

# WELCOME SPRING 2024 HARRIS MAXUS NEWSLETTER



## MAXUS ELECTRIFIES LIVERPOOL WITH SUCCESSFUL eDRIVE EVENT



The MAXUS Liverpool campus was buzzing in late January as we hosted our three-day eDrive Event. Attended by a mix of current and prospective customers, members of MAXUS' dealer network, and key media figures, the event showcased MAXUS' commitment to innovation and sustainability in the automotive industry.

The event, featuring a blend of workshops and test drives, aimed to provide attendees with a hands-on experience and deeper insights into MAXUS' electric vehicle offerings.

### Engagement at its Finest

At the heart of the event was the opportunity for active engagement. Workshops, facilitated by our fabulous MAXUS team, showcasing our electrifying range of EVs and emphasising their benefits and advancements in green technology. Participants left with a newfound understanding of the environmental impact and cost savings associated with e-mobility.

The event also heightened brand visibility, placing MAXUS' electric range in the spotlight and creating lasting impressions on attendees.

### Test Drives: Experiencing the Future

The highlight of the event was undoubtedly the test drives. Participants and media representatives had the chance to experience MAXUS' range of electric vehicles firsthand, particularly the eDELIVER 7, which received hugely positive feedback.

We extend our heartfelt thanks to everyone who contributed to making this event such a resounding success.



# MAXUS WINS HIGHLY COMMENDED AT THE INAUGURAL ELECTRIC VEHICLE AWARDS



Earlier this month the Harris MAXUS team attended the Nevo EV Awards at the Shelbourne Hotel in Dublin where we were delighted to be highly commended in the EV OEM Manufacturer category!

Being recognised among the top players in the EV industry is an honour that truly ignites our passion to continue pushing the boundaries further.

This recognition motivates us to continue delivering cutting-edge electric vehicles and driving positive change in the automotive industry. Together, we will continue to innovate, inspire, and make strides towards a cleaner, brighter tomorrow.

## MAXUS NAMED BEST MANUFACTURER VAN SERVICE AT THE 2024 BUSINESS VAN AWARDS

We're delighted to share the news of our recent triumph at the 2024 Business Van Awards, where MAXUS was honoured with the Best Manufacturer Van Service award.

We take immense pride in leading the charge in revolutionising the UK and Irish vehicle market, offering an extensive range of electric vehicles. However, what truly distinguished us in the eyes of the judges was our unwavering dedication to customer satisfaction and support.

We owe a great deal of gratitude to you, our exceptional dealership network, whose tireless efforts have played a pivotal role in this achievement. Your commitment to providing unparalleled service and support to our customers has not gone unnoticed and has undoubtedly contributed to our success.



# HARRIS GROUP ANNOUNCES STRATEGIC RESTRUCTURING

- Founded by Pino Harris in 1961, Harris Group enters new phase of business growth with appointment of new senior management team
- Group to launch its first customer showroom on 24-acre Naas Rd site
- Double digit growth forecast for 2024

Harris Group, Ireland's largest privately owned automotive distributor has announced a strategic restructuring of the company, including the appointment of a new senior management team, a customer showroom on the Naas Rd. and the expansion of its bus & coach division into the UK. The ambitious plans are aimed at positioning the business for a new era of growth under the leadership of Chairperson and CEO, Denise Harris.

Building on the legacy of Pino Harris who founded the company in 1961, Denise Harris will be joined by four new executive directors who will drive the business in its key areas of sales and distribution, after sales, parts and assembly and training, alongside its finance and IT functions.

Speaking about the future of the business, Denise Harris said: "We have ambitious targets for double digit growth across all of our brands in both Ireland and the UK and are growing our dealership network while also investing heavily in training. The redevelopment of our Dublin headquarters will result in a more open site meaning fleet, commercial and private buyers can visit our new public showrooms at their leisure and meet with our commercial automotive experts." The new showrooms are at an advanced stage of planning and will open to the public over the coming months.

Located on some 24 acres on the Naas Rd. in Dublin, Harris Group is already Ireland's largest retail sales centre for the commercial vehicle sector with marque brands including Isuzu, MAXUS and Higer Bus & Coach. With a substantial parts stockholding, the business is also the largest parts distribution centre in the country and a recognised leader in the future of motoring both in Ireland and the UK.

## New leadership team

The new senior management team working alongside Chairperson and CEO, Denise Harris brings together some of the most experienced professionals in the motoring industry whose remit will be to support Denise Harris in taking the business forward:

- **Brian Patterson** has joined the business as Group Managing Director developing and driving the group's strategy and ambitious growth targets with responsibility for the business' P&L.
- **Mark Barrett** has been appointed to the role of Managing Director of Group Franchises, with responsibility for the growth and success of the group's brands, sales, dealer development and marketing in Ireland, the UK and right-hand drive Europe, where Harris has the franchise for the MAXUS brand.
- **John Keogh** joins the business as Managing Director of Retail Operations, heading up the sales and marketing functions in Ireland and with a focus on technological innovation, which will optimise the modern retailing concept. John will also oversee a number of key divisions including retail sales, service and parts.
- **Barry McGrane** is Harris Group's newly appointed Chief Financial Officer. A vastly experienced finance professional, Barry has more than 30 years' experience working with both Irish and international businesses across multiple sectors, including motor trade, and will be responsible for Harris Group's finance and IT functions.

Denise Harris said: "Today marks a transformative moment for the Harris Group. Our strategic restructuring creates a platform for growth and innovation as we re-position the business in line with the evolution of the motoring industry. Together with the new management team, I have undertaken a full review of our operation to ensure we have the optimal structure, the best people and the most advanced processes to future proof the business and to be a progressive industry leader. The company has been operating for more than 60 years and is gearing up for the next 60, and beyond.

"It's an exciting time for Harris Group as we enter this new phase of growth. And while we are creating an even more dynamic operation, underpinning all of this change is a consistent commitment to excellence and outstanding customer service. It was important to me that we retained these founding values of the business, honouring the legacy and pioneering spirit of my late husband, Pino Harris."



### 2023 growth, 2024 forecasts

Harris Group has reported significant sales growth for 2023, notwithstanding the industry-wide global challenges relating to supply chain and changes in regulatory requirements. Highlights include:

- The MAXUS range of light commercial vehicles, which includes an extensive range of all-electric vans and the first EV pick-up and MPV in Ireland and the UK, grew by a significant 46% in 2023.
- Further growth in the region of 60% is anticipated for 2024, which will be complemented by the launch of more new vehicles for both commercial and passenger car drivers.
- In the UK, MAXUS ranked number one in EV light commercial vehicle sales in December 2023 and fourth overall for the full year, despite having only launched in 2016 (Source: Glass's)
- Harris Group parts business is growing by ~30% year on year.
- Sales of bus and coach grew by 19% in 2023 and is forecasted to grow significantly in 2024 with a UK launch (sales and aftersales) planned this year.
- While sales of premium brand, Isuzu fell last year, primarily due to model changes and regulatory requirements, Harris Group forecasts sales growth of 50% in 2024, which will be driven, in part, by the much-lauded Isuzu D-MAX.

### 2023 growth, 2024 forecasts

Headquartered in Dublin, Harris Group has developed a strong presence in the UK, with a substantial, modern campus in Liverpool. Directed and managed from Ireland, the premises in Liverpool houses offices, a parts depot and warehouse together with Harris MAXUS' proprietary technical training academy. In the UK, the business has a national network of some 60 MAXUS dealerships and aftersales centres.

### Investing in the future

Plans have been approved for the expansion of Harris' onsite Training Academy, which provides cutting-edge EV (electric vehicle) training for technicians both within the group and across its extensive dealership network. The academy, launched in 2021, has quickly become a premier hub for knowledge exchange and a leading centre of excellence in EV technology education. Denise Harris said: "I am personally committed to supporting the next generation of technicians, engineers and industry professionals and firmly believe in the importance and power of continuous education and training. Future proofing the business is an ongoing process and the training academy is a central component of our long-term investment strategy."

### Network

With more than 120 independent dealerships across all its brands and territories Denise Harris confirmed that her team expects to grow the group's dealership network by 15% in 2024. In the past three years, staff numbers have increased by 30% and the company plans to optimise its sales and after-sales services through additional on-the-ground support. A recruitment drive is underway for 2024 in line with Harris Group's long-term growth strategy.

"There is a new energy that is being felt right across our business as a result of the significant changes we are making," said Denise Harris. "Backed by an incredible team of visionaries, I am confident that the Harris Group will continue to grow at pace, while being recognised as both an industry leader and a pioneer in new and alternative energy vehicles for many years to come."



## HARRIS GROUP APPOINTS BRIAN PATTERSON AS GROUP MANAGING DIRECTOR

Harris Group, Ireland's leading automotive retailer and distributor, has announced the appointment of Brian Patterson as Group Managing Director, reporting to the CEO and Chairperson, Denise Harris. This strategic move is part of a significant company-wide restructuring as Harris Group enters a new era of growth and innovation under Mrs Denise Harris.

With responsibility for the business' P&L, Brian will advise on and develop the company's strategic direction, motivating the business to meet ambitious growth targets, underpinned by the core objective of delivering exceptional customer service in the areas of both sales and aftersales.

From Doagh, Co Antrim, Brian Patterson brings two decades of motor industry experience to Harris Group. From starting out as an apprentice technician at Agnew Group to working in senior director roles for Ballyvesey Holdings Limited, over the course of his career, Brian has held numerous management roles with international brands, with a primary focus on commercial vehicles.

Before joining Harris Group, Brain was a freelance strategic leadership consultant, working with a number of well-known dealer groups.

Speaking on the appointment, Denise Harris, CEO and Chairperson of Harris Group said: "Brian's leadership and vision align seamlessly with our goals for the future. 2024 is setting up to be a significant year for the Harris Group as we embark on a new era of growth, advancing the business for current and future generations. With Brian's considerable experience, Harris Group is poised to navigate the challenges and opportunities that lie ahead, reinforcing our commitment to innovation, excellence, and sustained growth."

Brian's appointment is one of a number of C-Suite promotions and announcements within the Harris Group, which includes the appointment of Nigel Birkmyre to the board. Widely recognised as a trusted leader and advisor to the automotive industry, Nigel will provide strategic counsel and support to the new management team.

Barry McGrane joins as Chief Financial Officer, Mark Barrett has been appointed Managing Director of Group Franchises and John Keogh joins the Group as Managing Director of Retail Operations.



## HARRIS GROUP APPOINTS BARRY MCGRANE AS CHIEF FINANCIAL OFFICER

Harris Group has announced the pivotal appointment of Barry McGrane as Chief Financial Officer (CFO) in a strategic move marking the onset of a new phase of growth and innovation for the company.

As Harris Group positions itself for double-digit growth in 2024, Barry McGrane, will spearhead the company's finance and IT functions. A seasoned finance professional with over 30 years of experience, Barry's illustrious career has seen him serve as CFO for renowned Irish and international businesses such as United Drug, Grosvenor, and Moy Park.

Operating across diverse sectors like property development, construction, food, pharmaceuticals, and motor trade, Barry has held key financial roles. Notably, as Finance Director at Grosvenor Services, he managed the leasing function of the company's global security and patrol monitoring service. His extensive C-suite financial and treasury expertise positions him as a valuable addition to the Harris Group leadership team.

Denise Harris, CEO and Chairperson of Harris Group, said of the appointment: "Barry's wealth of experience and proven track record make him an ideal choice to lead our financial and IT functions during this exciting phase of growth."



## MARK BARRETT APPOINTED MANAGING DIRECTOR, GROUP FRANCHISES AT HARRIS GROUP

Harris Group has announced the appointment of Mark Barrett as Managing Director of Group Franchises.

In his expanded role, Mark will be central to the strategic development of all brands under the Harris Group umbrella, this includes growing MAXUS across right-hand drive Europe, expanding Isuzu in Ireland, and bringing the Higer brand (bus & coach) to the UK market. He will also be responsible for sales and marketing functions for all brands and the development of the group's franchise dealership networks.

With a career spanning almost 30 years within the automotive industry, Mark Barrett brings a wealth of experience to his new role having worked with some of the leading brands in the world across fleet rental / leasing, commercial, HGV and LGV sectors.

Mark played a pivotal role in the successful launch of the MAXUS commercial vehicle range in the UK and Ireland. Under his leadership, the brand has introduced several all-new platform vehicles to the market, including the launch of the first all-electric luxury MPV and pick-up truck across right-hand drive Europe.

Denise Harris, CEO and Chairperson of Harris Group, said of the appointment: "Mark's extensive experience and exceptional leadership have been instrumental in the success of Harris Group, particularly in the relaunch of our MAXUS range and the introduction of cutting-edge electric vehicles. With a new era of growth underway, his strategic insights will help drive our brands to new heights, fortifying it for the next 60 years and beyond."



## HARRIS GROUP APPOINTS JOHN KEOGH AS MANAGING DIRECTOR OF RETAIL OPERATIONS

Harris Group, Ireland's leading automotive retailer and distributor, has announced the appointment of John Keogh as Managing Director of Retail Operations.

As part of Harris Group's ambition to evolve, John will oversee a number of key divisions including retail sales, service and parts. He will also be responsible for technological innovation at Harris Group, optimising the modern retailing concept and supporting the ongoing digital transformation of the business as it positions itself as the best-in-class digitally-lead automotive retailer.

With a motor industry career spanning almost three decades, John is a qualified motor mechanic and automotive technician who is passionate about continuous learning and education. John's first role was as a truck mechanic and from there, he joined the team at Avis Truck Rental. A number of sales roles followed, including 18 years with Harris Commercial Motors where he was sales manager. He joins Harris Group from Longhual Commercials in Co. Offaly.

Speaking on the appointment, Denise Harris, CEO of Harris Group said: "John's comprehensive industry experience and dedication to excellence make him an invaluable addition to our leadership team. We are embarking on a new era of growth, future-proofing Harris Group for future generations and John's leadership will play a crucial role in realising our vision."

# TAKING IT TO THE MAX(US) - ARMSTRONG VEHICLE CENTRE UNVEILS NEW SHOWROOM IN CARLISLE

We are thrilled to share exciting news from our esteemed partner, Armstrong Vehicle Centre. In February, Armstrong Vehicle Centre, a proud member of the Wm Armstrong Group, achieved a significant milestone with the grand opening of its new showroom in Kingstown, Carlisle.

At Armstrong Vehicle Centre, sustainability is at the forefront of their mission. The new showroom is dedicated to offering customers sustainable EV solutions, and we are proud that MAXUS vehicles will play a pivotal role in this initiative. As the main dealer for both Isuzu Trucks and MAXUS, Armstrong Vehicle Centre continues to demonstrate its commitment to providing diverse and reliable vehicle solutions to meet the evolving needs of its clientele.

The grand opening event, held on the 28th of February, was a resounding success. Attendees were treated to an exclusive preview of the latest MAXUS vehicle models, showcasing cutting-edge technological advancements that underscore our commitment to automotive excellence.

We extend our warmest congratulations to the entire Armstrong Vehicle Centre team on this momentous achievement. We look forward to a long and successful partnership, as we continue to work together to drive innovation and sustainability in the automotive industry.





# HARRIS MAXUS LAUNCHES IRELAND FINANCE OFFERS

Harris MAXUS is thrilled to announce the launch of our Ireland Finance campaign this March. We're offering flexible and affordable finance options tailored for individuals, small businesses, and major fleet operations. Our campaign highlights the simplicity of financing your next MAXUS vehicle in four easy steps: choosing your MAXUS model, utilising our finance calculator, arranging a callback for detailed discussions, and booking a test drive to experience your selected vehicle firsthand. With competitive rates and a customer-focused approach, we're dedicated to providing you the best value and support for your vehicle finance needs.

We're also excited to share that all the assets for this finance campaign have been distributed to our dealer network, ensuring our message reaches across Ireland. The campaign is now live on multiple platforms, strategically aimed at attracting the right customers in the right places. Our comprehensive approach ensures that whether you're looking online, visiting a dealership, or catching up on social media, you'll find accessible and straightforward information on how to finance your next MAXUS vehicle.

**MAXUS FINANCE**

**eDELIVER 9** | **eDELIVER 3**  
100% ELECTRIC VEHICLE | 100% ELECTRIC VEHICLE

**Green Technology leading the future**

5.9% APR\* available across the eDELIVER range

Enquire now

**5 YEAR** **5 YEAR** **5 YEAR**  
Vehicle Package Assistance  
\*For business users only. Terms and conditions apply.

**MAXUS FINANCE**

**DELIVER 9**  
2L DIESEL PANEL VAN

**Future-proof your fleet with DELIVER 9**

5.9% APR\* available across the DELIVER 9 range

Enquire now

**5 YEAR** **5 YEAR** **5 YEAR**  
Vehicle Package Assistance  
\*For business users only. Terms and conditions apply.

# HARRIS MAXUS UK FINANCE OFFERS

**MAXUS** **DELIVER 9**  
2L DIESEL PANEL VAN

**Future-proof your fleet with DELIVER 9**

£1000 enhanced bonus | From only £95 per week

[Enquire now](#)

**MAXUS** **eDELIVER 3**  
PANEL VAN | DROPSIDE

**Green eDELIVER 3 Technology leading the future**

£1000 enhanced bonus | From only £100 per week

[Enquire now](#)

**MAXUS** **eDELIVER 9**  
1495cc ELECTRIC VEHICLE

**Green eDELIVER 9 Technology leading the future**

£1500 enhanced bonus | From only £158 per week

[Enquire now](#)

**MAXUS** **DELIVER 9**  
DIESEL | EV MINIBUS

**A minibus for every need**

[Enquire now](#)

12 seat diesel | 16 seat diesel | 14 seat electric vehicle

We are also delighted to announce the latest UK Finance offers available for the MAXUS DELIVER 9, eDELIVER 9, and eDELIVER 3 vans, designed to provide businesses with even greater affordability and flexibility when transitioning to electric and diesel-powered vehicles.

These finance offers are based on a 4-year Hire Purchase Agreement with a 10% deposit, followed by 48 monthly payments and a balloon payment, subject to 11.4% APR. Please note that these offers are applicable to business users only and are subject to status.

If you have any questions or would like further information about these finance offers, please don't hesitate to contact your local MAXUS regional manager.

We're here to support you in providing customers with the best possible solutions for their transportation needs.

Below is a breakdown of the finance offers for key models:

**DELIVER 9 – 2L Diesel Panel Van:**

- £1000 enhanced bonus | From only £95 per week
- Price from £33,843 (ex VAT)

**eDELIVER 9:**

- Price from £63,000 (ex VAT)
- £1500 registration bonus | From only £158 per week

**eDELIVER 3 – Panel Van or Dropside:**

- Price from £34,000 (ex VAT)
- £1000 extra enhanced bonus | £100 per week

# HARRIS MAXUS ATTENDS NEVO - IRELAND'S FIRST-EVER EV SHOW



NEVO Electric Vehicle Show, held in Dublin on February 17, 2024, showcased the latest developments in the electric vehicle (EV) industry, with Harris MAXUS featuring prominently at the event. The show attracted a significant crowd of over 20,000 enthusiasts, reflecting the growing interest in EVs. At our stand, attendees had the opportunity to explore our innovative vehicles, including the MAXUS MIFA 9 electric MPV and our new MAXUS eDeliver 7. Through engaging test drives, visitors experienced firsthand the potential of electric transportation and greener mobility.



# COMMERCIAL VEHICLE SHOW 2024



As we gear up for another ground-breaking year at Harris MAXUS, we're thrilled to announce our participation in the upcoming Commercial Vehicle Show 2024, taking place from April 23 to 25 at the NEC Birmingham, UK.

This year marks a significant moment for us as we continue to push the boundaries of innovation within the commercial vehicle sector. The Commercial Vehicle Show has always been a strategic platform for Harris MAXUS, allowing us to showcase our latest advancements and engage with both industry professionals and the public on a grand scale. In 2023, the show featured the latest in electric and hydrogen-powered vehicles, including our very own eDELIVER 7, which bridges the gap within our electric vehicle range.

We eagerly invite you to join us at stand D110, where we will unveil new products set to revolutionise the commercial vehicle landscape. Additionally, we look forward to seeing you all at the Dealer Conference on April 22, a day before the show begins, promising a glimpse into the future of sustainable commercial transport. Together, let's drive towards a greener, more innovative future.

# HARRIS MAXUS EXPANDS WITH NEW DEALERSHIP IN COUNTY CORK

**Cavanaghs**  
www.cavanaghs.com

NEW DEALER ANNOUNCEMENT

Cavanaghs of Mallow is the latest addition to the Harris MAXUS dealership network in Ireland, bringing a wealth of experience and exceptional service to customers in the southern region.

Speaking ahead of the launch, James Foley, Managing Director of Cavanaghs of Mallow said: "We were actively seeking a developing commercial brand for our dealership in Mallow, and MAXUS stood out as the perfect fit. Harris MAXUS' commitment to innovation and quality aligns seamlessly with our values, and we are thrilled to be a part of their growing network across Ireland. This partnership marks an exciting chapter for Cavanaghs of Mallow, and we are confident that our customers will benefit from the outstanding range of MAXUS vehicles."

Mark Barrett, Managing Director Group Franchises at Harris Group, also expressed enthusiasm about the expansion, stating, "We are delighted to welcome Cavanaghs of Mallow to the Harris MAXUS family. This addition reinforces our commitment to providing customers across Ireland with a premium range of vehicles and unparalleled service. We are confident that the partnership will contribute to the continued success of both Cavanaghs of Mallow and the Harris MAXUS brand as a whole."

Now open for business, the new Harris MAXUS dealership in Mallow will leverage the expertise of Cavanaghs' existing sales team with MAXUS sales headed up by Dominic Foley and Darren Ronan.

This partnership with Cavanaghs of Mallow signifies Harris MAXUS' commitment to providing top-tier commercial vehicles and more to customers in the Cork region, bringing together a legacy of automotive excellence.

Distributed in Ireland and the UK by Harris Group, the new dealership brings the number of MAXUS dealerships in Ireland to 14.

“ We are delighted to welcome Cavanaghs of Mallow to the Harris MAXUS family. This addition reinforces our commitment to providing customers across Ireland with a premium range of vehicles and unparalleled service. We are confident that the partnership will contribute to the continued success of both Cavanaghs of Mallow and the Harris MAXUS brand as a whole.. ”

Mark Barrett, Managing Director Group Franchises at Harris Group, speaking of the expansion of its dealer network



# MAXUS UK STRENGTHENS TEAM WITH KEY APPOINTMENTS TO DRIVE MARKET GROWTH

In a strategic move aimed at fortifying its operations and consolidating its position in the UK market, MAXUS has announced the addition of several highly skilled professionals to its team. The appointments include:



## Ivan Cummings as Regional Technical Manager

With over 28 years of industry experience, Ivan Cummings assumes the role of Regional Technical Manager at Harris MAXUS. Ivan's journey in the automotive sector began as an apprentice motor mechanic, progressing swiftly to become a Technical Adviser for General Motors. Prior to joining Harris MAXUS, Ivan worked at Pentagon Group as a Nissan Master Technician. His technical prowess and customer-centric approach is sure to make him a valuable asset to MAXUS going forward.



## Daniel Conelly as Field Engineer

With an impressive tenure of 24 years in the automotive sector, Daniel Conelly joins MAXUS as Field Engineer for the south of England. Having commenced his career as an apprentice technician at an independent garage, Daniel's journey saw him ascend to the role of Master Technician over 15 years. His wealth of experience and dedication to innovation position him as a driving force for technical excellence within MAXUS.

# MAXUS UK STRENGTHENS TEAM WITH KEY APPOINTMENTS TO DRIVE MARKET GROWTH



**James Hooker**  
as Fleet Account Manager,  
Contract Hire & Municipal

With over 17 years of expertise in fleet management and sales James Hooker has also been announced as Fleet Account Manager at Harris MAXUS. With a rich background that includes stints as the National Ambulance Sales Manager at Fiat Professional and a MAXUS Account Manager at one of the UK's largest leasing companies, James is well positioned to enhance MAXUS' market presence and client relationships in the contract hire and municipal sectors.



**Paul Westwood**  
as Fleet Manager

With a career spanning over two decades in fleet management and sales, Paul Westwood has been appointed Fleet Manager at Harris MAXUS. Paul's journey in the automotive sector commenced as an Area Sales Manager for Nissan, followed by diverse roles at Audi, VW Group, and Fiat Chrysler Automobiles. With a proven track record of success and a steadfast focus on customer satisfaction, Paul is poised to lead MAXUS' fleet business to new heights.

## MAXUS UK STRENGTHENS TEAM WITH KEY APPOINTMENTS TO DRIVE MARKET GROWTH



**Jamie Lee Thomas**  
as Operations Administrator

Bringing 10 years of experience to the table, Jamie Lee Thomas steps into the role of Operations Administrator. With a background in customer service and administration, Jamie's meticulous attention to detail and organisational skills will be essential for MAXUS' day-to-day operations.

The appointment coincides with MAXUS distributor, Harris Group, undergoing a significant restructuring programme as it looks towards a new era of growth.

Speaking about the new appointments, Harris Group Chairperson and CEO, Denise Harris, said: "I'm overjoyed to welcome the new recruits onboard. The diverse expertise and fresh perspectives brought by these new team members will further strengthen MAXUS' commitment to delivering exceptional products and services to customers across the UK."

## MAXUS WINS BIG AT FLEET NEWS AWARDS



We're pleased to share that Harris MAXUS has been awarded the Electric Van Breakthrough of the Year at the latest Fleet News Awards. This recognition is a testament to our ongoing commitment to innovation and responsiveness to customer feedback. Attended by 1,300 industry professionals, We extend our gratitude to Mike Haran and Paul Westwood for representing our team at the event. This accolade highlights our dedication to advancing the industry and providing innovative solutions tailored to our customer's needs.



# HARRIS MAXUS EVENT CALENDAR 2024

APRIL

**22-25**

Dealer Conference -  
CV Show  
Hyatt Regency Hotel,  
NEC Birmingham

MAY

**1-2**

Celtic Series EV Rally -  
NI & Ireland  
  
NI & Ireland

MAY

**16**

GreenFleet Roundtable  
  
Liverpool

MAY

**24-26**

Fully Charged  
  
London

JUNE

**4-6**

Road Transport Awards  
  
Stoneleigh,  
Warwickshire

JUNE

**12-13**

CCIA Event  
  
Millbrook Proving  
Ground, Bedfordshire

JUNE

**24 -27**

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

JULY

**1-5**

GB Rally - Scotland  
  
Scotland

AUGUST

**21-22**

Celtic Series EV Rally -  
Scotland  
  
Scotland

SEPTEMBER

**1**

Nothside - T90EV  
Campaign Giveaway  
  
Chatsworth, Derbyshire

SEPTEMBER

**4**

Motor Transport  
Awards  
Grosvenor House,  
London

OCTOBER

**10-13**

Fully Charged  
  
Farnborough,  
Hampshire

# HARRIS MAXUS EVENT CALENDAR 2024

NOVEMBER

**12-14**

Bus & Coach Show

NEC, Birmingham

NOVEMBER

**TBC**

Scottish Environment  
Business Awards  
Radisson Blu Hotel,  
Glasgow

NOVEMBER

**16-17**

Celtic Series EV Rally -

Wales

NOVEMBER

**TBC**

EV Summit

Dublin, Ireland

NOVEMBER

**TBC**

Harris Group / MAXUS  
Media Roundtable

Dublin, Ireland

DECEMBER

**5**

Greenfleet Awards

Coventry,  
West Midlands

DECEMBER

**TBC**

What Van - Awards

TBC

# 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.