

WELCOME SUMMER 2023 HARRIS MAXUS NEWSLETTER



STRENGTH IN UNITY - AN OVERSEAS VISIT OF COLLABORATION AND GROWTH



Pictured from left to right: Mr Xie Jiayue, Vice General Manager (SC); Mr Frank Turner, MAXUS UK Sales Support and Dealer Compliance Manager; Lu Jie, Director of Customer Experience and Service Centre Director (SC); Mr Brian Patterson, Director of Commercial Operations & Aftersales; Mr Chris Adams, Sales Manager Harris MAXUS UK; Yan Biya, Deputy General Manager of Overseas Business Unit (SC); Mrs Denise Harris, CEO Harris Group; Mr Lan Qingsong, Vice President, SAIC Motor Corporation Limited; Mr Mark Barrett, Director of Harris MAXUS; Mr Shen Huadong, Senior Secretary to Vice President (SC); Mr Zhu Shijun, General Manager of European region (SC).

Harris MAXUS & the Harris Group, were delighted to extend a warm welcome to Mr Lan Quingsong, Vice President of SAIC Motor Corporation Limited, and the members of his Chinese Delegation Team, who we were honoured to host in the UK in June. The experience proved to be highly beneficial for our teams and the exchange of ideas, knowledge, and collaboration that occurred during this time was immensely fruitful.

The visit signifies the importance of international partnerships and the strength of the automotive industry. SAIC Motors has been a pioneering force in the global automotive market, consistently demonstrating innovation, technological advancement, and a commitment to excellence. We are excited to learn from SAIC's experiences and insights as we navigate the ever-evolving landscape of the automotive industry.

The trip provided an invaluable opportunity to strengthen the bond between SAIC and MAXUS and bolsters the bridges of understanding and cooperation. By sharing our expertise, best practices, and perspectives, we can collectively strive towards creating a brighter and more sustainable future for the automotive industry.

At Harris MAXUS, we are eagerly looking forward to further engaging with SAIC in meaningful discussions, exchanging ideas, and exploring potential avenues for collaboration. Together, we can create synergies that will contribute to the growth and success of both SAIC and MAXUS and in turn our dealer and supplier network.

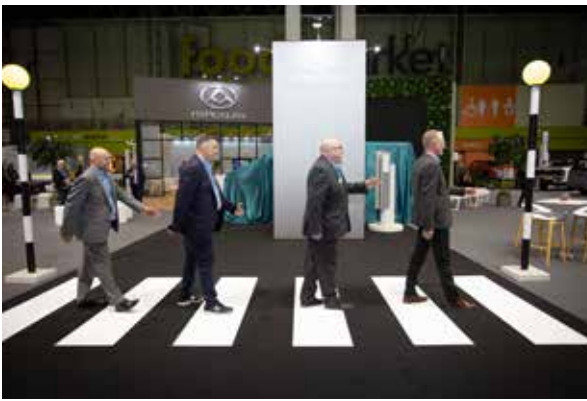
DEALER CONFERENCE 2023

A big THANK YOU to our amazing dealers! We are so grateful to you all for your attendance, engagement and input which made the 2023 dealer conference a resounding success. From problem-solving superheroes to customer satisfaction champions, your dedication and support have been nothing short of extraordinary. Throughout the conference, we emphasised the importance of adapting to the changing needs and expectations of our customers. We shared invaluable insights, exchanged hilarious anecdotes, and fostered a vibrant spirit of collaboration. We are committed to continually evolving our products and services to meet those ever-evolving needs.

The featured pictures capture the infectious energy, passion, and camaraderie that makes our dealers the true heroes of our business. We salute each and every one of you for your unwavering commitment and rock-solid teamwork! Let's keep ruling the roads and pushing the boundaries of excellence together!



COMMERCIAL VEHICLE SHOW 2023



MAXUS made a resounding impact at CV Show 2023, drawing a significant crowd of almost 11,500 visitors. The event showcased an impressive fleet of 13 vehicles, with the spotlight firmly on the highly anticipated eDELIVER 7. The unveiling of this electric vehicle generated huge excitement and an overwhelmingly positive response. This has fuelled MAXUS' determination to create an even more spectacular stand for CV Show 2024. The company aims to build on this success, continuing to innovate and deliver cutting-edge solutions that meet the evolving needs of the industry.



INTRODUCING THE NEW eDELIVER 7



Introducing our newest eco-friendly electric van. With a sleek design, it combines practicality with sustainability. The perfect choice and size for any job, big or small. With a range of up to 226 miles on a single charge, the eDELIVER 7 offers a new hard-working, all-electric option for delivery and logistics operations. Its spacious cargo area can accommodate up to 6.7 cubic meters of cargo, and it boasts a payload capacity of up to 1200kgs. The intelligent driving assistance system adds an extra layer of safety and convenience for drivers. We will shortly announce availability and timelines for pre-orders.



NEW MAXUS WEBSITE LAUNCH



Our range



Commercial vehicles →



Passenger vehicles →



Introducing The All-New MAXUS Website: Your Gateway To Exciting Test Drives!

We're thrilled to unveil our revamped MAXUS website, now offering an easy and seamless test drive booking experience for your customers. Thanks to the invaluable feedback from our amazing network of dealers and customers, we've implemented improvements to enhance the customer browsing and booking journey. But we're not done yet! Phases two and three of our website development are underway, and we look forward to hearing your views. Let us know how we can make the MAXUS experience even better.

A Tremendous Thank You for Your Support at ITT Hub 2023!



We would like to express our gratitude to the entire team who made ITT Hub 2023 a success! Your tireless efforts, creativity, and meticulous planning brought the event to life and created an unforgettable experience. From logistics to marketing, operations to customer support, every member played a crucial role. We applaud your dedication and teamwork. Thank you for making it happen.



RIVERVALE MARATHON SPONSORSHIP



Congratulations to Rivervale which became the Official Commercial Vehicle Partner of the renowned Brighton Marathon Weekend for 2023! Rivervale supplied the event organisers with a fleet of MAXUS eDELIVER 3 and eDELIVER 9 vehicles, playing a crucial role in event setup and derig.

An unforgettable highlight was the MAXUS T90EV powering a treadmill on-site, showcasing our cutting-edge technology. Moreover, the team's efforts raised over £300 for Rockinghorse Children's Charity, benefitting sick children and their families. We commend Rivervale for their commitment, community impact, and successful partnership.

HARRIS TRAINING ACADEMY



With technology in the motor industry advancing at a phenomenal rate, especially in the electric vehicle (EV) sector, it has become imperative for us to not only keep up but also stay ahead of the market. The Harris Group Training Academy, encompassing technical training, technical support, and warranty development, plays a crucial role in our commitment to continuous innovation and customer satisfaction.

At the training academy, we have designed comprehensive programmes to educate our dealer network on new technology trends and advancements. Through our modular-based training system, we offer a blend of virtual training and in-person sessions at our state-of-the-art centre of excellence on the Naas Road in Dublin.

Our technical training programme equips our dealers with the knowledge and skills necessary to effectively handle the latest automotive technologies, particularly in the

rapidly evolving electric vehicle segment. By staying up to date with emerging trends, our dealer network can confidently address customer needs, ensuring a seamless ownership experience.

In addition to technical training, our technical support team provides invaluable assistance to our dealers, offering prompt and expert guidance whenever they require technical expertise. We understand the importance of timely and accurate technical support in resolving issues and providing exceptional customer service.

Furthermore, our warranty development initiatives focus on creating robust warranty policies and processes that safeguard customer interests while maintaining industry-leading standards.



HARRIS TRAINING ACADEMY



By continually evaluating and enhancing our warranty offerings, we aim to provide peace of mind to our customers, assuring them of the quality and reliability of our products. Through these integrated efforts of technical training, technical support, and warranty development, we strive to position ourselves at the forefront of technology advancements in the motor industry. By empowering our dealer network with knowledge, resources,

and continuous support, we are better equipped to meet the evolving needs of our customers and exceed their expectations.

The Harris Group Training Academy is committed to driving excellence and innovation, ensuring that our customers receive the highest level of service and satisfaction. Together, we will navigate the exciting journey of technological advancements and shape the future of the automotive industry.

5 MAIN BENEFITS OF TRAINING FOR TECHNICIANS

- ✓ Reduce diagnosing times
- ✓ Reduce possibilities of repeat repair
- ✓ Increase confidence in many areas
- ✓ Increase efficiency and capabilities
- ✓ Hands on brand experience



MAXUS SHINES AT COMPANY CAR IN ACTION: A DEBUT TO REMEMBER!



We are thrilled to share the success of MAXUS at the prestigious Company Car in Action show! Our participation was met with resounding acclaim, as MIFA 9 and T90EV test drives generated an amazing response from attendees. The team was delighted with the leads and the positive feedback received. This show has undoubtedly provided a promising platform for MAXUS, solidifying our position in the industry. We eagerly look forward to returning in 2024 to showcase our latest innovations. Thank you to everyone who made this debut a remarkable achievement!

MIFA 9 / T90EV / eDELIVER 7 REVIEWS

MIFA9 TAKES IT TO THE MAX' FOR PASSENGERS

MAXUS MIFA 9

I've driven some niche cars in my time, but this is a completely new one on me. The Maxus MIFA 9 is a stupendously good car but unless you are a complete car geek you will not know about it.

The Chinese manufacturer is better known for its commercial vehicles, and the expansive plot out at Harris HQ on the Naas Road is testament to that.

But now it is venturing into the passenger vehicles with the T90 (an electric twin-cabin pick up) and this MIFA 9.

It is a fully-electric seven-seater in an unusual 2-2-3 seat configuration and is most definitely designed with the (lucky) passengers in row 2 in mind.

That is because the brainiac designers decided to install two gigantic fully-adjustable captain's seats in row 2 that would not look out of place in the business class section of a transatlantic flight.

Not that the front row of seats has been ignored. Far from it. But the USP here is definitely row 2, which became the target of most of the attention throughout the test week. I was the only one not to get driven around while sitting in it, but a straw poll of the dozen or so others who tested the seats out would suggest a hundred per cent satisfaction is guaranteed.

With colour touchscreens built into the armrest for adjusting them in every conceivable way, these are some of the most comfortable seats in any car on Irish roads.

There is enough room to walk between the two chairs to access the bench seats of row 3. Obviously, boot space is compromised when the third-row seating is in use, but the MIFA9 has lots of storage areas dotted around the



HUGE SEATS: It's all about row 2

Fully electric seven-seater has unreal comfort in Row 2

rest of the cabin. Visually, this is a show stopper and definitely polarised opinion. While I was shocked on day one, by the end of my test week I was not only happy with how it looked but I found myself quite defensive about it too.

The giant nose isn't perforated with the usual grille because it is an EV, so it is almost intimidating to look at front-on. There is a clever and nicely designed LED daytime running lightbar that stretches across the entire front of the car and softens the harshness of the gigantic panel.

It is an incredible 5.2m long, which makes it longer than anything aimed at passengers on Irish roads. Even the big ones like the Multivan, the Vito or the Forneo. The size actually makes the 19-inch wheels look tiny. But they are there to be aerodynamic and retain enough tyre sidewall to provide a comfortable and quiet ride.

There are few physical controls, with a cabin setup that features a small digital instrument display directly in front of the driver and

a larger touchscreen in the centre of the dash. The steering wheel (which has Maxus displayed across it to remind you of the name of your car) features controls for audio and a few driver assistance functions while climate controls use touch-sensitive areas on the centre console.

Maxus claims the average energy consumption figure is 17.9kWh/100 kilometres, which is impressive given the sheer size and weight of the car.

The steering is surprisingly light if lacking a little in feel, but the MIFA 9 isn't as intimidating to park as you would imagine, thanks to the cameras and sliding doors — very helpful for finding spaces — and has good manoeuvrability. I loved driving it, but this is not a driver's car. It is here in Ireland to transport the lucky occupants in utter comfort and safety.

You can get up to a 595km on a single charge but, like a lot of EVs, real-time driving never reaches the full number. But it is closer than a lot of more-established European brands who are inflating the potential range a lot these days.

At around €80k this is not cheap but if my kids and neighbours, on the other hand, had a say in it... we'd have at least one in our driveway.

DARAGH KEANY



ENORMOUS: The Maxus MIFA9's looks divided opinion but I grew to love it

MAXUS unveils newest EV – the eDELIVER 7 at the CV Show



MAXUS once again electrified this year's CV Show with the unveiling of its newest all-electric commercial offering for right hand drive markets – the eDELIVER 7.

Pitted as a medium-sized eLCV, the eDELIVER 7 will bridge the gap between MAXUS' current eLCV offerings, the smaller eDELIVER 3 and big brother, the eDELIVER 9.

The latest MAXUS eVan offers considerable range, clocking up to 226miles /365km (WLTP combined) on a single charge (88kWh battery).

Available in three size configurations, with a payload of up to 1200kg³, the eDELIVER 7 features a 150kW /330Nm high power, low energy motor with an acceleration time of 0-100km in 11 seconds.

Battery configurations:

There are two battery options from which to choose: 77kWh and 88kWh

Dimensions:

L1H1 Cargo Van (L*W*H mm): 4998x2030x1990mm



MAXUS SPONSORS BENNETTS BRITISH SUPERBIKE CHAMPIONSHIP

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POWER
AND
EXCITEMENT
AWAITS**

FROM 7th APRIL



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16TH TO 18TH JUNE**



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THE FASTEST
AND FIERCEST
COME TO COMPETE**



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MAXUS LAUNCHES CONQUEST SUPPORT CAMPAIGN: UNLEASHING THE POWER OF ELECTRIC!

In response to valuable feedback from the MAXUS network, we are excited to unveil our new Conquest Support campaign, aimed at accelerating the transition to electric vehicles (EV), which is live, right now across all our digital channels.

The Conquest Support campaign offers an irresistible package, making the switch to EV even more attractive for customers. However, we can't achieve this alone. We rely on the invaluable support and effort from our esteemed dealers to drive its success.

Together, let's embark on a journey towards a greener future and lead the way in sustainable mobility. Join us in championing the Conquest Support campaign and empowering customers to embrace the incredible advantages of electric vehicles. With your unwavering support, we will revolutionise the industry.



THE MAXUS TEAM WELCOMES Brian Patterson

We are delighted to announce that Brian Patterson has joined Harris Group in the role of Director of Commercial Operations and Aftersales.

Brian brings a wealth of automotive industry experience at senior leadership level, having progressed his career from his time as an HGV Technician at Agnew Group (a Mercedes Benz Truck and Van dealership) to working for Ballyvesey Holdings Limited for 13 years in the roles of Service Manager, Regional General Manager and Aftersales Director. More recently Brian has held strategic leadership consultancy roles with well-known dealer groups.

We have no doubt that Brian will be an asset to our Senior Leadership Team as we continue to drive the business forward into the future. Please join us in congratulating Brian and wishing him every success in his new role with Harris Group.

T90EV £499: NEW FINANCE COMPANY UPDATE



It gives us great pleasure to announce a new dynamic collaboration between Harris MAXUS and ALD Automotive. Through our franchised retailers, we are offering a finance lease solution that brings unparalleled competition to the market for business users transitioning to electric vehicles (EVs). By choosing the MAXUS T90EV pick-up, customers can enjoy zero benefit in kind taxation, significantly reducing both their motoring costs and CO2

emissions. Our partnership with ALD Automotive provides added advantages, offering extensive expertise and support throughout the EV transition process. Together, we are committed to driving sustainable mobility, empowering businesses to embrace greener transportation options and fostering a cleaner environment.

HARRIS MAXUS EVENT CALENDAR 2023

JULY

3-7

GB Rally

UK / NI / Dublin

JULY

16-17

GB Scotland Rally

Scotland

SEPTEMBER

6

Motor Transport Awards

Grosvenor House, London

SEPTEMBER

TBC

After Sales Conference

Liverpool HQ

NOVEMBER

15

EV Summit

Dublin, Ireland

DECEMBER

7

Greenfleet Awards

Gaydon Motor Muesum

BENNETTS BRITISH SUPERBIKE CALENDAR 2023

JULY

7-9

SNETTERTON
ROUND 5

JULY

21-23

BRANDS HATCH
ROUND 6 (GP)

AUGUST

11-13

THRUXTON
ROUND 7

AUGUST

26-28

CADWELL PARK*
ROUND 8

SEPTEMBER

15-17

OULTON PARK
ROUND 9

SEP/OCT

29-1

DONINGTON PARK
ROUND 10 (GP)

OCTOBER

13-15

BRANDS HATCH
ROUND 11 (GP)

* Denotes Bank Holiday

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