



WELCOME AUTUMN 2023 HARRIS MAXUS NEWSLETTER



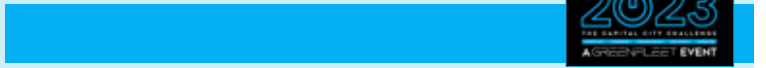
EV RALLY 2023 TRIUMPH: CELEBRATING ELECTRIC MOBILITY DUBLIN



On a sunny day in July in Dublin, the GreenFleet magazine's EV Rally concluded its epic journey, spanning five days, five cities, 100 drivers, fifty electric vehicles, and nearly 1200 e-miles across the UK and Ireland. As a pioneering brand in the EV market, we proudly hosted the grand finale at the Harris MAXUS headquarters.

Not content with just hosting, Harris MAXUS actively participated in the rally, with a team of four drivers completing the challenging 1200-mile route in our cutting-edge electric vehicles. Mrs. Denise Harris, CEO of The Harris Group, welcomed participants, highlighting the event's importance in showcasing EV capabilities and its role in the journey to net-zero motoring.

As the Official Event Logistics Partner, MAXUS provided essential transport support to rally organisers. This year's rally expanded its route to include Ireland and Northern Ireland, featuring a 50-strong convoy of electric vehicles, driven by fleet professionals, industry leaders, media, and celebrities. The EV Rally 2023's success will guide our future marketing endeavours, propelling us toward a greener, electric future.



OUR DRIVING FORCE AT EVROS 2023



At Harris MAXUS, we are thrilled to share the electric success story of EV Rally of Scotland (EVROS) 2023, and we owe a debt of gratitude to our esteemed partners: Team Western MAXUS and Team A.M. Phillip, who are integral members of our dealership network.



Team Western MAXUS: Powering Our Victory

Western MAXUS joined us on this electrifying journey and played a pivotal role in securing victory at EVROS 2023. Together, we showcased the immense potential of electric vehicles in real-world scenarios.



Team A.M. Phillip: Unleashing the MAXUS T90EV

We extend our heartfelt appreciation to Team A.M. Phillip, for their participation in EVROS. They not only showcased the capabilities of the MAXUS T90EV but also highlighted Scotland's charging infrastructure. Their mission was crucial, and we were excited to have them on board.

As the rally date neared, excitement grew. We are committed to leading the charge toward a greener, electric future, so stay tuned for more electrifying updates from our fantastic dealer network.

100 ACTIVITIES AT EV RALLY 2023 THE CAPITAL CITY CHALLENGE				
Overall				
Norrie	Mathew	Mike	Paul	LEVL
<p>MAXUS MFA 9 Premium 7 Seater</p>	<p>MAXUS T90 Elite</p>	<p>MAXUS MFA 9 LUX 7 Seat</p>	<p>MAXUS T90 Elite</p>	
3.11 Miles/kWh	2.51 Miles/kWh	3.19 Miles/kWh	2.61 Miles/kWh	
383.60kWh energy used	474.21kWh energy used	371.47kWh energy used	452.29kWh energy used	
1193 Miles driven	1190 Miles driven	1185 Miles driven	1181 Miles driven	
	*Regenerated 89.3kWh *4.7kWh used sitting		*Regenerated 69kWh *5.8kWh used sitting	

LONDON'S MAXUS ULEZ OFFER: YOUR CUSTOMER'S ROAD TO SAVINGS

We bring thrilling news that aligns with our commitment to a cleaner, greener future. As of September 4th, 2023, MAXUS customers within London's Ultra Low Emission Zone (ULEZ) have a golden opportunity to save big while driving toward sustainability.

MAXUS offers advice to drivers and fleets on why they should choose the MAXUS ULEZ offer

London's Transport for London (TfL) has expanded the ULEZ to all 32 boroughs and the City of London. To aid residents, TfL has broadened its scrappage scheme eligibility and increased grant payments for eligible applicants.

In partnership with TfL's Scrappage Scheme, MAXUS is proud to offer substantial discounts on our electric vehicle (EV) range, making it easier for London residents to transition to zero-emission driving and bid farewell to daily ULEZ fees. And that's not all! With every vehicle purchase, MAXUS offers the choice between a free Indra or Easee chargepoint charger.

The advertisement features a blue background with a central image of four MAXUS electric vehicles (a dark grey SUV, a red SUV, a white van, and a white van) parked on a bridge with a dome in the background. A large, stylized 'U' shape frames the vehicles, containing the text 'ULEZ GRANT WITH MAXUS SUPPORT'. Below this, a large '0' contains the text 'GET UP TO £31,500'. At the bottom, it says 'BEAT THE DEADLINE 29TH NOVEMBER 2023 AND MAKE THE SWITCH TO THE MAXUS ELECTRIC RANGE' with an 'Enquire Now' button. A QR code is in the top right corner.

Remember, the most substantial savings await those who replace non-compliant minibuses with electric variants, with up to £11,500 available as part of the ULEZ scrappage scheme. The MAXUS ULEZ Offer adds an extra £15,000 discount on new MAXUS eDELIVER 9 minibuses. With the OLEV grant of £5,000, your customers could save a total of up to £31,500. Don't miss this opportunity to drive MAXUS toward a cleaner, greener London!

EXCITING OFFERS FOR THE T90EV

**UK'S FIRST
ELECTRIC
PICKUP**

Now available
from **£349***
per month

T90EV

Enquire Now [▶](#)

MAXUS

CO₂ BIK



5 Warranty
YEAR
Vehicle

£6,000 Conquest
Support

7 Free
kW
Charger

8 Warranty
YEAR
Battery

+ OLEV **£5000**
OFFICE FOR LOW EMISSION VEHICLES GRANT

**UK'S
FIRST
ELECTRIC
PICKUP**

Enquire Now [▶](#)

T90EV

MAXUS



We're thrilled to unveil two exceptional offers that make the T90EV an even more compelling choice: Business Contract Hire Offer (£349* per month) and The T90EV 5,6,7,8 offer.

Both offers complement the £5,000 Office for Low Emission Vehicles (OLEV) grant, allowing your customers to own the sporty T90EV from just £38,950 (ex VAT). Don't miss out! These offers are available at all MAXUS dealerships across the UK for a limited time. Mark Barrett, Managing Director, Harris MAXUS, emphasizes our commitment to sustainable transportation. He shares, "We did it before with our 30m conquest support program, and we're doing it again with a £6,000 support program and a free charger to help our customers transition to EV." Act fast, as these offers are for a limited time. Urge your customers to explore the UK's only EV pick-up and embark on a journey of sustainability.

MAXUS SHINES AT THE MOTOR TRANSPORT AWARDS

We are delighted to share the exhilarating moments from the prestigious Motor Transport Awards held at Grosvenor London! This year, we were runner up in the Clean Fleet Van of the Year category, we are truly over the moon. Congratulations to all the deserving winners who are driving innovation and excellence in the automotive industry. The night was a fantastic opportunity to connect with fellow automotive enthusiasts and witness the industry's remarkable achievements. A special shoutout to our valued partner, DPD UK, for winning the Urban Operator of the Year award. We are delighted to be part of their journey towards greener transport. Together, we are driving change and embracing a more sustainable tomorrow.



EXPANDING HORIZONS: NEW DEALERSHIPS IN THE UK AND IRELAND



NEW DEALER

We're thrilled to announce our latest expansions, making MAXUS vehicles even more accessible:

New Darlington, Durham Dealership (UK): In partnership with Stoneacre Motor Group, we've opened a brand-new MAXUS dealership, strengthening our presence in the North East.

Strengthening Our Irish Network: Welcome Kieran Whelton Motors, Knock, Co. Mayo (Ireland). Our latest partner has launched a MAXUS dealership, bringing us closer to our Irish customers. We've also partnered with Sheridan Motor Group in Co. Waterford, enhancing our Irish dealer and aftersales network across Ireland.

These partnerships reflect our commitment to sustainable transportation solutions in Ireland and the UK. Exciting times ahead!



RECAP OF BEPEX EVENT

We are delighted to share a recap of our exhilarating presence at the BEPEX event, held at RDS Dublin on September 6th and 7th, 2023. The event was a fantastic opportunity to dive into a world of premier brands, engage in insightful trade discussions, and get exclusive previews of ground breaking products from 100's of exhibitors. What made it even more special was our chance to showcase the future of commercial vehicles!

We proudly displayed our eDELIVER 3, DELIVER 9, and T90EV right at our stand. Our expert team, led by Karl Haughton, was on hand to personally discuss how MAXUS vehicles can elevate businesses to new heights.

MAXUS eDELIVER 7: NOW AVAILABLE TO ORDER

We've got some fantastic news to share with you!

The highly anticipated MAXUS eDELIVER 7 is now available to order, and it's packed with incredible features and innovations that we can't wait for you to experience.

To learn more about the eDELIVER 7 and explore its specifications, pricing, and available options, visit our updated website. We've refreshed it with all the latest information to ensure you have everything you need at your fingertips.



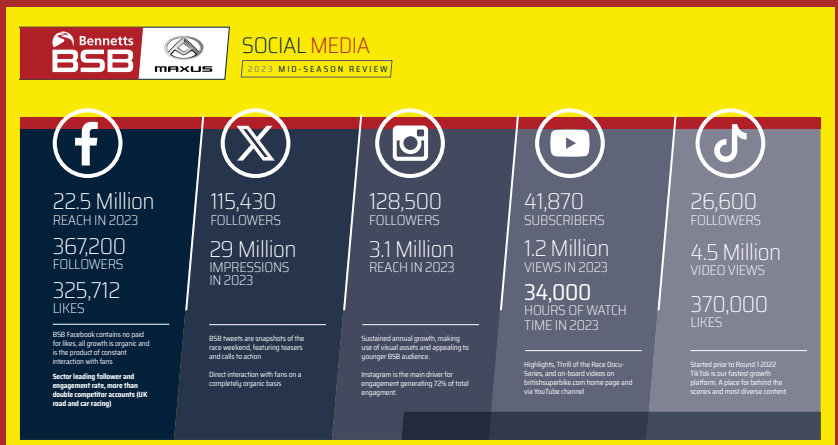
MAXUS SPONSORS BENNETTS BRITISH SUPERBIKE CHAMPIONSHIP

MAXUS is thrilled to continue our partnership with the Bennetts Superbike Championship, one of the most thrilling and popular events in the world of motorsport.

This sponsorship has been a fantastic journey for MAXUS, and we couldn't be happier to be part of such an exhilarating series. The Bennetts Superbike Championship has been an incredible platform for us to showcase the power and reliability of our vehicles while connecting with motorsport enthusiasts from all around.

The 2023 season of the Bennetts Superbike Championship has been nothing short of spectacular. With an astonishing 175,000 fans gracing the trackside at each race, and around 500,000 viewers tuning in to watch every thrilling moment, it's safe to say that the Championship is a force to be reckoned with. We're proud to have our brand associated with an event that commands such a massive and passionate following.

Stay tuned for more thrilling adventures on and off the track, and let's continue to drive toward a brighter and faster future together!



MAXUS eDELIVER 5 UNVEILING IN CHINA



This month, Harris MAXUS representatives, including Mark Barrett our Managing Director, visited SAIC in China. This visit proved to be a pivotal moment for the brand as SAIC unveiled the all-new MAXUS eDELIVER 5, an exceptional addition to our vehicle lineup, which will further emphasize our commitment to green technology.

Mark Barrett was joined on this visit by Brian Patterson, Director of Commercial Operation & Aftersales at Harris Group, and Frank Turner, Head of Sales Operations at Harris MAXUS, who together witnessed the groundbreaking innovations within the MAXUS brand that are shaping the future of light commercial vehicles.

The MAXUS eDELIVER 5 promises to make a revolutionary change to our offering both in the UK and Irish market, propelling us to new heights in the automobile industry. This milestone will undoubtedly boost our position, reinforcing our dedication to delivering cutting-edge solutions for our valued customers. We will share further details, spec and dates for pre-ordering the eDELIVER 5 in due course.

HARRIS MAXUS EVENT CALENDAR 2023

NOVEMBER

7

EV Summit

Dublin, Ireland

NOVEMBER

8

Scottish Environment
Business Awards

Edinburgh, Scotland

DECEMBER

7

Greenfleet Awards

Gaydon Motor Museum

BENNETTS BRITISH SUPERBIKE CALENDAR 2023

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.

SAIC APPOINTS MAXUS COUNTRY MANAGER FOR UK & IRELAND

THE MAXUS TEAM WELCOMES RICHARD CHAMBERLAIN

Shanghai Automotive Industry Corporation (SAIC) has announced the appointment of Richard Chamberlain as SAIC MAXUS Country Manager for the UK & Ireland. The appointment comes at a time of sustained growth for the MAXUS brand.

As SAIC MAXUS strengthens its position on the ground in Europe and appoints various country managers, Richard will be working with the Harris MAXUS team in a supportive role as our network and brand continues to evolve. SAIC MAXUS will not be directly selling in the UK but will offer a real-time support role to Harris MAXUS and you, our dedicated dealer network.

Mark Barrett, Managing Director at Harris MAXUS welcomed the news saying: "We look forward to working with Richard and SAIC to further grow the MAXUS brand in the UK and Ireland. Since we relaunched the brand here in 2016, we've enjoyed sustained growth in both markets. With a diverse range of premium vehicles, and with even more new models on their way, MAXUS is set for even more success into the future. It's an exciting time for the brand and Richard's arrival could not have come at a better time."

Richard Chamberlain, SAIC MAXUS Country Manager for UK & Ireland commented saying; "This is a great opportunity to join an exciting and growing brand that is leading the industry with a wide portfolio of electric products and significant traction in a number of sectors. I'm looking forward to working closely and supporting the Harris MAXUS brand as we embark on the next stage of the journey."

