correctly guess when the counter clicks over will go in a draw to win a \$3,000 garden makeover. Enter online at www.facebook.com/HondaNZ.



New video format makes cars stars



Selling cars isn't easy and the internet has made it challenging for dealers to distinguish themselves.

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No other marketing medium creates emotional attachment like video can.

Whether you're selling a house, car or a widget, video helps you merchandise at a whole new level.

In October, Trade Me Motors will be implementing a new video technology called AutoReel, which automatically creates a simple video presentation for participating dealers' cars for sale on Trade Me Motors.

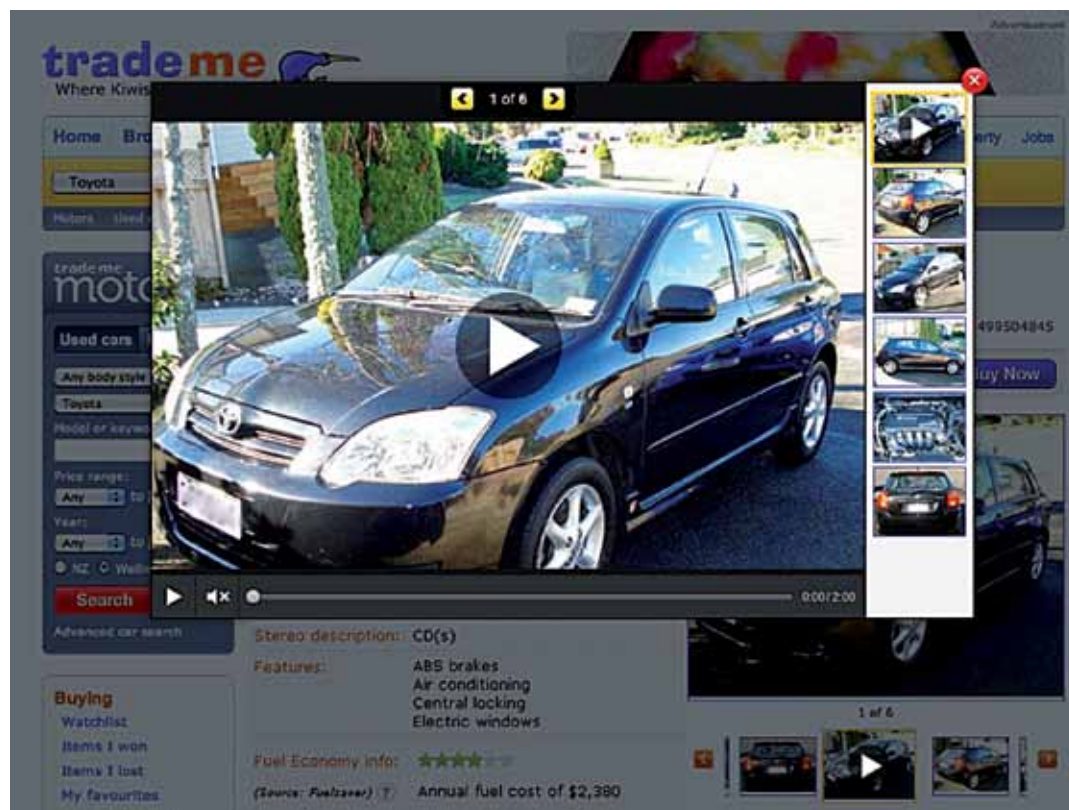
AutoReel stitches together the photos of the vehicle and adds an automated audio voiceover created from over 2,500 pre-recorded phrases.

We think it is going to be a great way for dealers to stand out from the crowd.

The process is all automated, so the good news is that dealers don't need to do any additional work to create the AutoReel presentations and have them bolted onto their Trade Me listings.

According to Nielsen's global survey of multi-screen media usage, watching video content on computers has become just as common as watching video content on television among online consumers.

More than 80 per cent of internet respondents in 56 countries reported watching video content at home on a computer (84 per cent) or on



“Watching video content on computers has become just as common as watching video content on television among online consumers.”

– Dazz Wiltshire, Trade Me

television (83 per cent) at least once a month.

By contrast, in 2010, more online consumers reported watching video content on television (90 per cent) than on a computer (86 per cent) in a month-long period.

Back home in New Zealand, Nielsen also tells us that more than 73 per cent of Trade Me's audience use YouTube, justifying that online video is just as popular here as elsewhere.

As video consumption becomes part of everyday life, it should be no surprise that

consumers prefer the use of video in product evaluation and selection, and that includes when shopping for a used car.

So why use video and what makes a product like AutoReel so special compared to a well-constructed static car listing?

It's different and it sets you apart from other dealerships and means your listings will potentially appeal to a larger audience.

Not all your visitors prefer to receive content using text alone and AutoReel means they will now have the option to watch,

listen and read at the same time.

Videos are “sticky” – AutoReel is a way to make information more interesting.

Video engages visitors' senses more than text and is likely to attract more vehicle viewings encouraging visitors to look longer at your listings.

This helps build long-term relationships with your visitors which can lead to more sales.

The use of video online is exploding – and if a picture speaks 1,000 words – then video must be worth a million. Can you afford not to be involved? ☺

Sport upgrade brings extra power

Maserati has increased the power of its Quattroporte Sport GT S to 450bhp/331kW.

This produces a 0-100kph time of five seconds and aims to enhance its reputation as an exclusive performance vehicle.

"This is the latest in a line of improvements to ensure the Quattroporte remains the car against which rivals must be judged," says Glen Sealey, the marque's general manager in Australasia.

"This performance lift complements the most recent upgrade to this model. It makes the MC Sport Line range of trim and equipment standard which, like this power boost, comes with no increase in price."

The power lift from 323-331kW has been

achieved with changes to the high-performance 4.7-litre V8 engine's mapping and software.

It also builds on friction-reducing measures made last year, changes that additionally lift the torque peak from 490-510 Nm.

The Sport GT S has been the range-topping variant of Maserati's saloon and, since its launch, has consistently been the best-selling Quattroporte variant.

The top speed is 285kph, while the 0-100kph time is down by 0.1 seconds.

With the MC Sport Line package, the model is visually and technically focused on performance.

The wood trim in the standard car has been replaced with carbon fibre – across the dashboard, front and rear centre consoles, sections of the door panels, gear knob and around the switchgear.

It's also used around the instrument pack and on the longer Trofeo gear-change paddles.

The door sills are fitted with carbon-fibre trim panels embossed with the MC Sport Line logo, while the MC logo is stamped into the aluminium brake pedal.

Maserati has revised the mapping of the V8 engine, with power increased to 331kW at 7,000rpm.

In Sport mode, valves open in the exhaust system to reduce back-pressure increasing maximum available power.

These valves also enable the V8 to have a throaty roar at low engine speeds and the full sound of a genuine sports car at higher rpm.

The launch of the Sport GT S debuted MC-Auto Shift, the closest an automatic transmission has come to offering instant response of sequential manual, while maintaining smooth gearshifts when a neck-snapping response is not required.

This has been achieved thanks to a redesign of the transmission operating software, and providing the driver with features unavailable on other Quattroporte variants.

It's on sale in New Zealand priced from \$295,000.



Design focus on sporty upgrade

Photos of the next-generation Carens compact people mover have been released by Kia ahead of its world premiere at the Paris Motor Show.

The teaser pictures in a colour negative format depict a new design with cab-forward architecture to deliver more room for passengers on the lengthened wheelbase.

It also looks sportier than the vehicle it replaces, with a lower roofline and larger wheels that fill the arches.

The marque says the new Carens has been conceived around the theme of "responsive space" to describe the spacious functionality inside, and believes the looks will

create "emotional appeal".

The previous seven-seater model was sold in New Zealand and Todd McDonald, general manager of Kia Motors NZ, says the new version is an exciting progression.

"It has the hallmarks of advanced design and fresh thinking that we have come to expect from

Kia and chief design officer Peter Schreyer," he says, adding that – while details of the Carens are still to be released – it will be evaluated for the Kiwi market.

The Carens will be unveiled in Paris on September 27 and will remain on display for the duration of the motor show, which ends on October 14. ☺



INDUSTRY MOVERS

PAT O'CONNOR the former long-term general manager of Truck Stops New Zealand joins the Automotive Employment NZ's senior consulting team, moving from the Palmerston North head office to Auckland. Pat's knowledge brings 35 years of contacts in the heavy diesel sector with nationwide and global contacts. Both parties acknowledged a need to be able to introduce transferrable skills to the heavy and light automotive sectors.



JOHN MACKINLAY recently left Infinity Motor Group/ Northshore Motor Group to become a director of Franchise Alliance NZ and Australian Business Growth Institute (AGBI). The services provided by Franchise Alliance, combined with its sister business AGBI, cover every aspect of business analysis, growth systemisation and training.



KEVIN PEAD joined Archibald and Shorter Jaguar Land Rover during August in a senior sales role. Kevin migrated to New Zealand from South Africa where he was brand manager for McCarthy Volvo.



At the time of printing four senior appointments have been made or were under negotiation. Details of these appointments will be available in the next issue of Autofile.

High calibre appointments are currently being made from offshore as well as from within the domestic employment pool.

Negotiations are strongly favouring employees while the supply of quality applicants is far lower than demand.

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NZ LABOUR MARKET REPORT SEPT 2012

in association with Automotive Employment NZ Ltd

Spring is officially here and with its arrival comes the traditional lift in activity for the recruitment calendar that emerges biannually in March and September.

While there is plenty of debate as to what causes these lifts in March, we note the September lift almost certainly reflects a need to ensure senior level hires are concluded well in advance of the Christmas break.

The tip here is, if you have not already commenced recruiting for these assignments, then start now.

These assignments often take six to eight weeks to conclude

roles emerging simultaneously in the last fortnight.

The roll-on effect will see yet more of the vacancies emerge this month.

September should also see an even greater lift in the distributor vacancies reflecting what we are starting to view as healthy competition for market share – some may say all-out war would be a better way to describe it.

Being somewhat overshadowed by the more senior placements is a serious ongoing shortage of technicians.

While we have warned for

“Being somewhat overshadowed by the more senior placements is a serious ongoing shortage of technicians.”

and notice periods will find the deadline approaching fast.

January and February in comparison rarely produce top level candidates as many seem distracted by the summer holidays when friends, family and annual holiday breaks take priority.

If the end of August is anything to go by, September 2012 looks like it will be even more active than recent years.

In August's report we commented "sales management and sales support roles could be the ones to look out for next month."

Perhaps this has turned out to be an understatement with no less than nine sales management

almost two years that this shortage is looming the official proposed amendments to Immigration New Zealand's essential skills lists were received on August 27, 2012.

Automotive technicians will be added to the Immediate Skills Shortages List pending stakeholder consultation.

Having been involved in this review, it was a time consuming task as it involved researching dealerships and repairers nationwide.

The results showed that while the shortages we all experience now are serious, the shortages are nothing compared to what is around the corner.

AUTOMOTIVE EMPLOYMENT NZ LTD

Case thrown out because car was bought for business purposes

Background

Drymix NZ Ltd entered into a master lease agreement with Custom Fleet NZ on July 29, 2010.

On June 20, 2011, Custom Fleet leased a new Dodge Journey to Drymix on a non-maintained lease basis. It was supplied by Continental Car Services.

The buyer filed an application with the tribunal on March 29, 2012.

Its complaint was: "There have been at least 10 instances when it will not start.

"On numerous occasions, the vehicle has been referred back to the trader, who has been unable to repair the fault, which happens soon after being returned to us.

"We returned it and advised the trader we didn't want it back. Our solicitors and the dealer's solicitors have attempted to find a solution, which has not been successful as the trader refuses to acknowledge fault.

"The car remains in the trader's possession. We have suffered extra expense as a result of the fault, having to arrange alternative transport.

"We continue to pay insurance and payments pursuant to our agreement with Custom Fleet.

"We consider the vehicle is not of acceptable quality or fit for purpose. We should be provided with recourse pursuant to the Consumer Guarantees Act [CGA]."

Drymix submitted a letter to the trader dated February 22, 2012, which stated the buyer wished to reject the car and wanted a refund.

The case

Mr D Jarrett, the trader's branch manager, produced a signed copy of the vehicle offer and sale

agreement (VOSA).

It stated: "Nothing in this agreement limits any rights the buyer may have under the CGA."

But it added: "If the buyer is acquiring the car for business, the buyer agrees guarantees in the Sale of Goods Act (SOGA) and CGA will not apply."

The VOSA also stated the dealer, or the manufacturer, would be liable for loss or damage from negligence, faulty design and faulty material, equipment or a part. The exclusion included costs in returning the car to the dealer.

Mr M Fogarty, northern regional manager of Custom Fleet, produced a copy of the lease agreement between his company and the buyer.

A clause stated: "If in the case of a lease the lessee has acquired, or held itself out as acquiring the vehicle for the purposes of a business, the CGA shall not apply."

The tribunal asked Drymix's representatives why they thought the CGA had not been excluded.

Mr G Crossan, director, said the car, although bought by the firm, was intended to be for private use as a family vehicle.

Mrs A Crossan said it had been bought for her use as marketing manager, but was used mainly as a family vehicle although she drove it to work twice a week.

Mrs Crossan also said the trader's salesman must have been aware the car was being used for family use because when it was returned for repairs it contained a child restraint seat.

Mr H Crossan, another director, said it was coincidental the car was bought in the company's name. It was mainly for private

use in the same way the buyer also paid his mortgage and home electricity.

The finding

The tribunal needed to decide if it had jurisdiction to hear the case, and if the provisions of the CGA had lawfully been excluded by the VOSA and lease agreement.

In terms of the Motor Vehicle Sales Act, it only had jurisdiction to inquire into and determine applications or claims between a motor vehicle trader and the buyer.

In doing so, it might apply provisions of the SOGA, the Fair Trading Act, the Contractual Remedies Act and the CGA.

In this case, the issues raised required consideration of the CGA because that was the legislation under which the buyer made its application.

The tribunal ruled the evidence showed the car was acquired for business purposes.

This was because the car was supplied to Drymix, which is a registered limited liability company, under the terms of a lease from Custom Fleet.

It followed the use of a company as a purchasing entity resulted in the car being acquired for business purposes. The tribunal found as a fact the car was acquired for this.

It considered one of those purposes might be that as described by Mrs Crossan, for whom the vehicle was purchased – to transport herself as Drymix's marketing director to work and back several days each week, and as family transport.

The tribunal did not consider, as a matter of practical common sense, the use of the car by its

The Case:

A business sought recourse under the Consumer Guarantees Act after a vehicle failed to start on many occasions.

The Decision:

The tribunal ruled the act didn't apply because the car was primarily used for business purposes even though it was also driven for personal use.

At: The Motor Vehicle Disputes Tribunal, Auckland.

marketing director for family transport ceased to make the vehicle one supplied for the purpose of Drymix's business.

If that were so, CGA guarantees would apply to thousands of cars supplied to companies with whom suppliers had agreed in writing to exclude their liability under the CGA, when such vehicles were used by employees for personal use as a prerequisite of their jobs.

The tribunal was satisfied the VOSA and lease agreement contained the buyer's agreement to exclude the CGA.

It followed the buyer was not entitled to rely on the statutory guarantees in the CGA because it had agreed – lawfully with the trader and Custom Fleet – that the act wouldn't apply to the supply of the vehicle. The act had been lawfully excluded.

The tribunal noted the benefit of the exclusion also applied to the vehicle's manufacturer.

The trader had lawfully excluded applying the SOGA to the supply of the car by the buyer's acknowledgment clause in the VOSA.

The tribunal rejected Drymix's application because it didn't have jurisdiction to hear it.

Order

The buyer's application was dismissed. ☹

Dealer claimed buyer sabotaged vehicle's engine to get refund

Background

On March 25, 2012, Michael Rabe bought a 1997 Subaru Legacy from Abdul Ghani Safdari, trading as AGS Motors.

Rabe said it had an overheating problem and rejected it under the Consumer Guarantees Act (CGA). He wanted this upheld and the trader ordered to refund the purchase price.

Safdari said Rabe agreed to buy the car on an "as is, where is" basis without any warranty.

The trader claimed Rabe had "buyer's remorse" and sabotaged the car on March 25 by loosening the top radiator hose clip, allowing it to overheat and damage the cylinder head gasket.

The case

Rabe bought the vehicle at Auckland Car Fair for \$3,100 on an "as is, where is basis" and the consumer information notice (CIN) stated it was sold without warranty.

The odo was recorded on the CIN as 194,000km, but when the car was issued with a warrant of fitness on January 21, it was on 194,197km.

Rabe drove the trader to his home in Onehunga. The buyer then went towards Mt Eden. At Normandy Road, the engine made a popping noise and coolant came out of the radiator.

The top hose had come off the radiator and Rabe phoned a relative, who brought tools so he could re-secure it.

The buyer called the trader, who suggested the radiator cap was faulty and had not allowed pressure to escape from the cooling system.

Rabe filled the radiator reserve

with water and drove to Torbay where he was staying. The next day he put a new cap on.

On March 26, he drove to East Tamaki. On the way back, the temperature gauge showed the engine was overheating as he approached the Harbour Bridge.

Rabe allowed it to cool and filled the radiator with water, but the temperature gauge rose again. When it cooled, he continued to Torbay.

The next day, he went to Adams Motor Services, Albany, which informed him the overheating might be caused by a heater core blockage.

They recommended a partial core bypass for \$200. The buyer called the trader, who offered to do this.

Around March 28, Rabe discussed with the trader if bypassing the heater was likely to fix the problem. The conversation became acrimonious and ended when Rabe asked for a refund.

On April 4, Rabe took the car to Petermark Automotive, which gave him two estimates.

The first was for replacing the engine for \$3,649 and the second was replacing the head gasket in the existing engine for \$4,208.

In both estimates, replacing the timing belt, water pump and thermostat were included at an extra cost of \$718.

Rabe sent the trader an email on April 4 advising him the car had a leaking head gasket, and Petermark quoted him \$4,834 to correct the problem and \$2,600 to make it driveable.

He rejected the car and asked the trader to pay back the purchase price by April 11.

This didn't happen, so Rabe

filed his application with the tribunal two days later.

On April 19, the trader emailed Rabe to remind him he bought the car on an as-is basis.

The trader believed Rabe had loosened the radiator hose and damaged the engine because he had changed his mind after buying the car. The trader produced no evidence to support that.

Rabe produced a letter dated April 23 signed by Mr Nottingham, of Petermark Automotive.

He checked for emissions inside the radiator and said more than 200ppm of hydrocarbons were present, confirming a head gasket-related failure.

The finding

The buyer and trader agreed the car was sold on an "as is, where is" basis, which should have been adequate notice the trader was not warranting it as fault-free or durable.

Section 43(1) of the CGA means parties to an agreement cannot exclude the act's guarantees.

One exception is when the consumer buys goods for business purposes, and when the supplier and buyer comply with a procedure in section 43(2) of the CGA.

Rabe had not bought the car for business and procedural requirements in the CGA were not complied with.

Section 43(4) of the CGA makes it an offence for a supplier to contract out of the act other than in accordance with section 43(2).

Rabe and the trader's agreement the car was sold "as is, where is" and "without warranty" was illegal and unenforceable, and by including those terms on the CIN the trader breached the CGA.

The Case:

A Subaru Legacy overheated after being driven for 20km post-purchase and needed repairs costing about \$7,400.

The Decision:

The tribunal ruled the car failed to comply with the Consumer Guarantees Act and ordered the trader to refund the purchase price.

At: The Motor Vehicle Disputes Tribunal, Auckland.

The tribunal found the car was not free of minor faults at the time of sale because it overheated after being driven about 20km.

The pressure in the cooling system was sufficient to blow the radiator hose off the radiator.

The car also failed to comply with the guarantee of acceptable quality because it was not as durable as a reasonable buyer would regard as acceptable even for a \$3,100, well-travelled and 15-year-old car.

The tribunal didn't find credible the claim Rabe had sabotaged the engine, nor the claim he had buyer's remorse.

It was satisfied no reasonable buyer aware the cylinder head was leaking would have bought the car, and found the failure was of substantial character.

It ruled Rabe complied with the CGA by notifying the trader in writing he rejected the car and his grounds for rejection.

The tribunal said Rabe rejected the car within 10 days of supply, well within a reasonable time after supply.

Orders

The buyer's rejection of the car under the CGA was upheld and the trader was ordered to refund Rabe the purchase price of \$3,100.

The trader was ordered to arrange, at its expense, to uplift the car. ☺

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Around the country

Car sales - August 2012

Total New Cars

5959 2011: 5767 ▲ 3.3%

Total Used Cars

6621 2011: 6718 ▼ 1.4%

Whangarei
NEW: 102 2011: 128 ▼ 20.3%
Used: 104 2011: 122 ▼ 14.8%

Auckland
NEW: 2670 2011: 2569 ▲ 3.9%
Used: 3402 2011: 3397 ▲ 0.1%

Hamilton
NEW: 387 2011: 375 ▲ 3.2%
Used: 418 2011: 429 ▼ 2.6%

New Plymouth
NEW: 129 2011: 112 ▲ 15.2%
Used: 125 2011: 128 ▼ 2.3%

Wanganui
NEW: 86 2011: 53 ▲ 62.3%
Used: 43 2011: 44 ▼ 2.3%

Palmerston North
NEW: 305 2011: 163 ▲ 87.1%
Used: 123 2011: 149 ▼ 17.4%

Nelson
NEW: 67 2011: 73 ▼ 8.2%
Used: 66 2011: 93 ▼ 29.0%

Westport
NEW: 5 2011: 7 ▼ 28.6%
Used: 6 2011: 3 ▲ 100.0%

Greymouth
NEW: 12 2011: 22 ▼ 45.5%
Used: 20 2011: 22 ▼ 9.1%

Thames
NEW: 55 2011: 42 ▲ 31.0%
Used: 38 2011: 45 ▼ 15.6%

Tauranga
NEW: 194 2011: 237 ▼ 18.1%
Used: 241 2011: 255 ▼ 5.5%

Rotorua
NEW: 56 2011: 52 ▲ 7.7%
Used: 52 2011: 55 ▼ 5.5%

Gisborne
NEW: 33 2011: 35 ▼ 5.7%
Used: 29 2011: 30 ▼ 3.3%

Napier
NEW: 149 2011: 166 ▼ 10.2%
Used: 143 2011: 113 ▲ 26.5%

Masterton
NEW: 46 2011: 27 ▲ 70.4%
Used: 32 2011: 33 ▼ 3.0%

Wellington
NEW: 543 2011: 539 ▲ 0.7%
Used: 587 2011: 591 ▼ 0.7%

Blenheim
NEW: 35 2011: 48 ▼ 27.1%
Used: 27 2011: 28 ▼ 3.6%

Christchurch
NEW: 733 2011: 807 ▼ 9.2%
Used: 842 2011: 856 ▼ 1.6%

Timaru
NEW: 59 2011: 52 ▲ 13.5%
Used: 59 2011: 54 ▲ 9.3%

Oamaru
NEW: 9 2011: 13 ▼ 30.8%
Used: 10 2011: 12 ▼ 16.7%

Dunedin
NEW: 178 2011: 162 ▲ 9.9%
Used: 180 2011: 180 0.0%

Invercargill
NEW: 106 2011: 85 ▲ 24.7%
Used: 74 2011: 79 ▼ 6.3%



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Nagoya	15 Aug	2 Sep	12 Sep	27 Sep
Yokohama	16 Aug	1 Sep	14 Sep	28 Sep
Auckland	29 Aug	29 Sep	29 Sep	26 Oct
Wellington	1 Sep	3 Oct	3 Oct	2 Nov
Lyttelton	8 Sep	8 Oct	8 Oct	8 Nov

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Regional used car sales vary

Used car sales remained reasonably steady throughout August with only a slight decline in sales volume since July.

Total used passenger vehicles sales reached 6,621 in August 2012, which is a 1.4 per cent decrease from August 2011 and only 20 less used cars bought by New Zealanders in July this year.

Year-to-date the total used car sales figure sits at 50,920 and continues to fall short of the year-to-date total for 2011.

Toyota still dominate the used car market, scooping 25.3 per cent of the total sales and showing a healthy increase in sales of the ever-popular Corolla, which turned over 257 units throughout the country in August.

Used Mazdas are finding favour with buyers looking for compact cars and Mazda Axela and Demio both achieved more than 100 per cent growth in comparison to August 2011 – plus they take first and second place in market share for August.

A star player is Nissan's Tiida, which has experienced a significant 220.9 per cent jump in sales in the used car market from August 2012 against August 2011.

The compact vehicle, which has a slightly higher entry is popular with mature car buyers who are looking for a comfortable and reliable vehicle.

Mark MacDonald, sales manager for Schofield Nissan Botany, says the Tiida is nearing the end of its vehicle life but second-hand Tiidas continue to be in hot demand and hold their value comparatively well.

"The Tiida has been around for a long time and it's just proved to be a good vehicle."

As the baby boomer population increases similar used vehicles could be expected to experience similar sales growth.

This trend is evident with used Suzuki Swifts and Honda Fits still showing reasonable sales growth – up 120.4 per cent and 127.3 per cent respectively, when comparing August 2012 with August 2011.

Around the country provincial areas are experiencing the greatest growth in used car sales, with Napier recording an impressive 26.5 per cent increase from August this year to August last.

Timaru and Westport also showed growth, while the rest of the country was reasonably static or lost ground in used car sales.

In Napier used Mazdas dominate the sales figures, as they do throughout the country but Anthony Maney, director from Stephen Hill Motors in Napier, says the big V8s are steadily rolling off their yards.

He can't put his finger on the reasons for Napier bucking the used car sales trend but he says at Stephen Hill Motors they have worked hard over many years to build their reputation.

"Buyers come from the internet as well as walk-in traffic and our V8 sales are from all over the country," says Maney.

There is no generalised driver that buys V8s and more often than not, "it's just Joe public."

"Supply has been easier than it's ever been and we've built up a good rapport with contacts and dealers around the country."

David Wills from Ruahine Motors in Waipukurau says this year has been very strong for both used passenger and commercial vehicles.

"I think there's generally a more positive feeling and that normally gets people thinking about things like changing the car but sometimes it's a bit hard to quantify."

Waipukurau is a rural town of

Mazda's Axela topped the list of this month's used car sales, just pipping its little brother, the Demio.



about 4,000 people but Wills says his client base is a cross section of tradesmen, farmers and all sorts of people are buying vehicles.

"We do a lot of internet sales so those go out of the area and we sell at a level well above [the size of the town] thanks to the joys of technology and the internet.

"It doesn't matter if the market is good, bad or indifferent – at the end of the day if you're presented well on the internet and you've got a competitive price, not necessarily the best price, you will get enquiries."

For commercial vehicles a mileage of a couple of hundred kilometres won't matter in some cases because the engines are so good.

Wills says Ford Focus and Ranger are in high demand in the

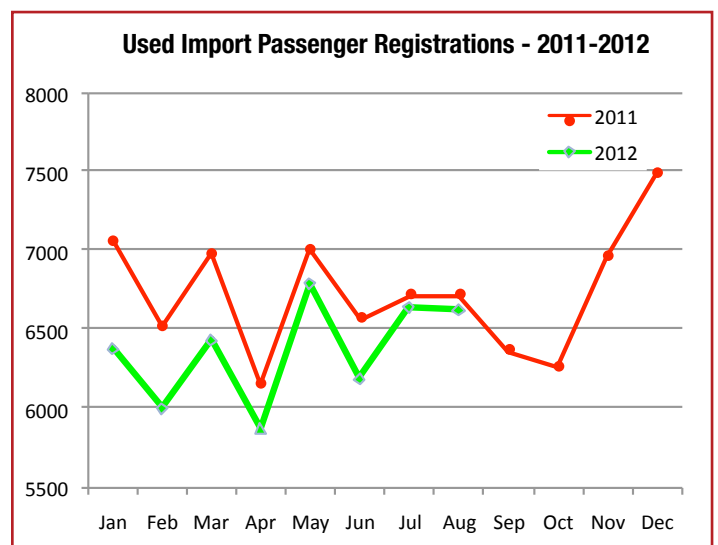
used car and utility sector and diesel engine vehicles, including passenger cars are in hot demand.

Nelson experienced the greatest decline in used car sales in August, with a 29 per cent drop compared to August last year.

The brands that performed the best in Nelson during August were Suzuki Swift (37 sold), Subaru Legacy (27 sold) and Nissan Tiida (25 sold).

Finally, the used vehicle that showed the greatest sales decline from August 2011 to August 2012 is the Toyota Estima, which dropped by 59.6 per cent.

The flagging MPV does continue to hold 2.1 per cent of the year-to-date market share but it is difficult to see how it will fare when its sales have consistently declined this year. ☹



Used Passenger Vehicle Sales by Make - August 2012

MAKE	AUG '12	AUG '11	+/- %	AUG'12 MKT SHARE	2012 TOTAL	2012 MKT SHARE
Toyota	1684	1751	-3.8	25.4%	12870	25.3%
Mazda	1202	833	44.3	18.2%	8626	16.9%
Nissan	1177	1164	1.1	17.8%	8886	17.5%
Honda	732	678	8.0	11.1%	5503	10.8%
Subaru	352	530	-33.6	5.3%	2932	5.8%
Suzuki	301	159	89.3	4.5%	2152	4.2%
Mitsubishi	275	368	-25.3	4.2%	2222	4.4%
Volkswagen	186	204	-8.8	2.8%	1395	2.7%
BMW	179	299	-40.1	2.7%	1561	3.1%
Mercedes-Benz	88	63	39.7	1.3%	623	1.2%
Audi	82	112	-26.8	1.2%	701	1.4%
Ford	67	133	-49.6	1.0%	750	1.5%
Chevrolet	45	54	-16.7	0.7%	397	0.8%
Volvo	35	38	-7.9	0.5%	229	0.4%
Jaguar	27	27	0.0	0.4%	222	0.4%
Land Rover	25	23	8.7	0.4%	179	0.4%
Hyundai	17	42	-59.5	0.3%	197	0.4%
Lexus	16	7	128.6	0.2%	88	0.2%
Peugeot	16	50	-68.0	0.2%	194	0.4%
Holden	11	16	-31.3	0.2%	77	0.2%
Mini	11	16	-31.3	0.2%	98	0.2%
Dodge	9	5	80.0	0.1%	63	0.1%
Chrysler	8	38	-78.9	0.1%	124	0.2%
Daihatsu	8	10	-20.0	0.1%	122	0.2%
Renault	8	6	33.3	0.1%	46	0.1%
Jeep	7	11	-36.4	0.1%	71	0.1%
Pontiac	5	-	-	0.1%	29	0.1%
Buick	4	-	-	0.1%	10	0.0%
Kia	4	-	-	0.1%	21	0.0%
Alfa Romeo	3	16	-81.3	0.0%	36	0.1%
Chrysler Jeep	3	-	-	0.0%	5	0.0%
Citroen	3	-	-	0.0%	33	0.1%
Opel	3	11	-72.7	0.0%	53	0.1%
Saab	3	2	50.0	0.0%	16	0.0%
Vauxhall	3	-	-	0.0%	13	0.0%
Others	22	52	-	0.3%	376	0.7%
Total	6621	6718	-1.4	100.0%	50920	100.0%

Used Passenger Vehicle Sales by Model - August 2012

MAKE	MODEL	AUG '12	AUG '11	+/- %	AUG'12 MKT SHARE	2012 TOTAL	2012 MKT SHARE
Mazda	Axela	321	156	105.8	4.8%	2183	4.3%
Mazda	Demio	319	152	109.9	4.8%	2142	4.2%
Nissan	Tiida	292	91	220.9	4.4%	1886	3.7%
Toyota	Corolla	257	230	11.7	3.9%	1938	3.8%
Suzuki	Swift	249	113	120.4	3.8%	1642	3.2%
Subaru	Legacy	233	315	-26.0	3.5%	1824	3.6%
Toyota	Vitz	219	205	6.8	3.3%	1561	3.1%
Honda	Fit	200	88	127.3	3.0%	1331	2.6%
Mazda	Atenza	180	246	-26.8	2.7%	1725	3.4%
Mazda	MPV	155	102	52.0	2.3%	1023	2.0%
Toyota	Wish	147	-	-	2.2%	801	1.6%
Nissan	March	136	121	12.4	2.1%	1010	2.0%
Honda	Odyssey	130	169	-23.1	2.0%	907	1.8%
Toyota	Estima	129	319	-59.6	1.9%	1089	2.1%
Toyota	Ist	128	106	20.8	1.9%	1063	2.1%
Mitsubishi	Colt	117	-	-	1.8%	667	1.3%
Nissan	Bluebird	111	104	6.7	1.7%	857	1.7%
Volkswagen	Golf	105	120	-12.5	1.6%	819	1.6%
Mazda	Premacy	103	-	-	1.6%	602	1.2%
Nissan	Note	101	-	-	1.5%	595	1.2%
Honda	Accord	87	123	-29.3	1.3%	830	1.6%
Honda	Stream	84	110	-23.6	1.3%	776	1.5%
Honda	Civic	79	76	3.9	1.2%	687	1.3%
Toyota	Caldina	76	81	-6.2	1.1%	619	1.2%
Toyota	Avensis	71	-	-	1.1%	469	0.9%
Nissan	Teana	69	-	-	1.0%	424	0.8%
Nissan	Wingroad	65	149	-56.4	1.0%	630	1.2%
Toyota	Auris	58	-	-	0.9%	281	0.6%
Mitsubishi	Outlander	56	-	-	0.8%	304	0.6%
Toyota	Ipsum	55	95	-42.1	0.8%	596	1.2%
Toyota	RAV4	53	57	-7.0	0.8%	450	0.9%
Others		2236	3390	-34.0	33.8%	19189	37.7%
Total		6621	6718	-1.4	100.0%	50920	100.0%

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Olympics kept buyers at home

New vehicle registrations during August exceeded those for the same month in 2011 but they showed a decrease from July this year, which contrasts to trends last year.

Total new passenger vehicle sales for August reached 5,959 in comparison to 5,767 in August 2011, which shows growth of 3.3 per cent and makes it the best performance in August since 2007.

Last year sales showed an upturn from July to August, whereas this year sales of new passenger vehicles have declined over the same month.

Dealers were cautious about the state of the market after strong sales in earlier months but the numbers indicate a healthy overall picture.

Year-to-date new passenger vehicle sales are about 20 per cent higher at 50,312 in comparison to 41,937 at the same time in 2011.

In August, Ford Focus had massive growth of 209.9 per cent in comparison to the same month last year and it knocked Holden Captiva off the top spot.

Since July the Focus has jumped in sales from 150 units per month to 282.

Dealer principal at South Auckland Motors, Matthew Newman says Focus is gaining momentum against the wider market.

"Ford has also registered reasonably high numbers of rental sales, which could be contributing to higher awareness in the rest of the market."

The compact car segment is a big share of the total passenger vehicle market and it is quite cluttered with marques, including

new entrants such as BMW, Mitsubishi, Skoda, Kia and then the standard players – Toyota Corolla and Honda.

Ford Focus was awarded AMI NZ Autocar Compact Car of the Year in 2011, which will have brought it some positive attention.

"It's a segment that Ford hasn't had a strong presence in for a long time so to be able to point to independent assessment as Compact Car of the Year is really significant."

In the greater south Auckland region there is a reasonable industrial and commercial sector and Focus is finding favour with fleet buyers, which is a big portion of Newman's market.

"Ford Ranger is the single most successful product line I've experienced in the industry in 26 years and the Ranger is all but sold out through until March 2013."

Private individual buyers, small companies and larger national fleet buyers have enthusiastically made Ranger a standout market success for Newman.

In contrast, Mazda exhibited the largest decrease (-25.9 per cent) in sales when comparing 392 new vehicles sold in August 2012 to 529 for the same month in 2011.

Newman says this can be principally attributed to decreased market share for Mazda6, which has dropped from number one in the compact vehicle segment to about number three.

"The reason for that is it's at the end of its model life and because the [compact vehicle] segment is principally fleet, they are not motivated to put ageing products into their fleets.

"Fleet and lease companies have gone elsewhere and that's not unusual."

New Zealanders may be such intense sports fans that their buying habits are affected by big events such as Rugby World Cup and the Olympic Games.

It's difficult to account for a change in trends but new vehicle manager, Alby Peterson from Davie Motors Holden in Manukau, Auckland says the sales increase in August last year could have been due to increased sales before the Rugby World Cup consumed the nation.

"Last month we had a quiet couple of weeks and I think a lot of the other dealers did too, when the Olympics were on," says Peterson.

Holden continues to show good form in new passenger vehicle sales – sitting in third place with 10.5 per cent market share and Holden Captiva was the brand's best performer, achieving 3.3 per cent of total passenger vehicle market share year-to-date.

"Sales have been gaining

momentum steadily over the past few months and the Captiva continues to grow in popularity," says Peterson.

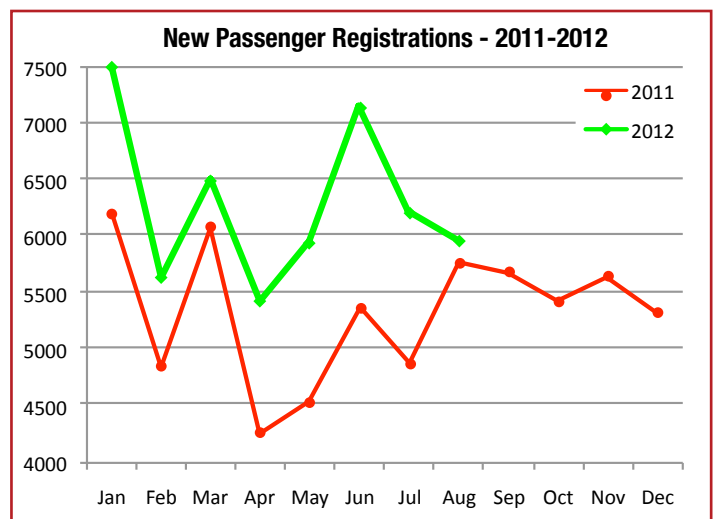
"Commodore Z series is just coming out now so there have been some very good specials on some Commodores to clear the decks and make room for the Z series."

Commodore experienced a drop in sales (-5.6 per cent) from August 2011 to August 2012 but it holds its own with a 3.1 per cent share of the year-to-date to passenger vehicle market.

"The Commodore VE is now, approximately 20 per cent more fuel efficient than when VE was first released."

Peterson is finding fleet buyers are looking for Captivas and Cruzes because they perceive they are more fuel efficient but this may not be such a valid reason with the Commodore's improved fuel efficiency.

And, for some big boy toy fun, the Can-Am range three-wheel Spyders and ATVs have increased sales by 600 per cent and seven were sold in August. ☺



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New Passenger Vehicle Sales by Make - August 2012

MAKE	AUG '12	AUG '11	+/- %	AUG'12 MKT SHARE	2012 TOTAL	2012 MKT SHARE
Toyota	869	765	13.6	14.6%	8527	16.9%
Ford	712	578	23.2	11.9%	4985	9.9%
Holden	626	562	11.4	10.5%	5300	10.5%
Hyundai	588	617	-4.7	9.9%	4971	9.9%
Mazda	392	529	-25.9	6.6%	3519	7.0%
Suzuki	359	400	-10.3	6.0%	3562	7.1%
Honda	283	269	5.2	4.7%	1990	4.0%
Nissan	268	331	-19.0	4.5%	2462	4.9%
Volkswagen	252	176	43.2	4.2%	1934	3.8%
Mitsubishi	248	257	-3.5	4.2%	2192	4.4%
Kia	245	237	3.4	4.1%	2046	4.1%
Subaru	138	134	3.0	2.3%	1150	2.3%
BMW	127	116	9.5	2.1%	1109	2.2%
Mercedes-Benz	114	67	70.1	1.9%	765	1.5%
Audi	112	109	2.8	1.9%	1033	2.1%
Peugeot	101	67	50.7	1.7%	704	1.4%
Dodge	71	111	-36.0	1.2%	472	0.9%
Jeep	59	28	110.7	1.0%	425	0.8%
Skoda	45	49	-8.2	0.8%	389	0.8%
Lexus	38	58	-34.5	0.6%	333	0.7%
Mini	37	36	2.8	0.6%	288	0.6%
Land Rover	36	90	-60.0	0.6%	309	0.6%
Citroen	34	7	385.7	0.6%	193	0.4%
SsangYong	34	51	-33.3	0.6%	292	0.6%
Daihatsu	30	9	233.3	0.5%	237	0.5%
Volvo	23	22	4.5	0.4%	182	0.4%
Chrysler	18	-	-	0.3%	63	0.1%
Alfa Romeo	16	20	-20.0	0.3%	112	0.2%
Great Wall	14	14	0.0	0.2%	128	0.3%
Porsche	14	16	-12.5	0.2%	127	0.3%
Jaguar	13	4	225.0	0.2%	95	0.2%
Renault	11	6	83.3	0.2%	82	0.2%
Chery	10	7	42.9	0.2%	129	0.3%
Can-Am	7	1	600.0	0.1%	57	0.1%
Fiat	6	6	0.0	0.1%	54	0.1%
MG	2	0	-	0.0%	5	0.0%
Bentley	1	3	-66.7	0.0%	14	0.0%
Ferrari	1	3	-66.7	0.0%	1	0.0%
LVTA	1	0	-	0.0%	2	0.0%
McLaren	1	0	-	0.0%	1	0.0%
Morgan	1	0	-	0.0%	7	0.0%
Saab	1	0	-	0.0%	1	0.0%
Tesla	1	0	-	0.0%	1	0.0%
Others	0	12	-100.0	0.0%	64	0.1%
Total	5959	5767	3.3	100.0%	50312	100.0%

New Passenger Vehicle Sales by Model - August 2012

MAKE	MODEL	AUG '12	AUG '11	+/- %	AUG'12 MKT SHARE	2012 TOTAL	2012 MKT SHARE
Ford	Focus	282	91	209.9	4.7%	1307	2.6%
Toyota	Corolla	262	129	103.1	4.4%	2438	4.8%
Holden	Captiva	238	159	49.7	4.0%	1676	3.3%
Suzuki	Swift	196	221	-11.3	3.3%	2167	4.3%
Holden	Commodore	184	195	-5.6	3.1%	1551	3.1%
Holden	Cruze	148	135	9.6	2.5%	1354	2.7%
Mazda	Mazda3	137	271	-49.4	2.3%	1140	2.3%
Hyundai	Santa Fe	134	133	0.8	2.2%	1088	2.2%
Toyota	Yaris	131	111	18.0	2.2%	1349	2.7%
Ford	Mondeo	129	104	24.0	2.2%	1028	2.0%
Ford	Territory	121	113	7.1	2.0%	987	2.0%
Honda	Civic	109	-	-	1.8%	500	1.0%
Hyundai	i30	109	211	-48.3	1.8%	1448	2.9%
Mazda	CX-5	109	-	-	1.8%	849	1.7%
Hyundai	Accent	105	-	-	1.8%	269	0.5%
Toyota	Highlander	97	137	-29.2	1.6%	1119	2.2%
Hyundai	ix35	91	70	30.0	1.5%	657	1.3%
Mitsubishi	Lancer	91	-	-	1.5%	967	1.9%
Ford	Fiesta	90	132	-31.8	1.5%	687	1.4%
Volkswagen	Golf	90	72	25.0	1.5%	673	1.3%
Toyota	RAV4	85	119	-28.6	1.4%	1033	2.1%
Nissan	Qashqai	83	79	5.1	1.4%	688	1.4%
Honda	CRV	78	-	-	1.3%	322	0.6%
Kia	Sportage	78	81	-3.7	1.3%	567	1.1%
Mazda	Mazda6	77	107	-28.0	1.3%	541	1.1%
Toyota	Camry	76	151	-49.7	1.3%	930	1.8%
Dodge	Journey	70	-	-	1.2%	302	0.6%
Mitsubishi	Outlander	70	85	-17.6	1.2%	496	1.0%
Volkswagen	Tiguan	69	-	-	1.2%	373	0.7%
Ford	Falcon	68	137	-50.4	1.1%	789	1.6%
Nissan	X-Trail	59	109	-45.9	1.0%	425	0.8%
Honda	Jazz	56	126	-55.6	0.9%	528	1.0%
Mitsubishi	ASX	56	71	-21.1	0.9%	317	0.6%
Hyundai	i20	54	-	-	0.9%	455	0.9%
Suzuki	Splash	52	-	-	0.9%	221	0.4%
Toyota	Aurion	48	-	-	0.8%	257	0.5%
Toyota	86	47	-	-	0.8%	67	0.1%
Mazda	Mazda2	44	71	-38.0	0.7%	512	1.0%
Nissan	Juke	43	-	-	0.7%	410	0.8%
Others		1893	2347	-	31.8%	17825	35.4%
Total		5959	5767	3.3	100.0%	50312	100.0%

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