



**WELCOME  
SPRING 2023  
HARRIS MAXUS  
NEWSLETTER**

**CELEBRATING INTERNATIONAL WOMEN'S DAY!**

At Harris MAXUS, we are committed to empowering women in the workplace and beyond and as we celebrated International Women's Day earlier this month, CEO Mrs. Denise Harris commented "I would like to celebrate the women who are helping to create a better world – particularly women working in the motoring and EV industry. I have met many inspiring women over the years who are spearheading innovation in this sector. The past ten years have brought great change in the motoring world, and these women and their contributions are to be recognised - and applauded. In the years to come, we will increasingly rely on EV technology and other



Mrs Harris is pictured with journalists Leona Graham and Sacha Graham from the UK who joined the Harris MAXUS team on a recent EV press trip.

sustainable methods for mobility. Collaboration on all levels will be needed if the global vision for zero-emission motoring is to succeed."

“ Meaningful collaboration needs a diversity of opinion and representation of innovation if great things are to continue. Great things happen when all voices are heard, whether that’s in the boardroom, on the factory floor, or in the dealership showroom. Here’s to the women innovators of today and tomorrow. ”

Denise Harris  
CEO, The Harris Group



## AWARDS

We are thrilled to announce that MAXUS has been recognized for its excellence in electric vehicles (EVs) at the recent Company Car and Van Awards, E-Mobility Awards, and Business Van Awards during the 1st quarter of 2023.

These awards are a testament to our dedication to sustainable mobility, and we are committed to continuing to innovate and improve our EV offerings to meet the needs of our clients and the environment.

Thank you for your continued support of MAXUS, and we look forward to bringing you more exciting and sustainable products in the future.

# MAXUS T90EV REVIEW BY ANDREW WALKER

## Driving

We only spent 30 minutes driving the T90 on urban roads, but what we were able to ascertain from this was the following. Apart from the electric whine when you first accelerate, the T90 is quiet, eerily so when compared to a standard diesel pick-up. Up front, the ride is quite firm. In the rear we'd guess, that unlike a diesel pick-up, whose weight is all located at the front, the T90 with a heavy battery underneath the cabin floor, won't be as bouncy for rear passengers when unladen. It will be interesting to see how it performs off-road.

All of the dials & switches are easy to reach & to understand. The touchscreen is quite basic but the functions work well & Apple CarPlay connected seamlessly. AM & FM radio are standard, but if you want DAB you'll need to connect to your favourite station via your Smartphone Apps. SatNav too.

## Pros

First electric pick-up you can buy in the UK.  
Decent payload & load bed area. Electric range is impressive. Well equipped.

## Cons

We've yet to take it off-road & perhaps the low hanging motor-battery combo may affect ground clearance. At £49,950 + vat it's not cheap.

## Conclusion

In the UK, MAXUS have won the race to get an electric pick-up to market. Utilising parent company SAIC's battery know how, MAXUS have gone from selling 100 vans in 2017 to over 12,000 in 2021, with their electric eDeliver 3 & eDeliver 9 leading the charge. As I write this, Ford have an E Transit coming to market, but there are no signs of an electric pick-up from them, or from Toyota, Isuzu or Volkswagen. This gives MAXUS a massive opportunity, with plenty of forward orders already confirmed. Our only reservation is that it remains to be seen how the T90 performs off-road & price wise, it's expensive to buy outright, so leasing will be the best way to get into one.

**Definitely the future 4.5/5**



# SCRAPPAGE PROGRAMME

In keeping with the company's commitment to greener motoring, MAXUS has launched its 2023 scrappage programme offering drivers the opportunity to switch to electric and save up to £14000\* on a new zero-emission MAXUS vehicle with the added bonus of a free home or workplace charger.

Drivers can trade-in a registered vehicle at any MAXUS dealership around the UK for money off a brand-new fully-electric MAXUS vehicle, including the brand's award-winning eDELIVER 9 and eDELIVER 3 LCV vans, or its newest additions, the T90EV pickup and MIFA9 MPV, which launched last year.

The scheme is available until 31st August 2023, providing drivers with an opportunity to upgrade their existing vehicle while making a considerable saving on standard retail prices, such as:

- £14000 off an eDELIVER 9 + VAT allowance + free home or workplace charger\*
- £1000 off an eDELIVER 3 (any model) + VAT allowance + free home or workplace charger\*
- £1000 off a T90EV + vat allowance + Free home or workplace charger\*
- £1000 off a MIFA9 (any model) + VAT allowance + free home or workplace charger\*

Speaking about the scrappage programme, Mark Barrett, General Manager of Harris MAXUS said: "MAXUS recognises that it has a key role to play in accelerating the switch to electric driving. Our new scrappage scheme has been created to encourage the transition to zero emission transport, helping drivers make the switch while simultaneously removing older and higher emission vehicles from our roads. There has never been a better time to pick up a MAXUS electric vehicle, this scrappage programme is an incredible opportunity to upgrade your transportation, make the move to electric and access the latest technology and battery technology available, which in the case of the MIFA9 offers a range of up to 323 on a single charge."

As part of this scrappage scheme, a free Indra or Easee chargepoint charger\* will be provided with every vehicle purchased, offering the convenience of a home or workplace charge so drivers can save time and money on powering their vehicle battery.

\* Terms and conditions apply see [www.saicmaxus.co.uk](http://www.saicmaxus.co.uk) for more information.



# MIFA9 ARRIVAL

Our latest addition to the electric vehicle line-up, the MIFA9, has arrived and we couldn't be more thrilled to share it with you! This all-electric vehicle is designed with families and businesses in mind, offering a versatile 7 passenger capacity. With a single charge range of up to 250 miles and zero emissions, the MIFA9 combines practicality and sustainability in one package.

To spread the word about the MIFA9, we've launched an exciting advertising campaign across a range of platforms. From radio and Spotify ads to social media campaigns and YouTube channels, we've carefully chosen these channels based on extensive research into the media consumption habits of prospective customers in the electric passenger vehicle segment.

We're confident that our launch will be a great success for all of our dealers, and we want to thank you for your support. Get ready to experience the power and efficiency of the MIFA9!





# GREAT BRITISH EV RALLY 2023

At MAXUS, we want to be part of the solution in the fight against climate change by encouraging drivers to make the switch to electric driving. As such, we are proud to once again partner with GREENFLEET to sponsor and participate in the 2023 Great British EV Rally. Our ethos is simple; we strive to always go the extra mile for our customers, helping those who want to make the move to electric motoring, through innovation, unparalleled vehicle range, support and education.

Over the past number of years, MAXUS has introduced a full range of premium electric vehicles to the UK and Irish markets and all other European RHD markets. In addition to our award-winning flagship eLCVs, the eDELIVER 3 and eDELIVER 9, last year, we also launched the T90EV, the UK's first fully electric pickup truck, as well as an all-electric MPV in the shape of the MIFA9 – bringing MAXUS to a new cohort of customers.

But having a great range of electric vehicles is not enough to encourage drivers to make the switch. At MAXUS, we understand that education, support and incentives are important too.

To accelerate the transition to electric, we not only launched our new scrappage scheme, but we also offer advice and support through our dealer network and ensure we are with our customers at every step of their EV journey to ensure their transition to electric is as seamless as possible.

5 CAPITAL CITIES IN DAYS 03-07 JULY

1200+ eMILES

CARDIFF TO DUBLIN, VIA LONDON, EDINBURGH AND BELFAST

ALL ELECTRIC

MAXUS

## ITT HUB

**itthub** 2023  
Innovation & technology in transport



## Visit us at Stand 1540

[www.saicmaxus.co.uk](http://www.saicmaxus.co.uk) | [maxusfleet@saicmaxus.co.uk](mailto:maxusfleet@saicmaxus.co.uk)

Harris MAXUS will be participating in the ITT Hub event taking place on 10th and 11th May at Farnborough International Exhibition Centre.

ITT Hub is a unique event that brings together key stakeholders in the transportation industry to showcase the latest innovations, technology and solutions that are shaping the future of transportation.

The ITT Hub event is the perfect platform for us to showcase our latest

range of electric commercial vehicles where, this year, we will be spotlighting our MAXUS MIFA9 and T90EV.

We invite you to join us at the ITT Hub event and experience our latest range of vehicles first-hand. Our team will be on hand to answer any questions you may have and to discuss how we can help you and your business make the transition to electric vehicles. We look forward to seeing you there!

# CV SHOW 2023

Harris MAXUS is excited to announce a big reveal at this year's CV Show, which underscores our brand's continued commitment to sustainable motoring and reinforces our position as a leader in the commercial EV market. While we can't reveal all the details just yet, we are thrilled to confirm that we will be unveiling a new eLCV to the UK market at 11am on Tuesday, April 18th, and we invite all CV Show visitors to join us for this momentous occasion.

Mark Barrett, General Manager of Harris MAXUS, commented, "As always, the CV Show is a highlight on our calendar, and this year will be no exception. We are proud to add a new state-of-the-art vehicle to our stable of cutting-edge models, and we look forward to sharing this exciting launch with all show-goers."

For the third year running, MAXUS will be showcasing a fully electric lineup at the CV Show. Our stand, 5D110, promises to be a pure EV experience, featuring 12 zero-emission vehicles, including the MIFA9 all-electric MPV, the T90EV zero-emission pickup, and our flagship eDELIVER 3 and eDELIVER 9. We can't wait to see you there!

“  
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”

Mark Barrett  
General Manager, Harris MAXUS





# MAXUS SPONSORS BENNETTS BRITISH SUPERBIKE CHAMPIONSHIP

We are thrilled to announce that MAXUS is once again sponsoring the Bennetts British Superbike Championship for the 2023 season! This will mark the third consecutive year that MAXUS has partnered with the championship, and we couldn't be more excited to continue our support of such a thrilling and dynamic sport.

We are proud to be associated with such a prestigious event and look forward to watching the riders and teams compete at the highest level.



**SPEED,  
POWER  
AND  
EXCITEMENT  
AWAITS**

**FROM 7th APRIL**

**MAXUS**

**BSB**  
Bennetts  
BRITISH SUPERBIKE CHAMPIONSHIP



**MAXUS**

**BSB**  
Bennetts  
BRITISH SUPERBIKE CHAMPIONSHIP



**MAXUS**

**BSB**  
Bennetts  
BRITISH SUPERBIKE CHAMPIONSHIP

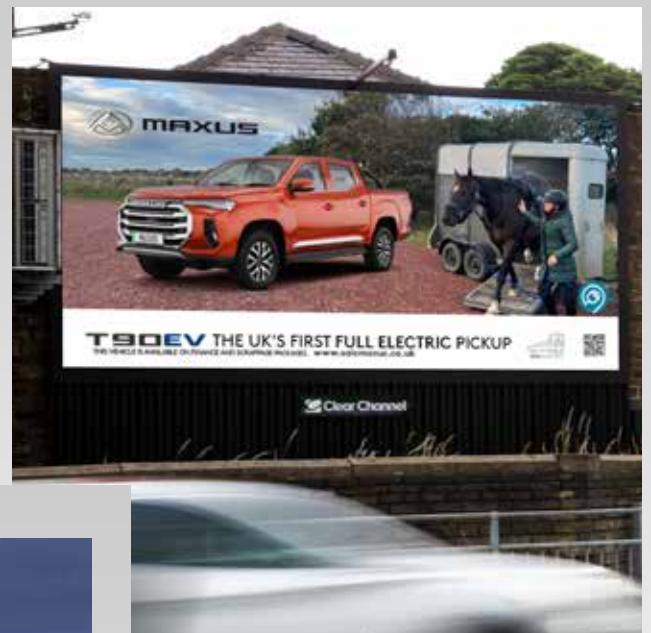


**WHERE  
THE FASTEST  
AND FIERCEST  
COME TO COMPETE**

**MAXUS**

**BSB**  
Bennetts  
BRITISH SUPERBIKE CHAMPIONSHIP

# MAXUS T90EV MARKETING CAMPAIGN DIGITAL OUT OF HOME [DOOH]



# MAXUS FOOD APPEAL IN MOTION

Rivervale Maxus and the Maxus Food Bank Appeal

## Charlton Athletic Community Trust

### How the van is being used:

Delivers food weekly to those within the local community unable to access existing food support services due to being housebound or requiring additional care.

### Success:

- 60+ Families Receiving Food Support from Charlton Food Club.
- Local NHS Trust providing £100k of funding to support ongoing deliveries for patients discharged from hospital with limited mobility to access food support.
- 12 recently discharged from hospital currently on the round.
- The van has enabled this project as current fleet of vehicles was at full capacity and funding limited.

### The Future:

CACT are currently looking for fundraising opportunities to enable growth of the programme and to make the van a permanent asset.



## The Real Junk Food Project

### How the van is being used:

Rescues surplus food that would have been thrown away and serves it as meals via a 'pay-as-you-feel' café' and food distribution.

### Success:

- 6 trips per week collecting food. Collecting 15 tonnes of surplus food from supermarkets around Brighton.
- Feeding approximately 800 people per week.
- The van has helped us to travel further afield, carry more produce, enable more collections and reduce time and lower the impact on the environment.

### The Future:

Our mission is to collect as much surplus food as we can in order to feed as many people as we can. We are really grateful for the use of the MAXUS.

# MAXUS FOOD APPEAL IN MOTION

## Drayton Maxus takes to the road for essential food bank deliveries

The fully electric MAXUS eDeliver 9, crewed by Neil and John at Drayton Motors, has come to the aid of people in need in the Louth community, delivering essential food bank supplies.

First stop was Morrison's store in Louth to meet Claire Lonsdale, Community Champion of Morrison's Louth. Our trusty team loaded the van up with very generous food donations. Morrison's store in Louth supports the 3 Food Bank charities: Lighthouse, Trinity and Laceyfield.

Once all loaded with help of Morrison's store manager Jason, it was time to hit the road for the first essential stop - Lighthouse Food Bank. The beneficiaries gratefully received one of the many food parcels unloaded.

Then, off to meet Garron Edwards of the Trinity Centre, who was delighted to receive such a huge variety of food and drink.

Last stop was Laceyfield School and Food bank, where a warm welcome awaited (despite the exceptionally cold day) from volunteers Rachel and Kelly. They were delighted to receive the kindly-donated food parcels from Morrison's. The pair were very impressed with the MAXUS eDeliver 9, which has now been nick-named 'The Flash Van', down to its lightning-electric performance and making the much-needed deliveries with zero emissions.

Neil Cameron, MAXUS Sales Manager at Drayton Motors, commented: "My trusty helper, John Davy, and I have seen first-hand the work these amazing volunteers do to support people who are less fortunate than so many of us.

"We've seen that food poverty is a real problem, which doesn't discriminate against age or social group. We met such a cross-section of local people who needed help, or just needed a hot cuppa, biscuit and some company in a warm, lit building. It's been a humbling morning doing 'our bit', with everybody we met so appreciative of our help."



# THE GREAT MAXUS eTour

We recently had the pleasure of hosting a group of 22 media from the UK and Ireland, to test drive to Ashford Castle.

The Great MAXUS eTour started from Harris HQ, welcomed by our CEO Mrs. Denise Harris, and General Manager Mark Barrett. Kudos to the journalists who braved the snowy weather and put our vehicles to the test in challenging conditions. We believe the journalists enjoyed the experience and got a chance to see the many features and capabilities of our electric vehicles, the MIFA9, T90EV, eD3, and eD9. These models represent the latest in electric vehicle technology and demonstrate our commitment to sustainability and innovation.

We look forward to the feedback and reviews that will help us continue to improve and innovate in the electric vehicle space, and we are excited to work together with you to promote the benefits of electric mobility.



# THE GREAT MAXUS eTour



# HARRIS MAXUS Event Calendar 2023

APRIL

**17-20**

Dealer Conference /  
CV Show

Hyatt Regency Hotel,  
NEC Birmingham

MAY

**10-11**

ITT Hub

Farnborough International  
Exhibition & Conference Centre

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 Museum

# BENNETTS BSB Superbike Calendar 2023

APRIL

**7-9**

SILVERSTONE  
(NATIONAL)  
ROUND 1

APRIL/MAY

**29-1**

OULTON PARK\*  
ROUND 2

MAY

**19-21**

DONINGTON PARK  
(NATIONAL)  
ROUND 3

JUNE

**16-18**

KNOCKHILL  
ROUND 4

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.