

# WELCOME WINTER 2023 HARRIS MAXUS NEWSLETTER

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## Mrs Harris Christmas Note 2023

As the year draws to a close, it's fitting to take a moment and reflect on the collective achievements that have defined 2023 for Harris MAXUS.

In the midst of a challenging business landscape, 2023 has been filled with good news for Harris MAXUS. Over the past 12 months, we successfully launched a brand-new electric vehicle in the shape of the eDELIVER 7 across our markets, witnessed a remarkable 46% increase in overall sales on 2022, and saw a 64.4% surge in electric vehicle sales across the UK & Irish markets.

These achievements are not merely statistics; they are a clear testament to the hard work of each individual within the Harris MAXUS family. I want to extend my sincere gratitude for your unwavering dedication and exceptional efforts. Our brand's pillars—innovation, customisation, and reputation—are not just words; they are the embodiment of the extra mile you have all gone to and continue to go to for our customers.

I also want to express my sincere appreciation for the overwhelming response to our 2023 Harris MAXUS Food Bank Appeal. Your generosity and willingness to support those dealing with food poverty this Christmas truly embody the spirit of giving. Whether you donated food items from your cupboards, added a little extra to your shopping trollies, or dedicated your time to help distribute donations, your contribution of time and effort has made a meaningful impact on the lives of those who need it most this festive season.

As we approach the end of 2023, I want to wish you and your families a Merry Christmas and a Happy New Year.



May the coming year bring forth new successes, personal growth, and shared accomplishments. Your hard work and dedication have been the driving force behind our achievements this year, and for that, I am truly grateful.

As we look to the future, we have some very exciting announcements in the pipeline that will be transformative for the business and which we look forward to sharing with you in the New Year.

Warmest regards,  
Denise Harris  
CEO, The Harris Group



# HARRIS MAXUS SPARKS EXCITEMENT AT THE ELECTRIC VEHICLE SUMMIT & EXPO 2023



Harris MAXUS took centre stage at the Electric Vehicle Summit & Expo 2023 held at the RDS. The atmosphere was charged with energy as enthusiasts and experts converged to explore the future of electric vehicles and fleet electrification. Our very own Managing Director, Mark Barrett, brought his wealth of expertise to a captivating panel discussion, providing valuable insights that shed light on the path forward for electric mobility in Ireland.

The event played a significant role in advancing the adoption of EVs in Ireland, contributing to the ongoing decarbonisation of vehicles and fleets. Harris MAXUS, with the help of representatives, Mark Barrett and Karl Haughton, made a notable impact at the event, engaging visitors in lively discussions about all things MAXUS, sharing our vision for a greener and more sustainable future of mobility in Ireland, and engaging the audience with our commitment to driving positive change.

At MAXUS, our dedication to steering the future of mobility in Ireland remains unwavering. Looking forward, we are thrilled to play a pivotal role in shaping a landscape where green and sustainable transportation take precedence. The Electric Vehicle Summit & Expo was a testament to our collective efforts to make electric vehicles the norm, significantly reducing carbon emissions and contributing to cleaner roads.



## AFTER-SALES CONFERENCE, DUBLIN

At Harris MAXUS, we believe that our relationship with our customers extends far beyond the initial purchase. The recent conference in Dublin was a testament to our dedication to ensuring that every MAXUS customer receives the best care and support in the industry. Behind the scenes our team is hard at work, devising strategies and refining processes to guarantee that our customers only receive the highest standards of service.

We understand that our customers' journey with MAXUS doesn't end with the sale – it's just the beginning. Our after-sales conference provided an opportunity for our team to collaborate, share insights, and brainstorm innovative solutions to exceed customer expectations. We are proud to have a fantastic team that is driving excellence in after-sales service, and we're committed to going the extra mile for each and every MAXUS customer.

Looking ahead, we are excited to announce that this is just the beginning. Harris MAXUS will be planning and hosting more of these events to continually raise the bar in after-sales service. We are passionate about ensuring each customer's MAXUS experience is not only about the quality of our vehicles but also about the ongoing support and care they receive.

## SHINE A LIGHT SLEEP OUT: HARRIS GROUP CHAMPIONS THE FIGHT AGAINST HOMELESSNESS



Harris Group proudly joined forces with Focus Ireland on October 13th for the Shine A Light event. Kudos to our resilient Harris Group team who braved the cold, participating in the Sleep Out to raise awareness and crucial funds for homeless services in Ireland. Together, we're shining a light on this pressing issue, demonstrating our commitment to making a positive impact in our community. Thank you to all who supported this worthy cause!



# HARRIS MAXUS LEADS THE CHARGE IN SEAI'S DECARBONISE TRANSPORT INITIATIVE



Harris MAXUS took centre stage at The Johnstown Estate, Co. Meath, for the Sustainable Energy Authority of Ireland's (SEAI) Decarbonising Transport Conference. We were thrilled to be at the forefront of this transformative event which aimed to reshape the future of transportation and accelerate the shift towards sustainable mobility. At Harris MAXUS, we take immense pride in being a driving force behind sustainable mobility solutions. Our commitment to a greener future was exemplified by the showcase of our MAXUS vehicles at this event.



# DOUBLE TRIUMPH FOR HARRIS MAXUS CEO: A CELEBRATION OF EXCEPTIONAL LEADERSHIP AND LEGACY

We are delighted to share a moment of pride and achievement at Harris MAXUS! Our remarkable CEO, Mrs. Denise Harris, has clinched not one but two prestigious awards this quarter, marking a celebration of exceptional leadership and the enduring legacy she upholds. The first award was received at the Motoring Media Association of Ireland (MMAI) awards, where Mrs. Harris was honoured with an Outstanding Service to the Industry award.

The celebration continued at the BITA (British and Irish Trading Alliance) Networking Lunch and Awards, hosted at St. Pancras Renaissance Hotel. It was here that Mrs. Harris was bestowed with a Lifetime Achievement award, a testament to her enduring commitment, resilience, and transformative leadership that have played a pivotal role in shaping the success story of Harris MAXUS.

Join us in extending heartfelt congratulations to Mrs. Harris for these well-deserved honours. Together, we look forward to continuing our journey of success under her leadership.



# HARRIS MAXUS CELEBRATES VICTORY AT THE GREENFLEET AND WHATVAN? AWARDS

It has been a fantastic quarter for Harris MAXUS, marked by a number of awards and accolades.

Firstly, we are elated to announce our victory at the 19th Greenfleet Awards, where Harris MAXUS secured the prestigious Greenfleet Vehicle of the Year for our T90EV. This achievement is not just a testament to our commitment to sustainability but also a celebration of the collective dedication and hard work of our remarkable team.

But that's not all – in the same week, Harris MAXUS also clinched an award for the eDELIVER 7 at the WhatVan? Awards. This dual triumph underscores the excellence embedded in the entire range of Harris MAXUS vehicles.

To our invaluable supporters, steadfast partners, and every contributor to our journey, we extend our deepest gratitude. Your unwavering support has been the driving force behind our success story. As we bid farewell to 2023, we raise a glass to you, anticipating more milestones, greater innovation, and an even brighter future for Harris MAXUS in 2024.



## MONAGHAN BROS DRIVES SUCCESS: MAXUS DEALERSHIP SECURES EV DEALER OF THE YEAR TITLE



We extend our heartfelt congratulations to Monaghan Bros, the MAXUS dealership that has just achieved the prestigious title of EV Dealer of the Year at the NI Motor Industry Awards. Monaghan Bros has not only showcased outstanding dedication but has also embraced an innovative approach to electric vehicle (EV) adoption, setting them apart in the industry. Their commitment to shaping a sustainable future aligns seamlessly with our collective vision for a greener tomorrow. At Harris MAXUS, we are proud to be associated with partners like Monaghan Bros, who share our passion for advancing sustainable mobility solutions.

## HARRIS MAXUS POWERS G NETWORK'S GREEN FLEET REVOLUTION

Harris MAXUS has partnered with G Network, a prominent full-fibre broadband provider in London, as the company transitions to EV. G Network, demonstrating its commitment to a green and sustainable future, has acquired a fleet of 100 electric vans from Harris MAXUS. This includes 80 eDELIVER 3s and 20 eDELIVER 9 zero-emission vans that have been integrated into the G Network fleet over the past number of months. The collaboration was facilitated through the expertise of MAXUS dealership, HTC Van Centre.



This partnership reflects the growing importance of electric vehicles in improving both operational efficiency and

environmental sustainability. Harris MAXUS is thrilled to have played a supportive role in G Network's efforts to adopt a greener fleet, contributing to positive change in the heart of London.

# MAXUS DRIVES GROWTH: WELCOMING KILLARNEY AUTOS TO THE DEALER NETWORK



NEW DEALER ANNOUNCEMENT

MAXUS has expanded its presence in Ireland as Killarney Autos joins our commercial brand's dealer network.

From this month, the new MAXUS showroom will be open to the public and will offer a comprehensive range of services, including dedicated sales, expert servicing, and reliable aftersales support to customers across the Kerry region.

The sales department at the new showroom will be led by Kevin Donnelly and Tony Fleming, seasoned professionals with extensive experience in both passenger and commercial vehicle sales.

Mark Barrett, Managing Director of Harris MAXUS, said of the partnership, "We are thrilled to extend a warm welcome to Killarney Autos as they join our growing dealership network. This partnership marks an important expansion for MAXUS, opening up a brand-new location in the south west and connecting us with a fresh customer base here in Ireland. We have every confidence in MD, Billy Daly and his team, and look forward to many years of collaboration ahead."

Billy Daly, Managing Director of Killarney Autos, commented, "The addition of MAXUS to our offerings at Killarney Autos is a significant milestone for us, and we couldn't be prouder. MAXUS' versatile product range played a pivotal role in our decision to join forces, particularly the brand's compelling line of electric vehicles. We firmly believe that the all-electric category holds tremendous growth potential. It's not just about vehicles; it's about embracing a greener future and providing our customers with fit-for-purpose and truly sustainable commercial vehicle options."





# MAXUS eDELIVER 7

Exciting times are ahead at Harris MAXUS as we gear up for a game-changing year with the eDELIVER 7 2024 deliveries! The moment to revolutionize your fleet with cutting-edge electric vehicles has arrived, and we can't wait to embark on this electrifying journey with you.

Our dedicated team has been hard at work crafting multiple assets and creatives to support your marketing initiatives. Whether you're looking to upgrade your commercial fleet or dive into the world of electric vehicles, the eDELIVER 7 2024 is poised to exceed your expectations. Now, here's your chance to experience the power of eDELIVER 7 firsthand! We are thrilled to announce a Test Drive Event in January, where you can get behind the wheel and feel the electric revolution.

The eDELIVER 7 2024 is not just a vehicle; it's a statement. Join us in making 2024 a year of success, innovation, and sustainable mobility. Together, let's drive towards a brighter and greener future.



The graphic features the MAXUS logo and a 100% ELECTRIC icon. Below the logo, the text 'eDELIVER 7' is displayed in a large, glowing font. A row of five icons with corresponding text and icons lists the vehicle's specifications: Cargo Volume (5.9m³-8.7m³), Payload (1025kg - 1200kg), Battery Capacity (77 & 88 kWh), Towing Capacity (1500kg), and Peak Power (150 kWh). At the bottom, two MAXUS eDELIVER 7 vans are shown in a dark setting with blue lighting.

<b>Cargo Volume</b> 5.9m <sup>3</sup> -8.7m <sup>3</sup>	<b>Payload</b> 1025kg - 1200kg	<b>Battery Capacity</b> 77 & 88 kWh	<b>Towing Capacity</b> 1500kg	<b>Peak Power</b> 150 kWh
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**AVAILABLE TO ORDER NOW**

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# HARRIS MAXUS CLOSES THE YEAR ON A HIGH

Harris MAXUS announced a notable 46% growth in sales, underscoring the brand's prominent position in the motoring industry, alongside two electric vehicle award wins and two senior appointments as part of a strategic restructuring of the business.

According to Mark Barrett, Managing Director of Harris MAXUS, the sales growth is attributable to the brand's continuous investment in innovation and design, its ever-evolving range of pure electric vehicles and the strength of its dealership network, together with a repositioning of the MAXUS brand.

"While 2023 was a great year for MAXUS, we are confident that 2024 will be better again with stratospheric sales growth forecast for the coming 12 months," said Mark Barrett. "Our eDELIVER 7, which we premiered at the 2023 Commercial Vehicle Show, will play a pivotal role in driving our sales but we have much more in store for the market next year," he said revealing that Harris MAXUS is gearing up for the launch of a new premium electric panel van, the eDELIVER 5 and another high-tech MPV the MAXUS MIFA 7, a little sister to the current MIFA 9 model.

Industry expert **Bill Laidlaw** has returned to the Harris MAXUS team as UK Sales & Dealer Network Manager after a short hiatus from the business with Innovation Automotive (IA). With more than 30 years' experience and an encyclopedic knowledge of the commercial automotive sector, Bill will head up Harris MAXUS' UK sales team and dealer network.

Bill was thrilled that his first undertaking for the brand in more than ten months was to collect the WhatVan One to Watch for 2024 award presented at a gala event in London last week for MAXUS' newest EV LCV, the eDELIVER 7.

Bill will be joined on the UK's management team by **Frank Turner** who joined Harris MAXUS in 2020 and was this month promoted

to Head of Operations & Aftersales UK. Frank represented Harris MAXUS at the recent GreenFleet awards when he collected the much-coveted **2023 Vehicle of the Year** award for MAXUS' ground-breaking pure electric pick-up, the T90 EV. With a 1,000kg payload, the T90 EV is the UK's first and only pure electric pick-up, which was recognised for its impressive range of up to 220 miles and the vehicle's versatility within the fleet sector.

At the awards, which took place at the British Motor Museum, Bill Laidlaw was inducted into the **GreenFleet EV Champions Hall of Fame**, for his stalwart commitment to driving and supporting fleets make the transition to EV.

The two appointments are part of a wider restructuring of the Harris MAXUS group across both the UK and Ireland, full details of which will be announced in the new year.

"We have put in a huge amount of groundwork over the past eight years to bring us to this pivotal point in the development of the business and the positioning of the MAXUS brand," said Mark Barrett. "With two cutting-edge EV training academies, 80 dealerships across our 7 territories and a range we are incredibly proud of, under the leadership of our CEO, Mrs Denise Harris we are finalising the restructuring of the business, which is part of our long-term growth strategy.

"We are moving into 2024 with real confidence, underpinned by the strength and growth of the MAXUS brand and are looking forward to introducing even more new products to the market over the coming months," he said.

# HARRIS MAXUS EVENT CALENDAR 2024

JANUARY

**24-25**

VIP Preview Media /  
Fleet / Dealer  
- Test Drive Event  
Liverpool HQ

JANUARY

**25**

Emobility Awards  
  
British Motor Muesum

FEBRUARY

**17**

Electric Vehicle Show  
(Nevo Electric Show)  
  
RDS, Dublin

MARCH

**6**

Electric Vehicle Awards  
  
The Shelbourne Hotel,  
Dublin

MARCH

**13**

Fleet News Awards  
  
Grosvenor Hotel

APRIL

**22-25**

Dealer Conference -  
CV Show  
Hyatt Regency Hotel,  
NEC Birmingham

MAY

**1-2**

Celtic Series EV Rally -  
NI & Ireland  
  
NI & Ireland

MAY

**24-26**

Fully Charged  
  
London Excel

JUNE

**4-6**

Road Transport Awards  
  
Stoneleigh

JUNE

**12-13**

CCIA Event  
  
Millbrook Proving  
Ground

JUNE

**TBC**

Test Drive / Dealer  
Event - Fleet / Media  
  
Mondello, Dublin

JULY

**TBC**

GB Rally - Scotland  
  
Scotland

AUGUST

**21-22**

Celtic Series EV Rally -  
Scotland  
  
Scotland

SEPTEMBER

**4**

Motor Transport Awards  
  
Grosvenor House,  
London

SEPTEMBER

**4-5**

Cenex Event -  
(Exhibition Stand)  
  
TBC

OCTOBER

**10-13**

Fully Charged  
  
Farnborough

# HARRIS MAXUS EVENT CALENDAR 2024

OCTOBER

**16-17**

Celtic Series EV Rally -  
Wales

Wales

NOVEMBER

**TBC**

Scottish Environment  
Business Awards  
Radisson Blu Hotel,  
Glasgow

NOVEMBER

**TBC**

EV Summit

Dublin, Ireland

NOVEMBER

**TBC**

Harris Group / Maxus  
Media Roundtable

Dublin, Ireland

DECEMBER

**5**

Greenfleet Awards

Gaydon Motor Muesum

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# BENNETTS BRITISH SUPERBIKE CALENDAR 2024

APRIL

**20-21**

NAVARA  
(2 RACES) ROUND 1

MAY

**4-6**

OULTON PARK  
(3 RACES) ROUND 2

MAY

**17-19**

DONNINGTON PARK GP  
(3 RACES) ROUND 3

JUNE

**16-18**

KNOCKHILL  
(3 RACES) ROUND 4

JULY

**5-7**

SNETTERTON  
(3 RACES) ROUND 5

JULY

**19-21**

BRANDS HATCH GP  
(3 RACES) ROUND 6

AUGUST

**9-11**

THRUXTON  
(3 RACES) ROUND 7

AUGUST

**24-26**

CADWELL PARK  
(3 RACES) ROUND 8

SEPTEMBER

**13-15**

OULTON PARK  
(3 RACES) ROUND 9

SEPTEMBER

**27-29**

DONNINGTON PARK GP  
(3 RACES) ROUND 10

OCTOBER

**11-13**

BRANDS HATCH GP  
(3 RACES) ROUND 11

\* Denotes Bank Holiday

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