

WELCOME AUTUMN 2024 HARRIS MAXUS NEWSLETTER



MAXUS LAUNCHES eTERRON 9

CELEBRATING EXCELLENCE: OUR CEO, MRS. DENISE HARRIS, WINS PRESTIGIOUS AWARD IN LONDON

We are proud to announce that our CEO, Mrs. Denise Harris, has recently been recognized with a prestigious award at the London Business Excellence Awards. This accolade highlights her outstanding leadership, commitment to innovation, and contributions to the automotive industry.

Since taking the helm, Mrs. Harris has led the company through a phase of remarkable growth and innovation, consistently positioning Harris

MAXUS as a frontrunner in the evolving world of electric vehicles and commercial transport solutions. Her strategic foresight and focus on sustainability and customer-centric solutions have set us apart, inspiring the entire team to push the boundaries of what's possible.

This latest recognition from the London Business Excellence Awards underscores her ability to lead with both purpose and passion. As we continue to evolve and expand, her leadership remains a driving force behind our success and future vision.

We extend our heartfelt congratulations to Mrs. Harris on this well-deserved achievement and look forward to the exciting journey ahead as she continues to guide us toward greater milestones.



MAXUS GIVES AWAY BRAND-NEW eDELIVER 5 AT NEVO ELECTRIC VEHICLE SHOW

NEVO
ELECTRIC
VEHICLE SHOW



MAXUS is thrilled to partner with Nevo to give away a brand-new eDELIVER 5 electric van at the upcoming Nevo Electric Vehicle Show, taking place at the RDS Dublin on November 10th. This is an incredible opportunity for show-goers to drive away with a cutting-edge electric vehicle - just by registering for a free ticket!

In addition to the exciting giveaway, we will have a prominent stand at the show, showcasing our latest range of electric vehicles. This is the perfect chance for those considering making the switch to electric to explore the innovative MAXUS lineup and learn more about sustainable transport solutions available.

Visitors can speak directly with MAXUS's team of EV experts, who will be on hand to answer questions, provide advice, and guide potential customers through the benefits of going electric. If you plan of visit, make sure to drop by the MAXUS stand and say hello, we'd love to see you.

TEAM MAXUS TRIUMPHS AT THE EV RALLY OF SCOTLAND

We are thrilled to announce that MAXUS was proudly represented at the EV Rally of Scotland 2024, which took place from August 22 to August 23. This exciting two-day event, featuring a 600-mile journey along Scotland's iconic North Coast 500 route, was a celebration of electric vehicle innovation and the power of sustainable transport.

MAXUS was represented by a stellar team: Norrie Ray, Fergus Wilson from Western MAXUS, and Grant McLean and Alison McLean from A.M. Philip Ltd. Their participation highlighted MAXUS's commitment to a greener future by showcasing the exceptional capabilities of our electric vehicle range.



The EV Rally of Scotland serves as a key platform to demonstrate not only the performance of EVs but also the reliability and effectiveness of Scotland's EV charging infrastructure. The picturesque route covered some of the country's most stunning landscapes, proving that electric vehicles can tackle long distances with ease, all while delivering zero emissions.

The presence of MAXUS at this prestigious rally reaffirms our position as a leader in the electric vehicle market. As we continue to develop cutting-edge EV solutions, events like these allow us to showcase our vehicles in real-world conditions while promoting the importance of sustainable transportation.

We extend our gratitude to Norrie Ray, Fergus Wilson, Grant McLean, and Alison McLean for representing MAXUS with such enthusiasm and professionalism. Their participation not only showcased our vehicles but also demonstrated the spirit of collaboration that drives the MAXUS brand forward.



EV RALLY 2024

EURO NCAP RATINGS PLATINUM RATING FOR eDELIVER 5 & FIVE STARS FOR MIFA 7

We are buzzing with the news that the MAXUS eDELIVER 5 has achieved a prestigious Platinum rating in the latest Euro NCAP Commercial Van ratings, with an impressive overall score of 82%. This exceptional result places MAXUS alongside Ford, Mercedes-Benz, Nissan, and Volkswagen in our commitment to safety and quality.

Our other models also performed exceptionally well. The DELIVER 9, eDELIVER 9, and eDELIVER 7 earned Gold ratings, demonstrating MAXUS's dedication to maintaining high safety standards across our entire range.

Additionally, our new MPV, the MAXUS MIFA 7, achieved an outstanding 5-star overall rating in the latest Euro NCAP safety tests, comfortably meeting the highest standards of safety and reliability.

These results are a testament to MAXUS's continuous efforts to deliver top-tier safety, performance, and innovation across our vehicle lineup.



CONGRATULATIONS IN ORDER AS HARRY BESLY COMPLETES ERIB CHALLENGE

A huge congratulations to 18-year-old Harry Besly, who has made history by completing a never-before-attempted journey around Britain in his electric RIB. Harry stopped at over 45 locations across England, Wales, Northern Ireland, and Scotland, covering approximately 1,708 nautical miles in just 31 days, 20 hours, and 46 minutes.

With a clear mission to inspire the marine sector to embrace greener transport and technology, Harry and his ground support team set out to demonstrate the need for harbours and ports to invest in shore-side charging facilities. It's safe to say that his mission was a resounding success.

We were thrilled to support Harry's groundbreaking journey, providing his team with a T90EV to sustainably follow him around the UK. Our 100% electric pick-up covered over 2,981 miles, helping to drive the message of sustainable transport further.

Well done once again, Harry! The future looks bright with young pioneers like you leading the way towards a greener world.



HARRIS MAXUS IRELAND FINANCE OFFERS



MAXUS FINANCE

eDELIVER 9
100% ELECTRIC VEHICLE

eDELIVER 3
100% ELECTRIC VEHICLE

Green Technology leading the future

5.9% APR* available across the eDELIVER range

Enquire now

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

We are thrilled to share that our recent finance campaign, which ran throughout July and August, received an incredible response from businesses across Ireland!

Featuring the 100% electric MAXUS eDELIVER 3 and eDELIVER 9, as well as the diesel-powered DELIVER 9, our campaign successfully highlighted the benefits of both electric and diesel options to suit diverse business needs. With engaging digital ads, targeted social media promotions, and strategic search engine marketing, many customers took advantage of our special 5.9% APR finance offer. Due to this fantastic response, we are continuing to promote these finance options tailored specifically for the Ireland market.



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**
Warranty Vehicle Package Assistance
*For business users only. Terms and conditions apply.

Enjoy zero emissions, extended range, and rapid charging with the eDELIVER models, or robust performance with the diesel DELIVER 9 - all backed by competitive financing, a 5-year warranty, and roadside assistance. Visit our website to learn more and secure the perfect vehicle for your business today!

EXCITING NEW UK CAMPAIGN



We are pleased to announce the launch of our latest campaign in the UK, designed to support our dealer network in offering an enhanced range of sustainable and innovative transport solutions. This new campaign focuses on promoting three of our standout models: the fully electric MAXUS eDELIVER 5 and eDELIVER 7, alongside the HVO-ready MAXUS DELIVER 9. With this campaign, we aim to provide our dealers with compelling offers and a robust marketing strategy to attract new customers and drive lead generation.

Our comprehensive media plan utilises Bliss location-based ads, Meta (Facebook and Instagram) digital channels, and Google ads to drive lead generation and attract potential customers. We encourage all dealers to actively promote these offers and engage with businesses ready to embrace sustainable transport solutions. Let's work together to lead the charge towards a greener future!

The primary objective of this campaign is to generate high-quality leads and convert them into loyal customers. By using targeted messaging and precise audience segmentation, we aim to attract businesses that are ready to invest in sustainable transport solutions and nurture them through the sales funnel with a variety of engaging and informative content.

We encourage our dealer network to capitalise on this campaign by actively promoting these offers and engaging with potential customers. Together, we can lead the way in sustainable transport and help businesses across the UK modernise their fleets with the latest MAXUS vehicles.



BENNETTS BRITISH SUPERBIKE CHAMPIONSHIP 2024



The 2024 BSB season is at full throttle, and as proud sponsors, MAXUS is thrilled to be part of the action! With ten different riders claiming podium finishes and just four races left in the season, the competition is fierce, and the excitement is building.

We're already gearing up for the next three clashes at Cadwell Park, Oulton Park and Donington Park, before the grand finale which will include three Bennetts BSB races at Brands Hatch on Sunday 13th of October.

With four more events to go, it's all to play for, and we're excited to see how the season will end! Don't miss out on the action - check the calendar at the end of this newsletter for all key dates and all upcoming events.



MAXUS ATTENDS THE MOTOR TRANSPORT AWARDS 2024

Earlier this month, the MAXUS team attended the prestigious Motor Transport Awards at Grosvenor House Hotel in London. As proud sponsors of the Urban Operator of the Year category, our very own Mark Barrett had the honour of announcing MAXUS customer, DPD, as this year's deserving winner.

On the night, MAXUS was also highly commended in the EV Van of the Year category for our flagship eDELIVER 9. This recognition inspires us to continue delivering innovative electric vehicles and driving positive change in the automotive industry. We remain committed to leading the charge towards a greener, more sustainable future.



THE MOTOR TRANSPORT AWARDS 2024

MAXUS UK BECOMES 100% HVO COMPLIANT, OFFERING SUSTAINABLE SOLUTION FOR BUSINESS FLEETS

The MAXUS diesel range is now 100% HVO fuel compliant. With HVO fuel (Hydrotreated Vegetable Oil), MAXUS business drivers and diesel fleets will have the option to lower their carbon emissions by up to 90% immediately.

With a full range of MAXUS electric vehicles (EVs) already on offer, this latest development in HVO compliance ensures that even those businesses not yet ready for EV adoption can make significant strides toward reducing their environmental impact.

Mark Barrett, Managing Director of Group Franchise at Harris Group, which distributes MAXUS across the UK and right-hand-drive Europe, said: "At MAXUS, our primary goal is to offer low-emission vehicles to drivers and businesses without compromising on performance. We already have a comprehensive range of commercial and passenger EVs available for those ready to make the switch to electric.

"However, we recognise that adopting electric driving is not feasible for all businesses at this time. That's why we are thrilled to announce that MAXUS diesel vehicles are now fully HVO compliant, providing businesses with a sustainable interim solution. This allows fleets to immediately benefit from significant carbon reductions while planning their longer-term transition to electric driving."

Understanding HVO as a Biofuel:

HVO is a high-quality paraffinic bio-based liquid fuel derived from renewable and sustainable sources such as vegetable oils, animal fats, and other waste materials. As a cleaner alternative to traditional diesel, HVO offers a simple and practical way for businesses to lower emissions, with no compromise on vehicle power or range.

HVO is a drop-in fuel, meaning it can be used in existing HVO-compliant diesel engines without the need for any engine or vehicle modifications. HVO can be used either on its own or blended with conventional diesel (petrodiesel), delivering the same performance and efficiency. When used in its purest form, HVO can reduce CO₂ emissions by up to 90% compared to conventional diesel, providing an immediate impact on reducing a business' environmental footprint.

More information is available at www.saicmaxus.co.uk and www.saicmaxus.ie



MAXUS CONTINUES GROUNDBREAKING AD CAMPAIGN FOR eDELIVER 5 AND eDELIVER 7



eDELIVER 5



MIFA 7

MAXUS ATTENDS BEPEX EVENT



MAXUS UNVEILS GROUNDBREAKING eTERRON 9 AT IAA HANNOVER

We are thrilled to announce the launch of the all-new MAXUS eTERRON 9, which was unveiled to great fanfare at the IAA Show in Hannover. This electric 4x4 pickup truck represents a significant leap forward in the evolution of sustainable mobility, combining power, performance, and innovation into one game-changing vehicle.

Leading the Charge in Electric Mobility

The eTERRON 9 is Europe's first all-electric 4x4 pickup truck and is set to revolutionise how we think about sustainable transportation. With its adaptive air suspension, multiple driving modes, and cutting-edge thermal management, the eTERRON 9 is designed for versatility, excelling both on the road and off the beaten path.

With the launch of the eTERRON 9, MAXUS is setting the stage for future innovation in the electric vehicle space. The eTERRON 9 will be available to order from October with deliveries expected in January, more details on pricing to follow soon.



Key Features of the MAXUS eTERRON 9:

- 325 kW Dual Motor Power:** With two permanent magnet synchronous motors delivering a combined 442 hp, the eTERRON 9 boasts incredible acceleration and a top-tier all-terrain driving experience.
- 102 kWh High-Voltage Battery:** The Tetris-designed battery delivers an impressive 430 km/ 267 mile range (WLTP combined) and over 500 km / 300 miles in urban settings, offering both efficiency and reliability.
- Towing Capacity & Payload:** The eTERRON 9 can tow up to 3.5 tons, with a 620 kg payload capacity, making it a robust choice for both work and recreation.
- V2L (Vehicle-to-Load) Power Bank:** This innovative feature allows the vehicle to power external devices, acting as a mobile power station—perfect for job sites or outdoor adventures.
- Luxury Meets Functionality:** Inside, the eTERRON 9 offers MPV-grade comfort with leather upholstery, multi-functional storage, and even a 236-liter “frunk” for extra cargo.

MAXUS UNVEILS GROUNDBREAKING eTERRON 9 AT IAA HANNOVER



HARRIS MAXUS EVENT CALENDAR 2024

OCTOBER

2-3

Celtic Series EV Rally
- ROI

Ireland Only

NOVEMBER

10

NEVO -RDS

SimmonsCourt,
RDS, Dublin

NOVEMBER

13-14

Celtic Series EV Rally
- Wales

Wales

NOVEMBER

TBC

Liverpool Test
Drive Event

Liverpool

DECEMBER

5

Greenfleet Awards

Coventry,
West Midlands

BENNETTS BRITISH SUPERBIKE CALENDAR 2024

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.