



**WELCOME
SPRING 2022
HARRIS MAXUS
NEWSLETTER**



MAXUS will be returning to the NEC Birmingham in May for the 2022 Commercial Vehicle Show.



Unveiling the new all new MIFA9 and T90.

2022 will be MAXUS' biggest year ever at the CV Show with a full EV display and the unveiling of two new vehicles – the hotly anticipated T90 and MIFA9.

Both prototypes of Mifa 9 and eT90 are due off the production line this week in China and will be shipped to the UK for the grand unveiling at the CV show. All specs will be shared in the coming weeks once full UK spec is confirmed.



MAXUS – ITT Hubb

MAXUS will be returning to the ITT Hubb (Innovation & Technology in Transport) on the 11th & 12th May at Farnborough International exhibition & Conference Centre.



Harris CAS

After a successful first year exhibiting at the CV Show in 2021, Harris CAS are making a return in 2022. Michael Meenan, Eamon O'Shea and all the team look forward to seeing you at the show.



A word from Mrs Harris



It is appalling to see the suffering and hardship which the Ukrainian people are enduring and for them to see their homes and buildings being destroyed daily must be so devastating. But the worst of all I think is for the women and children being forced to flee and leave their husbands, fathers, brothers, uncles and nephews who are staying to defend their country which must be absolutely heart-breaking for all.

That is why, at Harris Group, we had to help. We have been acting as a drop off point for humanitarian aid for Ukraine in partnership with Green Speed Logistics, a Polish courier company, who have been working tirelessly in our warehouse these past few weeks, helped by fantastic volunteers. From the very first day that this began we have been astonished by the generosity of the Irish public and businesses, but not really surprised as we are only too aware of the kindness of the Irish in a time of need.

There are trucks departing our warehouses daily, full of essential aid, destined for Poland and Ukraine and I really do hope it makes a difference. Yesterday, five Paddywagon Tours buses left here for Ukraine, packed to the roof with medical aid and other essentials. May I pay great tribute to the fantastic team of Paddy Wagon drivers, and our own Podge Curran, who have given their time and effort to such a deserving cause. We were so happy to witness the buses and drivers being blessed by Fr. Bryan OFM Cap. before their departure.

I would sincerely like to thank each and every one of you who has donated and who has given your time during this crisis. It could not have happened without you.

Denise Harris
CEO, The Harris Group

RYGOR SHOWCASES MAXUS ELECTRIC VANS AT NEWBURY SITE

With an ever-growing focus on electric vehicles and the environmental and financial benefits they can offer businesses, we caught up with Rygor's Paul Naylor to understand a bit more about electric vans, following the launch of the company's MAXUS franchise last year.

"To be honest, we all know that we need to be looking at ways we can each make changes to positively impact the environment. Whether that's recycling more, turning off the lights when we leave a room, or switching to an electric vehicle, the time is now to be making a difference," Naylor says. "Not every business is ready for switching their fleet to electric vans, but for those who are, the business benefits could be significant along with reducing their carbon footprint."

Rygor launched its new MAXUS franchise last year, with a showroom based at its Newbury site and Naylor has been impressed with the level of interest in the product already. "MAXUS vans are certainly proving popular. At Rygor we offer the MAXUS eDeliver 9, a 3.5 tonne van with 51.5kW, 72kW or 88.55kW battery options as well as the smaller, eDeliver 3 of which there is a new 50.23kW battery model launching in April. Both of these vehicles also offer a great payload, up to 1,360kg on largest panel van for example."

I ask Naylor whether businesses can really rely on electric vehicles yet, and whether their range is good enough to allow companies to carry out their fleet requirements. "Not every business is ready for electric vans and I really don't think there is any point pretending that this is the case. However, companies who have a set or similar planned daily route, or who do a lot of city driving perhaps, could genuinely benefit from an electric van. The eDeliver 3, the smaller of the MAXUS vans offers a 150-200 mile range and the eDeliver 9 can do up to



Paul Naylor, Sales Manager, Rygor MAXUS

an incredible 219 mile range when driving in the city on the largest battery size. Those are some fantastic ranges for an electric van. In fact, the MAXUS eDeliver 9 and eDeliver 3 were even involved in the EV Rally of Scotland event at the end of last year, which saw a team from MAXUS travel 1,200+ miles across the Scottish terrain."

With more than 24 years in the motor industry, it's clear to see that after all this time working with many different vehicles, Naylor is excited by the MAXUS product. "It's definitely a brilliant product to be working with and selling. There's no doubt that these vans are class-leading and MAXUS was even announced as winners in the Clean Fleet Van of the Year category at the Motor Transport Awards 2021 for the eDeliver 9, and has been a five time winner at the annual GreenFleet awards. Each vehicle also has the award-winning Telematics and its #IntelligenceOnBoard enabled, which provides data to allow drivers to get the maximum return on every journey."

“ Not every business is ready for switching their fleet to electric vans, but for those who are, the business benefits could be significant along with reducing their carbon footprint. ”

Paul Naylor, Sales Manager, Rygor MAXUS

RYGOR SHOWCASES MAXUS ELECTRIC VANS AT NEWBURY SITE

For many, charging will be one of the greatest considerations when thinking about purchasing an electric van. "Charging is certainly an important point to consider if you're thinking of investing in electric vans. The MAXUS electric vehicles have great charging times. For example, the eDeliver 3 will charge from 45 minutes (DC fast charge to 80%) and the eDeliver 9 will charge from 36 minutes on the chassis cab variant (80% on a DC fast charge). The UK charging network is growing and many chargers in the UK are currently 50kW," Naylor confirms.

For many businesses, taking the leap towards electric vehicles can seem daunting, but Naylor assures that there are many business benefits to moving to electric vehicles. "Obviously one of the key benefits is helping to reduce your carbon footprint. But there are also other points to consider, such as the exemptions when it comes to driving in low emission zones and ultra low emissions zones. More and more cities across the UK are implementing clean air zones, so if you drive regularly into these areas, you could see huge savings from not having to pay these charges. Electric vehicles are also exempt from the road fund license and there are Government grants available on the eDeliver 3 (50kw battery) and eDeliver 9 of up to £5,000."

Repair and maintenance costs on an electric van can also be significantly less and more and more

dealerships around the UK are training their technical team to be able to look after electric vans. "Our technical team here at Rygor is second to none and are trained to be able to maintain electric vehicles. We're proud to have won Service Provider of the Year at the 2022 WhatVan? Awards which is a testament to the skills of our technicians and service department."

There's no getting away from the fact that the lure of the EV option is exciting, but what about those who are not ready to move to electric vans; what's the options for them? As passionate as Naylor is about the MAXUS electric van range, he's incredibly positive about the Deliver 9 diesel van. "What I love about the Deliver 9 is that so much that you would expect to pay extra for, such as air con, colour coded bumpers, emergency breaking, well it all comes as standard. There are of course options which customers can add if they wish, but the product which comes in either FWD or RWD, has so much to offer."

The future is electric and whether businesses are dipping their toe in the water with electric vehicles, or are dedicated to going fully electric, the options out there and the electric infrastructure are continuing to grow. "I think we're all ready to be making these changes, not only for ourselves, but for future generations," Naylor added.



Pictured: MAXUS eDeliver 9

MAXUS EXPANDS ITS NETWORK IN NORTHERN IRELAND WITH TWO NEW DEALERSHIPS



MAXUS has announced the addition of two new dealerships to its Northern Ireland network. As part of MAXUS' aim to grow its dealer network across the UK, the commercial vehicle brand welcomes Greg Mitchell Motors and Shelbourne Motors to the Harris MAXUS family. Both dealerships will offer dedicated sales, servicing, and aftersales services to MAXUS customers from their respective locations in Strabane, Co Tyrone and Portadown, Co Armagh.



Speaking about the opening of the two newest dealerships, Mark Barrett, General Manager of Harris MAXUS said: "We're thrilled to welcome Greg Mitchell Motors and Shelbourne Motors into our dealer network. The introduction of two new dealerships in Northern Ireland will enhance

our sales and aftersales operations in all corners of the UK. "With the growth of electric vans sales and the popularity of our two flagship eLCVs, the e DELIVER 9 and e DELIVER 3, we have seen an increased interest in dealers seeking us out to ensure MAXUS becomes a flagship brand in their customer and fleet portfolios. Last year, MAXUS enjoyed a bumper year with a 400% increase in sales, with almost half of all sales being electric. The expansion of our dealer network is key to building on that success for 2022.

"At MAXUS we strive to go the extra mile for our customers and each of our partners has a solid track record in sales, customer service and aftersales. Both Greg Mitchell Motors and Shelbourne Motors are well-regarded dealer groups and will play a key role in expanding MAXUS' presence in Ulster. These are very strong dealerships and we look forward to a long and successful partnership with both in the years ahead."

The addition of the two new dealerships will bring the total number of MAXUS dealerships in the UK and Ireland to 64. The recent announcement follows the launch of a new MAXUS dealership in Co Fermanagh, late last year. The Lisnaskea dealership, which is owned by Monaghan Bros opened in October and provides sales, servicing, and aftersales services to MAXUS customers in the border county and surrounding areas.

MAXUS is distributed in right-hand Europe by Harris MAXUS since 2016. Over the past six years the brand has gone from strength to strength and having undergone a rebrand in 2020, changing from LDV to MAXUS, transitioned into the premium LCV market. The brand, which is manufactured by SAIC, the largest automotive company in China, has been revolutionising the market with its range of electric vehicles in recent years.

In Q3 2022 SAIC MAXUS will launch the world's first, full-size luxury pure electric MPV. The MAXUS MIFA 9 will boast a range of up to 323miles / 520km on a single charge with the MIFA acronym reflecting the vehicle's key attributes: Maximum, Intelligent, Friendly and Artistic. This is the first car built on the MIFA platform which SAIC has confirmed could also be used for SUVs and pick-ups.

For more information on the new dealerships, visit www.gregmitchellmotors.com and www.shelbournemotors.com

“ We're thrilled to welcome Greg Mitchell Motors and Shelbourne Motors into our dealer network. ”

Mark Barrett, General Manager, Harris MAXUS, speaking of the expansion of its dealer network

HARRIS MAXUS Event Calendar 2022

MAY

11-12

ITT Hub 2022

Farnborough International
Exhibition Centre

MAY

24-26

CV Show Dealer Conference 2022
Harris MAXUS / Harris Cas

NEC Birmingham

JUNE/JULY

30-2

Road Transport Expo
Northside MAXUS

Stoneleigh Park

JULY

4-8

The Great British Rally

John O'Groats to Lands End

OCTOBER

4-6

MAXUS Track Day

Millbrook
(Media / Customers / Dealers)

OCTOBER

22-23

Harris CAS - Auto Trade Expo

Citywest Conference
and Exhibition Centre, Dublin

DECEMBER

8

GreenFleet Awards

Motor Museum Gaydon

BENNETTS BSB Superbike 2022 Calendar

APRIL

15-17

SILVERSTONE
NATIONAL
ROUND 1

APRIL/MAY

30-2

OULTON PARK
ROUND 2

MAY

20-22

DONINGTON PARK
NATIONAL
ROUND 3

JUNE

17-19

KNOCKHILL
ROUND 4

JULY

22-24

BRANDS HATCH
ROUND 5 (GP)

AUGUST

12-14

THRUXTON
ROUND 6

AUGUST

27-29

CADWELL PARK
ROUND 7

SEPTEMBER

9-11

SNETTERTON 300
ROUND 8

SEPTEMBER

23-25

OULTON PARK
ROUND 9

SEP/OCT

30-2

DONINGTON PARK
ROUND 10 (GP)

OCTOBER

14-16

BRANDS HATCH
ROUND 11 (GP)

Remember to log the dates into your diary. We will keep you posted with updates.

Awards and Accolades

We are delighted to start the year on a high note as Harris MAXUS eDeliver3 wins Small Electric Van of the year by Company Car and Van. We had William Laidlaw (pictured right) receiving the award on behalf of entire MAXUS team. The future is green – the future is now.

We also had Mark Barrett shortlisted for Greenfleet 100 Most Influential UK, picture attached below right.

‘Congratulations to Mark Barrett, General Manager Harris MAXUS on making to the list of GREENFLEET UK 100 Most Influential. Kudos to everyone on the list for continuing to work towards to Net Zero journey. We definitely see a green future, thanks to all in the list working relentlessly towards a greener planet’.



Harris Group welcome Sean Tumilty to the Harris Group family.

We are excited to welcome SEAN TUMILTY to the Harris Group family. Sean joins us as CAS business development manager for the North of Ireland and brings a wealth of experience and industry knowledge with him. We are very much looking forward to working with Sean and wish him the best of luck in his new role.



Welcome
Sean Tumilty!



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THE MAXUS TEAM WELCOMES

Chris Adams

CV FLEET AND EV SPECIALIST
Chris Adams appointed
dealer development manager
for MAXUS UK

With a career in the automotive industry that spans more than three decades, fleet and EV specialist, Chris Adams has been appointed dealer development manager for Harris MAXUS.

Chris joins the company following 17 successful years at Vauxhall, where he was most recently corporate account manager for a number of major blue chip companies, responsible for all aspects of vehicle and service supply.

Chris' 35 years in the motor industry have seen him specialise in a number of key areas including fleet, conversions and electric vehicles all of which will contribute to the growing success of the MAXUS brand and in particular, its EV strategy. His role will cover dealership development in the London and Eastern regions.

Mark Barrett, general manager, Harris MAXUS said, "In his previous role, Chris worked closely with his dealership sales teams and this, together with his business acumen and unrivalled experience in the commercial vehicle sector make him an outstanding appointment for the business.

"Chris will work closely with me and our UK sales manager, Bill Laidlaw, as we continue to grow our dealership footprint across the country and indeed, across other right hand drive markets. I am confident that his expertise and industry knowledge will prove invaluable."

Chris has a passion for all forms of transport, and the great outdoors, and at weekends he can be found enjoying a spin on his much loved motor bike or in his 1964 Austin Healey Sprite.

OUR MAXUS, YOUR STORY ONGOING INITIATIVE

Many of you have shown great support for our recently launched campaign 'Our MAXUS, Your Story' and we have received lots of great customers stories.

However, we now want to shine a light on one customer from each dealership and invite ALL dealerships to share contact details of a recent customer so that we can invite them to share their stories with us. In return, they will feature on MAXUS' social and digital channels.

Please submit details before the end of April and in the meantime, please keep encouraging responses to our online survey as an ongoing process.

Thank you



Another victory for Ireland's promising young Formula 4 star, Alex Dunne.



Congratulations to Alex Dunne on winning his second race of the UAE Formula-4 Championship. Starting from 11th position, Alex had a lot of work to do but he showed great character and determination to achieve the ultimate reward of a 1st place finish.

PRESSURE ON TRUCK FLEETS TO ADOPT ZERO-EMISSIONS SOLUTIONS

MAXUS: THE TRAILBLAZERS OF ECO-FRIENDLY TRANSPORT

With diesel trucks being phased out by 2030, there's pressure on truck fleets to adopt zero-emissions solutions.

One brand making strides in the zero-emissions domain is MAXUS who are leading the way in the development of electric light commercial vehicles (eLCVs). Passionate about reducing carbon emissions ourselves, Aerodyne is a proud partner to these innovators of sustainable motoring. We offer a range of products to improve the aerodynamics of the MAXUS STD Cab.

Mark Barrett, General Manager of Harris MAXUS said: "At MAXUS we are committed to playing our part in the creation of a greener motoring industry and encourage businesses to start the process of moving to electric and understand what's involved for them – and the associated benefits. Our MAXUS vehicles are already environmentally friendly, providing zero emission driving through our 100% electric e DELIVER 9 and e DELIVER 3, and reduced emissions in our DELIVER 9 model through a brand-new Euro 6D engine. With Aerodyne, our vehicles are even greener. Aerodyne has a wide range of fantastic products which can heighten fuel efficiency and increase range, helping businesses to reduce fleet costs and extend the run time of their vehicles.

We are thrilled to be partnered with Aerodyne and look forward to developing this relationship further as we move forward into a new era of motoring."

Read on to find out why MAXUS could be the brand of choice for environmentally-minded fleet managers – and don't forget, the benefits can be extended even further by fitting Aerodyne's aerodynamic products.

“

At MAXUS we are committed to playing our part in the creation of a greener motoring industry

Mark Barrett, General Manager,
Harris MAXUS

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WHO ARE MAXUS AND WHY ARE THEY IMPORTANT?

The MAXUS brand is a subsidiary of SAIC Motor, the Chinese automobile corporation. In 2010 SAIC acquired British van manufacturer LDV and began manufacturing light commercial vehicles (LCVs) under the MAXUS brand name. After a relaunch in 2016, they introduced their first ever zero-emissions panel van.

Since then, several more eLCVs have been launched and now an array of UK corporations - including Tesco - are replacing their fossil-fuelled fleets with MAXUS eLCVs. Importantly, MAXUS' most recent models no longer offer diesel engine alternatives.

The brand is already well-established in our home market of China, and is fast becoming the popular choice for UK-based fleet operators looking to go green - at the end of 2021, over half of all MAXUS sales were electric vehicles, driving a 400% increase in sales for the MAXUS brand.

But it's not only MAXUS' eco-innovations that make them popular, their compassionate customer service sets them apart in the sustainable motoring sector. The brand is hyperaware of the challenges the average logistics company faces in transitioning to electric. They also recognise that not all organisations will be ready to make that change yet.

Consequently, MAXUS makes it a priority to advise, educate and guide fleet managers and business owners on the transition. And they provide in-depth data analysis to optimise fleet productivity and efficiency.

MAXUS have already been focused on alternative fuel innovations for several years. But in December 2021, their hard work paid off and they were named Electric Vehicle Manufacturer of the Year at 2021's GreenFleet awards.

WHAT ARE MAXUS' PLANS FOR THE FUTURE?

This year, MAXUS plans to launch a fully electric, multi-purpose vehicle (MPV) to rival the Peugeot e-Traveller. The MIFA 9 is expected to start selling in the UK towards the end of 2022, initially targeting a premium audience. MAXUS will continue to innovate in the eLCV sector and currently, plans for an electric pick-up truck and minibus are in the early development stages for the UK market.

MAXUS will also continue their work with eLCVs. Currently, plans for an electric pick-up truck and minibus are in the early development stages for the UK market.

But it's not only MAXUS' eco-innovations that makes the brand so popular, our expert, bespoke customer service sets us apart in the sustainable motoring sector. The MAXUS team is hyperaware of the challenges the average logistics company faces in transitioning to electric, and recognises that not all organisations will be ready to make that change yet.

Consequently, MAXUS makes it a priority to advise, educate and guide fleet managers and business owners on the transition. And we provide in-depth data analysis to optimise fleet productivity and efficiency. MAXUS has been focused on alternative fuel innovations for several years but in December 2021, our hard work paid off as we were named Electric Vehicle Manufacturer of the Year at 2021's GreenFleet awards.



MAXUS WILL CONTINUE TO DRIVE THE ELCV MARKET

MAXUS INTELLIGENCE ONBOARD EV INSIGHTS

Since the launch of MAXUS Intelligence Onboard, LEVL has made contact with all MAXUS dealers and is going through training and onboarding with all dealers. We are off to a great start and several dealers are already selling the value of MIOB and are now making money from their efforts. The service has proven invaluable for the dealers, providing support where charging infrastructure has been faulty and showing the van can do exactly what is says on the tin. We are seeing vehicles achieving 3-4 miles per kWh, proving the vans can do the range advertised, which has proven very valuable for fleets looking to transition to EV.

Several major fleets have seen the benefits of MIOB and are looking to take the solution into their businesses.

One customer has praised the MAXUS service, stating that "The Service provided by MAXUS has been magnificent"

A great team effort, we are looking forward to working with all dealers to show the full benefit of MIOB.



**INTELLIGENCE ONBOARD
EV INSIGHTS**

LEVL

**325 ACTIVE MAXUS
ELECTRIC VEHICLES**



**1,070,334
MILES DRIVEN**

**385,494 kWh
TOTAL ENERGY
PROVIDED**



**447 TONNES
OF CO2 SAVED**

**£231,905.89
TOTAL FUEL COST**

*FUEL COST £6 PER GALLON



**£57,824.22
TOTAL ELECTRIC
COST**

*ELECTRIC COST 15P

**£174,081.67
TOTAL SAVINGS**



MAXUS: PROUD SPONSORS OF THE LONDON ST.PATRICK'S DAY FESTIVAL



As proud sponsors of the London St.Patrick's Day Festival, MAXUS had a fantastic time at the London parade. It was great to be part of such strong Irish representation in the parade and the day was a true celebration of our country!

Thank you to Phil Harvey of MAR Vehicle Solutions Ltd and Colin Laidlaw of Brindley Group for driving our MAXUS eDELIVER 3 and eDELIVER 9 through the streets of London and promoting our "Green" agenda.

You can see some highlights from the day above.

[#StPatricksDay](#) [#StPatricksDayFestivalLondon](#) [#MayorofLondon](#) [#EVs](#)
[#HarrisGroup](#) [#JoinTheREvolution](#)

GREENFLEET WARRINGTON

MAXUS kicked-off live events with GREENFLEET North-West, staged at the Engine Rooms, on Birchwood Park, Warrington.

We will be joined by the UK government's Office for Zero Emission Vehicles (OZEV), to discuss national clean transport strategies, grants, etc. Homing in on the local north-west will be the NW Energy Hub, and we also welcome SMMT too. And adding some real-life substance to the conversation, we will hear a case study presentation from Lorna McAtear, Fleet Manager for National Grid.

Our very own Mike Haran & Bill Laidlaw were onsite for MAXUS test driving and product demonstration.



MAXUS TO DELIVER £30 MILLION WORTH OF EV SUPPORT FOR CUSTOMERS IN 2022

MAXUS has launched its biggest EV support programme ever encouraging van drivers to make the switch to electric this year.

The new campaign will see MAXUS commit £30 million to the UK EV market to help van drivers, small businesses and larger fleets move away from Internal Combustion Engines (ICE).

Making the switch as attractive and affordable as possible, this conquest support programme is a limited time offer for the first 2,000 zero-emission MAXUS e DELIVER 9 vehicles ordered this year.

Speaking about the EV support programme, Mark Barrett, General Manager of Harris MAXUS said: "EV sales have been steadily rising in recent years. However, the pace at which the market is making the switch is still too slow if the UK is to successfully fulfil its commitment to phase out fossil fuel vehicles by 2030. Achieving this target is no easy feat and it is going to take a monumental effort from all stakeholders. MAXUS recognises that we have a key role to play in accelerating the rate of change, this is why the company has pledged to support the UK's transition to zero emissions transport by encouraging drivers to switch to electric driving right now. Our new £30M EV conquest programme will help ensure that by the end of the year there will be an additional 2,000 eLCVs on the road, and 2,000 fewer ICE powered vehicles. We believe this is an unprecedented demonstration of industry playing its part in supporting the move to electric motoring."

There has never been a better time to pick up a MAXUS e DELIVER 9. Available today at any MAXUS dealership in the UK, this support programme is open to all customers, from one van owner to the largest of fleets. A £15,000 subsidy will be set aside for each vehicle purchased as part of the campaign. The conquest programme will not be extended once the allocated 2,000 e DELIVER 9 vehicles are sold.

The answer to all your eLCV needs, this MAXUS support programme is available on all variants of the e DELIVER 9, including panel van, dropside, tipper or Luton box with a tail lift of 3500kg or 4050kg GVW. There will also be the option to order an e DELIVER 9 fridge van, milk float or welfare van.



EV CONQUEST PROGRAMME AVAILABLE AT MAXUS DEALERSHIPS NATIONWIDE

