

**IMI**  
**MAGAZINE**

INSTITUTE OF THE MOTOR INDUSTRY  
MARCH 2016 £5.50

**IMI EXTOLS ELECTRIC'S VIRTUES  
PUTTING THE CASE FOR ELECTRIC VEHICLES**

**GONE IN 60 SECONDS  
LESSENING THE RISK OF THEFT FOR FLEETS**

**THE TALENT MARATHON  
THE LONG-TERM APPROACH  
NEEDED TO NURTURE TALENT**



THE SMALL BRAND DOING  
**BIG THINGS**

*Interviewing CEO of SsangYong UK, Paul Williams*



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# The referendum conundrum

This Welcome was committed to page on the day Boris Johnson announced he would be campaigning for Britain to leave the European Union. As I am writing for the March issue, the Ides of March come to mind: a time made notorious in perpetuity by the assassination of Julius Caesar. I am not predicting that on March 15th we will witness Johnson, Gove, Grayling et al. parade the torso of our beloved Prime Minister – skewered on the flag of St George – up and down Whitehall. However, The Touselled One's rejection of the party line does take at least a modicum of wind from Cameron's Euro-bound sails.

One of the reasons I find the circus surrounding the EU referendum to be so rich in intrigue is that it represents a real rarity: a moment in life where people, whose views on most of life's issues would essentially be polemic opposites, are united under one common banner. Indeed, such are the nuances of a referendum that many of those desiring of the same outcome will want it for very different reasons. I struggle to think of anything else that quite so demonstrably brings to the life the idiom: "My enemy's enemy is my friend."

With regards to the arguments as to whether Britain should or shouldn't leave the EU, one is left with the distinctly uneasy feeling of being unable to see the wood for the trees: thus next issue will contain a comprehensive analysis of these arguments and explore the myriad implications and ramifications for the automotive industry. "Should we stay or should we go?", to bastardise the immortal lyrics of The Clash.

That the arguments are many is clear. It is also clear that a degree of caution is advisable when listening to those who are completely strident in their opinion; evangelistic 'inners' or 'outers' are too deeply entrenched in the righteousness of their cause to offer a balanced argument. The salient fact is this: no-one really knows what will transpire... till it transpires.

And whilst many would have you believe this is the most profoundly deep-reaching decision we as a nation have ever had to make, let me quash this soundbite-driven drivel now: it really isn't – nothing ever changes that much. It isn't how modern society works. The EU and its member states are not motivated by some mythical sense of collaborative idealism which Britain's potential abrogation would so grievously offend that they would seek to punish us in every way possible. Does anyone really believe that a country like Germany won't be all for negotiating the most favourable trade arrangement possible with Britain? Think of all the cars it sells here for one. It will do everything possible not to put that at risk. And as for a possible exodus of corporations from these shores creating a debilitating jobs vacuum – well again that is hyperbolic scaremongering. Jobs don't just disappear into thin air and there is absolutely no reason why we would suddenly become a less profitable place in which to do business. Conflating jobs loss in the automotive industry and a Brexit as some have done is thus unhelpful and misleading.

Having said this the EU, for all its flaws, has enshrined certain workers' rights which, left to the whims of a government bent on deregulation, could be placed in grievous danger.

Perhaps, in conclusion, the best thing to do is for us all to relax and just marvel at anything that sees Boris Johnson and George Galloway working towards a common goal!



*Tim Kiek*

Tim Kiek, IMI Magazine Editor

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🐦 @IMleditor

## INDUSTRY EVENTS

IMI Magazine highlights some of the key events taking place in the industry this month...

### March 10th THE IMI ANNUAL DINNER

Grand Connaught Rooms, London



### IMI REGIONAL NETWORK MEETINGS

March 8th  
College Development Network, Stirling

March 15th  
Highbury College, Portsmouth

March 17th  
GTG, West Midlands

## YOUR VIEW

To join the debate on any of the issues raised in the magazine, you can email me at [timk@theimi.org.uk](mailto:timk@theimi.org.uk), tweet me @IMleditor or join the IMI's LinkedIn group discussion page. I look forward to hearing from you.





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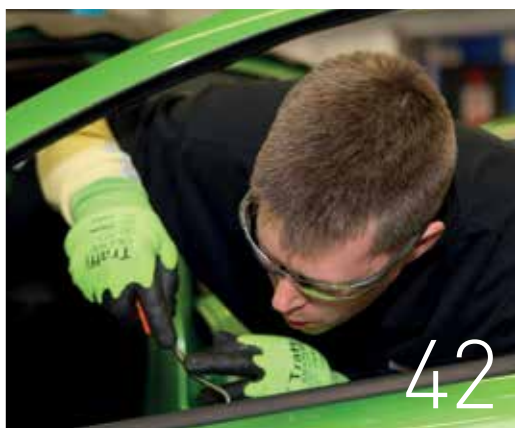
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## THE IMPLICATIONS OF AUTONOMOUS

IMI CEO Steve Nash looks at what autonomous vehicles will mean for the vehicle servicing sector.



It seems that hardly a day goes by without some new announcement or revelation about autonomous vehicles and there are innumerable internet clips of various automotive journalists tentatively trying out self driving Tesla cars, amongst others. It's all really exciting, futuristic stuff and is a reminder, if one was needed, of what attracted me into the automotive industry in the first place and what has kept me in it throughout a long career.

There is one recurring question that must strike all of us though when we read about these fantastic advancements in autonomous technologies, along with electric and advanced hybrid power trains, fuel cells, etc. That is, what does this all mean in the medium to long term for the servicing and repair sector?

Right now there are in excess of thirty million cars on the road and the recent sustained sales success of the sector will secure the demand for service and repair into the immediate future. But with new technologies already arriving and the pace of technological change seeming set to only quicken further, we are about to see a paradigm shift. This shift will not be unlike what was experienced from the late 1980s through to today, with the progressive introduction of more and more sophisticated electronics. That brought its challenges for the service and repair sector and for those working in it who had to gain new knowledge and skills and make significant investments in new equipment. The coming paradigm shift looks set to bring even greater challenges though.

If you have seen those video clips of journalists nervously allowing the car to take over and drive them through busy traffic, you gain some appreciation of the complete faith they have to put into the car and the engineers who prepared it. It should almost go without saying that you wouldn't want to get in one of those cars if it had been prepared by someone who wasn't appropriately trained and qualified. And that begs the question about how that can be assured once these vehicles proliferate and reach the wider service and repair market – which they surely will over the coming years.

It's no secret that the IMI believes our sector should be regulated and that those working in it should be required to be appropriately qualified and to maintain their skills through a licensing scheme, the basis for which we believe already exists in our Professional Register. Many would disagree with this having worked on cars for many years in some cases, without the need to prove their skills. That will surely change though.

Just as the insurance industry is considering the complex questions about liability when a car is driving itself and governments are pondering the equally complex regulatory frameworks required to accommodate these new technologies, so we will inevitably come to the question of how such vehicles can be safely and reliably maintained and repaired. It's difficult to see that leading to any conclusion other than the one which the IMI has put forward.

### IMI MAGAZINE

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# ANALYSIS



AFTERMARKET

## BATTLE LINES DRAWN

In the ongoing tussle between franchised networks and independent garages for servicing and repair work, how seriously should the Independent Garage Association's (IGA) contention that "the ability of independents to diagnose complex faults in cars far exceeds capabilities within the franchised sector" be viewed?

It's likely that latest developments have the potential to tilt the balance to some extent in favour of the independents, but less certain that a tipping point has been reached. The more promising position of the independent sector stems from proposed changes to EU regulations concerning their right to access the information required to tackle the increasingly knotty technical content of modern vehicles. These changes are listed in the so-called SERMI report and were expected to take effect before the end of last year but are still waiting to be signed off by the European Commission (EC). It's understood that the delay is not the result of a last minute hitch but rather reflects the EC's ponderous and snail-paced bureaucratic ways.

Of course, EU regulations have given independent garages access to technical information for some time. The latest block exemption regime gives owners the right to have their vehicles serviced outside franchised networks without invalidating warranties provided certain standards are met. This has worked up to a point but has not covered access to the more sensitive

security-related information which is embedded more and more in current models. For obvious reasons this data cannot be made available to anyone and everyone with a workshop, but needs to be reserved for operations which have been screened and deemed trustworthy.

This is where SERMI enters the arena – an organisation which, in its own words, has been established "to develop, own, operate and maintain a scheme and process initially proposed by the EU Forum on Access to Vehicle Repair and Maintenance Information (RMI) to approve and authorise independent operators working in the European automotive aftermarket to access security-related RMI". This has scuppered the dreams among vehicle manufacturers that franchised networks would effortlessly capture a growing proportion of aftermarket business due to independent garages falling short in their ability to handle the sensitive specification aspects of contemporary models.

***"The latest block exemption regime gives owners the right to have their vehicles serviced outside franchised networks without invalidating warranties provided certain standards are met"***

### AWARDING DIAGNOSTIC CAPABILITY

Using SERMI as a foundation, the IGA's optimism that it is on the winning side in the independent/franchise battle is based on the development of the IGA Diagnostic Specialist Award, which aims to demonstrate to vehicle owners the diagnostic capabilities of independent garages by means of a vigorous technical assessment. Those who qualify for this accreditation will be able to flaunt their competence in communicating with the latest automotive technology and should thereby inspire confidence among consumers. It's anticipated that this new weapon in the independents' armoury will be unleashed later in the year, to coincide with the expected release (at long last) of the new EU security standard.

Meanwhile, only the complacent will sit back and believe that manufacturers will allow their franchised dealers – many of which are manufacturer-owned – to take further pummelling. The IGA is undoubtedly correct in asserting that franchised dealers will be more vulnerable to losing more service business to independent garages, but this need not be an inevitability. It's possible that ever more cunning and ingenious service plans will evolve to tie consumers into franchised networks, not least as PCPs are such a prominent feature of the new car market. Also, in the context of growing technical complexity, consumers may be minded to support a specialist in preference to a generalist, although more and more independents may decide to focus on a single marque. In the final analysis, though, consumer choice may boil down to price – in which case the independents will have a clear advantage.



# £35,000

the amount a Ford Capri fetched at auction last month

## GENEVA MOTOR SHOW

### SWISS TIME

Even in the absence of stirring new model introductions, zany concept cars and startling technical innovations, Geneva at spring time would endure as Europe's favourite motor show. However, as manufacturers finalised their exhibits in readiness for this year's event at the beginning of this month, it was clear that Geneva 2016 would not disappoint.

A blizzard of new model introductions were being lined up ranging from the sane and sensible (such as Audi's Q2 and Fiat's Tipo) to the insanely outlandish (like Bugatti's Chiron with 1500bhp on tap and a top speed of 290mph, and Lamborghini's Centenario with a £1.64 mn price tag). Meanwhile, several concept cars highlighted product-ready new offerings including Renault's Alpine Vision and Honda's next-generation Civic, while other concepts like GM's GT sports car provided hints

concerning the size, shape and specification of future models. On the technical front, perhaps the most intriguing was Nissan's wireless charging system for EVs.

Sifting through the evidence on display, two clear leanings emerged. First, the unrelenting and quickening moves towards new power forms. Hydrogen power is waiting in the wings and EV demand is building slowly, but hybrids – including an increasing number of plug-in variants – were everywhere. And secondly, the ascendancy of SUVs, as indicated by important new models from manufacturers as diverse as Skoda and Maserati. The SUV advance appears to be to the detriment of the MPV sector, with Renault's reshaping of the new Scenic maybe a foretaste of future design trends.

In view of the industry's huge investment in hybrids and alternative fuelled vehicles and the imperative of cleaning up exhaust emissions, allied to SUV sales in Europe rising by 24% last year to account for a 23% share of the market, both of these discernible trends at this year's Geneva are likely to remain centre stage for the foreseeable future.



### CLASSIC POPULARITY

Recent years have witnessed noteworthy developments in the classic car scene. Beguilement among enthusiasts has mushroomed, as manifested in the abundance of shows and meets along with growing media interest. This new wave of attention has been accompanied by sharply rising values with even 'ordinary' cars of the 1970s and 1980s recording big increases. According to a recent survey, classic cars have been the best 'alternative' investment over the past decade with an increase of around 480% – far in excess of art, stamps, fine wines and other non-conventional asset classes. In February, a Ford Capri (admittedly in immaculate 'as new' condition) fetched £35,500 at auction, while the same month saw a new world record established

at a car auction when a Ferrari sold for £24.7mn.

As might be expected, this has spawned a huge and highly fragmented network of specialist businesses encompassing all aspects of classic car ownership. Now conventional dealer groups appear to be examining opportunities in the sector. In February, Scottish-based Peter Vardy announced that it was entering the classic car market with the launch of a 'Heritage Collection' division covering sales, servicing, restoration, storage, transportation and investment advice. The operation is commencing with a portfolio of 20 cars in the £10,000 to £250,000 range and will be one of the smaller retailers in the sector, but with obvious potential to expand if things go well.

## INVESTMENT

### THE US INVASION

Following Group 1's acquisition of London-based Spire Automotive, there's an expectancy that US dealer groups will make further investments in UK vehicle distribution. With an entry into the sector as recently as 2007, Group 1 (North America's third largest dealer operation) had already established a significant presence through

piecemeal takeovers to the point where its turnover in the UK last year breached the £800mn marker. The addition of Spire Automotive will boost annual revenues by around 50% and propel it into the top ten list of the country's largest dealer groups. Penske is another US company with interests in vehicle distribution and now operates from more than 100 dealer locations throughout the UK after buying Sytner in 2002.

There are several reasons to anticipate that more UK dealer groups could be

takeover targets for US companies, not least a desire to lessen dependence on their domestic market and seek international expansion opportunities. In addition, the current strength of the US\$ is making UK assets appear remarkable cheap. As consolidation continues there will be plenty of opportunities for further acquisitions, with perhaps publicly-quoted groups such as Pendragon and Lookers, with quite modest stock market valuations of £552mn and £602mn respectively, becoming juicy targets.



# INDUSTRY ROUND-UP



DIGITAL

## SITE IMPROVEMENT

TRW Aftermarket has launched a new and improved version of its website – [www.trwaftermarket.com](http://www.trwaftermarket.com) – following in-depth market consultation to improve user experience. This development supports the businesses objective of becoming a digital leader in its field and highlights its position as a leading supplier of corner module parts and systems to the global aftermarket.

Alexander Knorn, Global Digital Manager, TRW Parts & Service, explained: "We have invested heavily in our digital capability to make sure we can offer our customers the best service possible from all mobile and desktop devices."

"Research shows that people spend twice as much time online compared to ten years ago and that e-commerce is the fastest growing retail market in Europe. This means, quite simply, that to capture the opportunities available it's vital to have an uncomplicated, well populated website to allow the user to make an informed decision. With our investment, we feel we can now offer a valuable solution to our customers and the aftermarket."

AFTERMARKET

## KIA IT'S GUILTY

The IAAF says the guilty verdict against Kia is a major victory for the aftermarket.

At the end of last year the Supreme Court in Stockholm dismissed Kia's petition to appeal against its conviction in December 2012 for breach of competition in the Swedish market on its seven year new car warranty.

Under the EU Motor Vehicle Block Exemption Regulation 461/2010, manufacturers have a duty to honour the vehicle's warranty when it is serviced outside of the dealership, and non-OE parts being fitted onto a vehicle is an insufficient reason for the warranty to be declared invalid.

In Kia cars, which come with a seven year warranty, the terms



outline that it is a requirement that any prescribed service is performed by a brand authorised workshop. The SBF – also a FIGIEFA member like the IAAF – reported the VM to the Swedish Competition Authority which agreed the terms were in breach of Block Exemption regulations.

Wendy Williamson, IAAF Chief Executive (pictured above) said: "The Swedish verdict is fundamentally important. It's the first of its kind within the EU and is a huge victory for the aftermarket. It sets an important precedent for the independent aftermarket within Europe."

CLASSIC CARS

## DUDE, WHERE'S MY CAR?

*A classic car dealership in Bolton is counting the cost after selling a rare Porsche 911 GT3 RS4 model to one customer – having already taken a deposit for the car from another.*

*The Court of Appeal ruled it was "as plain as a pikestaff" that the original order demonstrated that a contract had been entered into and that the dealership had been wrong to argue that the original order form was simply an acknowledgment of an expression of interest.*

*Although his case was successful, appellant Mr Hughes was still not able to get his hands on his dream Porsche as it had already been sold!*

CHARITY

## CRICKET JUST THE TICKET

The IAAF annual BEN Cricket Match, co-sponsored by FPS and Comma, has been announced and will take place on Thursday 23 June at Dorrige Cricket club near Solihull with hopes to raise as much money as possible for the automotive industry charity.

Wendy Williamson, IAAF Chief Executive, said: "We're looking forward to what is sure to be a thoroughly enjoyable day! The IAAF is a huge supporter of BEN and we are delighted to be able to carry out fund-raising events like this one."

The IAAF welcomes all members to get involved and invites anyone interested to contact [sam@sjevents.co.uk](mailto:sam@sjevents.co.uk) for further details.



## EDITOR SAYS

*Look out for more on the legal side of this type of thing in next issue's Legal Clinic feature. But on the case itself: well Mr Hughes has every right to be seriously peeved however, I won't shed too many tears for a man wealthy enough to buy a rare Porsche in the first place...*



## AFTERSALES

## AN AFTER-BOON

*Aftersales care is set to be the area most significantly affected by the incoming Consumer Rights Act, according to research by Moneyway.*

*John Simpson, Managing Director at Moneyway said: "With consumer confidence set to remain*

*strong following the introduction of the Consumer Rights Act, it is inevitable that consumers will feel more confident to approach dealers with a view to buying their next new or used car. It is crucial therefore that dealers continue to service customer needs and support the sale of the vehicle with a strong aftersales service and complaints handling process enabling them to sell more cars and retain more customers.*

## COMPLIANCE

## IMI KEEPING REPAIRERS COMPLIANT

BSI, the business standards company, continues its engagement with the vehicle body repair community by outlining the process for the development of a new British Standard, BS10125.

This standard provides essential guidance for bodyshops and accident repair centres and will also be prove to be hugely useful to motor insurers, crash repair part and component manufacturers, vehicle manufacturers and training organisations.

All training centres currently offering electric vehicle solutions to the accident repair network are required to meet these standards: not a problem for the IMI.

Mark Armitage, UK Business Development Manager at the IMI, said: "We offer more than 250

automotive qualifications to over 600 training centres worldwide. We also have a full range of qualifications – and an accreditation – for electric vehicle repair that meet the criteria of BS10125.

"IMI Approved Training Centres have already begun delivering the BS10125 solutions to over 3,000 individuals since April 2015. As the demand for electric and hybrid vehicles continues to increase, it's important all training centres currently offering electric vehicle solutions to the accident repair network ensure they're offering training and accreditation solutions that meet these new standards."

The full list of electric vehicle training programmes can be found at [www.theimi.org.uk/awarding](http://www.theimi.org.uk/awarding)

## APPOINTMENTS

► **Tim Meadows** (pictured second right) is the new Director of Account Management at epyx, provider of e-commerce platforms for the fleet and dealer sectors. He spent eleven years at LeasePlan, most recently as Brand Director for the Automotive Leasing Public Sector Division, where he had overall executive responsibility, for sales, account management and service.

► **Radu Suci** has joined MAHLE Aftermarket as its new Operations Manager, taking over from Bjoern Hornung who is returning to MAHLE Germany from where he was originally based. Radu has moved across from sister company MAHLE Filter Systems UK Ltd, which he joined in 2012 from Marquardt, another tier 1 supplier based in Romania, where he held a number of positions within the production planning department.

► Sharon Randall is to step down as Auto Trader's Sales Director in April, but will continue working with the business on a part-time basis supporting the senior leadership team. **Le Etta Pearce**, Sales Director, and **Darren Moon** (pictured), Sales Director, are to replace Randall and will join the company's Operational Leadership team, taking joint responsibility for the overall satisfaction, growth and value delivery for vehicle retailers in the UK.



## IN BRIEF

► Staff at south coast-based **Hendy Group** are celebrating success this week after the company's Ford Commercial Sales team was named the best in the country. The Hendy Group Transit Centre Sales Team picked up the title of Best Sales Team at the prestigious AM (Automotive Management) Awards in Birmingham.

► The **AA** has launched vehicle inspections for dealers, a new service offering pre-sale vehicle inspections that will help dealers stand out from the competition, protect them against new consumer rights legislation and increase profitability. By having their vehicle stock independently inspected by the AA, dealers will benefit from the trust and quality associated with the AA brand. All vehicles sold with an AA inspection will be advertised on AA Cars, the used car search portal, and come with 12 months' free AA breakdown cover as well as a free vehicle history check.

► **Stratstone** is pleased to announce that its Aston Martin Wilmslow and Mayfair dealerships were ranked the first and second best-selling Aston Martin dealerships in the world in 2015. The prestigious accolade is based on retail registration data from showrooms across the world. Christian Marti, Global Sales Director at Aston Martin, said: "This is a great achievement for Aston Martin Wilmslow and Aston Martin Mayfair. The Stratstone group of dealerships form a vital part of our global dealer network."

► **AkzoNobel** has opened a state-of-the-art training centre for its UK customers. The facility, located at Didcot, is part of the company's global initiative to help bodyshops, insurance companies and vehicle manufacturers to work together in close partnership for their mutual benefit.



# COMMERCIAL VEHICLES



## CRAFTER IS THE BEST MEDICINE

*Volkswagen Commercial Vehicles Director, Carl zu Dohna, reveals a successful year for the brand despite the negative publicity from 'dieselgate'.*

The VW emissions scandal appears to have had no impact whatsoever on the fortunes of Volkswagen Commercial Vehicles (VWCV) in Britain.

Last year saw the brand register over 47,700 units in the UK – a record – according to SMMT figures, with over 8,000 Crafters registered for the first time. The Amarok pick-up alone saw sales rise by over 25% when compared with 2014's total, while sales of Transporter were up 10%. Only Caddy saw a slight drop, the consequence of a model change says VWCV UK Director, Carl zu Dohna.

Once again the manufacturer seized the number two slot on the SMMT's light commercial registrations league ladder, second only to Ford and ahead of third-place Vauxhall. So how come VWCV has enjoyed so much success given all the adverse publicity that has

beset the VW brand?

Partly it has been buoyed up by a booming light commercial market. Total registrations fell just short of 372,000 in 2015, a record. Partly too, it has been able to say hand-on-heart that the impact of the emissions debacle on its product range is limited.

"Transporter and Crafter are not affected," states zu Dohna. "Early Amarok pick-ups are however, as are Euro 5 Caddies."

A fix has been developed for both and will be implemented during the course of this year. "It takes 30 minutes and there will no impact on their mpg or CO<sub>2</sub> emissions," he promises.

### CRAFTING FURTHER SUCCESS

VWCV is determined not to rest on its 2015 sales laurels. This year got off to a strong start with the announcement

**"VWCV is also encouraging its dealers to extend their opening hours in line with the needs of the local market"**

of an order for 28 Crafters from Northern Ireland Electricity Networks.

A new Caddy and Transporter – the latter is International Van of the Year – have recently been introduced, and a face-lifted Amarok will appear towards the end of the year. A new Crafter will be on sale here in 2017. An all-VW product, it will be built in a new factory currently under construction in Poland. VW is stepping away from the long-standing joint-venture it has had with Daimler that resulted in the current Crafter and Mercedes-Benz's Sprinter.

VWCV will be back at the Commercial Vehicle Show at Birmingham's National Exhibition Centre in April after a long absence and was rewarding existing VW van owners with an offer of £1,500 off the price of a new one at the time of writing.



# 100,000

light commercials sold by Ford in the UK last year, more than second and third marketplace players VW and Vauxhall combined

Furthermore, the company has added two new dealers to its Van Centre network – Snows Group in Plymouth and Lookers in Glasgow – bringing the total to 72. In addition, Parkway Volkswagen Leicester Van Centre has re-opened after redevelopment.

"Our network is now about the right size but we have one or two open points we need to fill over the next couple of years," zu Dohna says. "I'm thinking about Leeds, Lincoln and a couple of other places."

VWCV is busy improving its position in the second-hand market, as well as among buyers of new light commercials. Its Van Centres sold over 13,000 used models last year, up from less than 12,000 in 2013.

"Many of them have their own buy-back arrangements in place," says zu Dohna. He has no objection to VW light commercials up to ten years old being retailed by Van Centres provided their condition is right.

## GETTING FLEXIBLE

VWCV is also encouraging its dealers to extend their workshop opening hours in line with the needs of the local market: opening earlier, closing later, and, if necessary, running a night shift as well as a day shift. Sweating the existing assets can often make more sense than going to the expense of extending the premises – and customers like the flexibility.

They also like the ability to book servicing slots online and another facility VWCV is offering: emailing short video clips to customers showing additional work that may be required (maybe a bald tyre needs replacing) once the van is in the workshop.

It all forms part of VWCV's Working With You initiative designed with the aim of increasing vehicle uptime. It is an initiative that could be further boosted by the introduction of mobile servicing later this year.

Dealers will soon be able to avail themselves of a new iPad-based sales tool. Sales staff will be able to use it to advise customers on the VW that best suits their needs depending on, for example, how much weight they need to carry or tow.

"It has been piloted at 20 of our dealers and we plan to roll it out across the entire network by the end of this year," zu Dohna says.

## IN BRIEF

» **Scania has won an order for more than 2,000 trucks from Eddie Stobart and its associated companies**, including A W Jenkinson Forestry Products. It is the largest European order the manufacturer has ever netted.



» **Renault Trucks is creating an additional 30 apprenticeships this year** following a rise in applications from youngsters.



» **Ten 450hp Mercedes-Benz Actros 2545LS tractor units supplied through the Leicester branch of dealer Mertrux are going into service with East Midlands vehicle rental specialist Marcol.** At the lighter end of the scale, veterinary wholesaler Centaur Services has completed its transition to an all-Mercedes fleet of 60 vans: a mixture of Citans, Vitos and Sprints.

» **An average of 17.5mpg is being returned by a diesel-electric hybrid Fuso Canter 7.5-tonner acquired by temperature-controlled distribution specialist Evans European Transport.** That compares with the average 14mpg returned by a standard diesel 7.5-tonner from a rival manufacturer, reports the Grimsby-based firm.

» **Ford is rolling out its mobile servicing offer to van fleets across the UK after a successful pilot in Greater London.** Dealers Think Ford in Hampshire and Jennings Ford in County Durham have already committed to offering the facility.

» **International transport operators regularly returning to the UK through troubled Calais** are being encouraged by the Freight Transport Association to join the government's voluntary Civil Penalty Accreditation Scheme. The move will help them avoid stiff financial penalties if migrants are found hiding in their trucks assuming they have taken all reasonable precautions to prevent this from happening.

» **LDV vans are going back on sale in Britain.** Now built in China by SAIC, they are being shipped in by Republic of Ireland-based distributor Harris.

» **An 8x4 tipper-bodied version of Mercedes-Benz's low-entry Eonic with a fully-glazed kerbside door** to make it easier for the driver to spot cyclists has gone into service with J B Riney, a contractor to the City of London Corporation.





# MOTORCYCLES



between 101-125cc were sold, and total registrations for 2015 for all sized motorcycles and mopeds exceeded 114,000, this being the highest annual total since 2008.

## SMALL IS BEAUTIFUL

Commenting on the figures at the time Steve Kenward, CEO of the MCIA said: "We're seeing an increase in sales of new motorcycles of all sizes, but our records show that we've never seen as many bikes of the smaller sizes sold before"

"We think it is likely that they are being used for commuting, as they are economical to run and easy to park. Motorcycle dealers have been reporting an increase in families swapping a second car for a motorcycle to beat the misery of sitting in traffic during rush hour. Motorcycles and scooters can filter through slow moving traffic and are tremendous fun, with riders tending to rate their commute as being more enjoyable than other transport users."

This is something that of course those of us in the trade are well aware of but is something others are gradually recognising. No doubt it formed part of the conversation when MPs debated the high cost of public transport in the House of Commons in January and the alternatives!

A pat on the back must also be given to dealers who seem to have woken up to the modern world and developed attractive, entertaining websites that are well optimised, as well as now being active on social media and writing regular blogs to keep their customers informed – which has no doubt helped contribute to this continued rise in sales!

More than 4000 of them (including other trade professionals) visited the January 'trade only' expo at Stoneleigh, run by the trade publication British Dealer News (this in itself

## A HEALTHY OUTLOOK

*With sales records being broken in abundance, a bright future is predicted for the retail motorcycle industry.*

As we head further into another new year, things are looking more than a little rosy for the motorcycle trade overall.

One might consider this to be a bold opening statement given that one motorcycle dealer in the south-east started the year by publically announcing in the trade press that he was closing down his business and would advise anybody not to enter the trade!

Bizarrely this was not a man in charge of a struggling dealership but one that was successfully meeting manufacturer's targets and winning the odd award along the way. So much so, that he was able to employ four technicians in a fully booked workshop and a van driver to serve over 4,500 customers on the outskirts of the capital city.

However, after over 20 years

in the trade, he had decided the rewards were not commensurate with the amount of work required to service and satisfy an increasingly demanding band of customers!

But, whilst this news item might have attracted the headlines another time, it came to print at the same time the industry was swamped with headline grabbing record figures from many manufacturers and overall sales increases in the marketplace. And the good news was not just from the industry itself.

The Office for National Statistics reported that year-on-year estimates of the quantity bought in the retail industry as a whole showed growth for the thirty-second consecutive month in December 2015, increasing by 2.6% compared with December 2014 – and the value of online

sales also increased by 8.2% in December 2015.

Further to this, when comparing the 2015 annual data with 2014, the quantity bought in the retail industry overall was estimated to have increased by 4.5% and that the average store prices (including petrol stations) had fallen by 3.2% in December 2015 compared with December 2014, the 18th consecutive month of year-on-year price falls.

Following on closely from this release was one from the MCIA reporting that total registrations for bikes of all sizes for 2015 were more than 12 per cent up on 2014, with the headline being that more 'commuter sized' motorcycles and scooters were sold during the year than for any other year since comparative records began in 1983.

More than 43,700 new motorcycles (including scooters)



# 1,151,657

the total of powered-two and three-wheelers registered in the EU during the first 11 months of 2015

being another record over the three days), to see all the new product lines.

Sales Director Andy Mayo, described the event as "overwhelmingly successful" and stated that they had received incredibly positive feedback from all of the exhibitors, with over 50 exhibiting companies re-booking for next year before the show closed!

Certainly there was a buzz throughout an event which saw the launch of several new products, as well as updates on existing ranges and a few new importers searching for dealers to take on the (mainly new) Chinese brands being shown.

## A PROFESSIONAL ERA

It was also notable that the days of 'good customers' having been given tickets appeared to be over and the show was just full of the trade alone, showing the move to a more professional outlook by dealers.

It is of course no real surprise though given the launches at the end of last year at the various international bike shows and manufacturer dealer conferences of some stunning new models. And whilst the increase in sales in the commuter market is excellent news, manufacturers at the top end of the market are not losing out either.

Ducati announced that it sold a record 54,800 bikes in 2015 – 9,683 more than in 2014 – an increase of 22%, with an actual increase of 37% in the UK with machines from the 'Scrambler' series being its best-sellers. Another iconic Italian brand, MV Agusta, also announced that its sales increased by 140% in the UK during 2015, making Great Britain its fastest growing European market.

Austria's KTM too posted its fifth consecutive set of record annual unit sales and revenue figures for 2015, exceeding a billion-euro yearly sales mark

for the first time. The joint figures for KTM and Husqvarna showed a 14% rise and whilst it is still currently the largest motorcycle manufacturer in Europe it's being pushed hard by the Germans. BMW Motorrad announced that its global retail bike sales last year grew by 10.9% to a total of 136,963 units, another record.

Italian brand Piaggio is also claiming a successful 2015 for the group which includes Moto Guzzi and Aprilia – and so the positive news goes on. The success of these European brands is helping lead to increases in sales and gradual recovery of the market throughout Europe.

A total of 1,151,657 powered-two and three-wheelers were registered in the EU during the first 11 months of 2015, according to figures from the European industry body ACEM, which represents an increase of 4.4% compared to the same period of 2014.

Add to this a continued rise in auction prices in the classic bike market with Vincent's and Brough Superiors in particular commanding prices akin to classic cars, along with record attendances at classic bike shows – and the whole motorcycle spectrum is on the up.

The NMDA – the trade association for motorcycle dealers – has welcomed the "real resurgence" in motorcycle registrations in 2015. Spokesman, Steve Latham, said PTW sales had taken longer to recover as the economy and car purchases had grown stronger, but manufacturers and dealers had worked together to demonstrate to customers the benefits of PTWs. He predicts that the market could increase by as much as 10% this year and confidence from his membership is high!

So, despite the abrogation of one notable dealer, the future does indeed appear to be most rosy. Amen to that!

## Online warning

*A note of caution has been posted for those selling new machines in the UK on the internet. Apparently it is treated as 'distance selling' which gives customers' legal rights under the Consumer Contract Regulations 2013. Under this they can simply give the goods back within 14 days if they change their minds and are only subject to a drop in value as a result of 'handling' beyond what is necessary to establish the nature/characteristics/functioning of the goods.*

## THE 'WASP': AN ENDANGERED SPECIES!

This year is the 70th anniversary of the birth of the Vespa scooter.

Conceived in Genoa by Enrico Piaggio, it provided basic transport for the masses after the war.

Now, whilst you might expect there to be a local celebration of the birth of the 'wasp' – which achieved worldwide fame when it was featured in the 1953 film 'Roman Holiday,' starring Audrey Hepburn and Gregory Peck – it is actually being banned from use

in the city due to concerns over pollution.

The Mayor of Genoa has banned any Vespa produced before 1999 in a bid to tackle pollution in the coastal city which boasts more motorcycles per capita than any other in Italy. However, the proposed ban has led to such outrage that the mayor has been forced to postpone the ban until later this year to give riders the chance to arrange alternative transport.

## IN BRIEF

► **Triumph Motorcycles** owner John Bloor OBE has been awarded the Royal Automobile Club's Diamond Jubilee Trophy for the brand's outstanding contribution to the motorcycle industry at the RAC's prestigious London HQ.

► **Bosch** has just announced its 'Two-Wheeler and Powersports' division that was formed last year and based in Japan, will now be run autonomously from the rest of the company range.

► Once production of the new £36,000 (plus) **Brough Superior SS100** gets into full swing later this year, the company intends to set up a dealer network for the classically based machines which are being built at Toulouse, France – a long way from Nottingham where the originals came from!

► Apparently the **European Parliament** has taken the decision to include motorcycle kit in proposed new legislation covering 'personal protective equipment.' It will mean that anything sold as protective equipment, including motorcycle clothing, will have to pass tests and carry CE marks to prove it.



# FRONTLINE



## NO PAUSE FOR PORT

*Visiting Ellesmere Port, recently confirmed as the manufacturing home for Vauxhall's seventh-generation Astra.*

It's been a good few years since I visited Ellesmere Port. From the outside, nothing much has changed: it's still a sod to get to, off the M53 as it heads north-west into the dead end that is The Wirral. And it still looks like a mismatched collection of abandoned buildings – some of which are five decades old – with a random network of access roads between them.

What changes there have been are on the inside and the grubby exterior hides state-of-the-art manufacturing technology. Securing the contract for Vauxhall's seventh-generation Astra has led to a £140 million investment in the production line, which has in turn guaranteed 2,000 jobs at the Cheshire plant for the next decade.

The car itself, churned out at the rate of almost 700 per day, marks a considerable sea change for the company. Based on all-new vehicle architecture with a fresh design, powertrains and features, it's been winning plaudits from critics and customers alike. Praise for its dynamic performance is based around the chassis, which is 50kg lighter than that of the outgoing model. The body shell is 20 per cent lighter and overall,

depending on model and trim level selected, the car is up to 200kg lighter than its predecessor.

The engine line-up includes petrol and diesel units ranging from 100PS to 200PS, including an all-new 1.4-litre 150PS ECOTEC Direct Injection Turbo and the recently-launched 1.6-litre CDTi 'whisper diesel' unit.

### THE CRITICAL PURCHASING FACTORS

In an age where there are few 'bad' cars, technology and customer service can be the make or break reasons for a buyer to choose the vehicle they do. Vauxhall has combined both of those elements in OnStar, a connectivity system that's been tried and tested by parent company GM in the US for many years. Based around the 3G/4G mobile network, it includes a route-planning element of the sat-nav which allows you to phone a call centre, have its staff member plot a route for you and then send it direct to the car. I tried it and it worked brilliantly. All I had to do was push a button to accept the route and it started to direct me.

The Astra is also one of the first vehicles from a mainstream manufacturer to get Apple CarPlay

and Android Auto, both available through a new version of the IntelliLink infotainment system.

The range is priced from £15,295 on the road, which Vauxhall says, after spec adjustments, is up to £2,000 cheaper than the outgoing model. Trim levels are Design, Tech Line, Energy, SRi and Elite, with Nav versions of the latter two also available, making seven in total.

Standard kit across the range includes 16-inch alloy wheels, LED daytime running lights, six airbags, air conditioning, DAB digital radio, seven-inch touch-screen, Bluetooth, cruise control and a multi-function steering wheel. Top spec models offer leather sports seats, rear USB ports, climate control and a heated steering wheel. Options include park assist, blind spot monitoring and matrix front lights.

### PROUD TO BE BRITISH

It's all a far cry from the first Viva HA which rolled off the production line at the former RAF station in 1964. For 52 years, Ellesmere Port has been the manufacturing home of every compact class Vauxhall sold in the UK. The good news is that, with the recent investment, it's been designated the lead plant for the Astra – not just for Vauxhall versions for the UK but for Opels for the whole of Europe as well. With more than five million vehicles and counting over five decades, that's got to be good news for the UK plc.

***"Securing the contract for Vauxhall's seventh-generation Astra has led to a £140 million investment in the production line"***



## MAZDA CX-3

### IMPORTANT NEW CAR BECAUSE...

Mazda's debut in the rapidly expanding compact crossover segment. Trading on the success of the CX-5, this car plugs a long-standing gap in the brand's range.

### TELL THE CUSTOMER...

A smart-looking exterior – it's even won a Red Dot design award – matched to a contemporary interior, with critically acclaimed Skyactiv engines under the bonnet.

### BEST TO GLOSS OVER...

This is B-segment territory, so cabin space is at a premium. However, the CX-3 does feel a little cramped in the rear compared to rivals.

### ON THE ROAD...

Mazda's reputation is built on offering sportier than average dynamics and that shines through in the CX-3. Put your foot down and the car is surprisingly nimble through the corners.

### ALSO ON THE LIST...

It's a strong group of challengers, including the Juke, 2008, Countryman, Mokka and Captur

### PRICE AND FINANCE...

The range starts at £17,595. The 120PS 2WD SE is available from £179pcm after a deposit of £4,117 (APR 3.9 per cent).

### UP-SELL OPPORTUNITIES...

There are five trim levels, manual and automatic transmissions, front and four-wheel drive plus a host of optional extras, so getting customers into more profitable models should be possible.



## AUDI A4

### IMPORTANT NEW CAR BECAUSE...

The A4 is Audi's staple in the fleet sector and this one is more powerful and efficient than any that's gone before. It's also available with staggering amounts of equipment, though much of that is on the options list.

### TELL THE CUSTOMER...

It's the most aerodynamic car in the class, is up to 120kg lighter than the outgoing model, and up to 21 per cent more efficient. Standard kit includes xenons, 17-inch alloys and three-zone climate control.

### BEST TO GLOSS OVER...

Hard to think of anything other than customers who are looking for exclusivity in the company car park should shop elsewhere.

### ON THE ROAD...

Better than ever. Audi has clearly put a lot of effort into improving the car's ride – often a criticism from drivers – and it now feels more refined and comfortable than ever. The 2.0-litre diesel engine, in 150PS or 190PS, will be among the most popular.

### ALSO ON THE LIST...

Traditional rivals such as the BMW 3-Series and Mercedes C-Class are the obvious choices, though the Jaguar XE will tempt some buyers.

### PRICE AND FINANCE...

The range starts at £25,900 (£27,300 for the Avant estate). A typical PCP deal for the 190PS model is £319pcm for 36 months following a customer deposit of £4,958 (APR 4.9 per cent).

### UP-SELL OPPORTUNITIES...

Vast. Audi virtual cockpit, predictive efficiency assistant, traffic-jam assist, rear cross-traffic assist, collision avoidance assist and turn assist are all options – and that's just the tech stuff.

# LEGAL LINK

**David Poddington** of solicitors Taylor and Emmet LLP, the firm behind the IMI Legal Link helpline, highlights a question recently received.

## QUESTION

*I have worked as an IT technician at a car dealership for seven years. I started as an independent contractor and am still paid on this basis but for the past four years the showroom has increased my workload and I now solely provide my services to them. My wife is pregnant, can I claim paternity leave?*



Only employees are entitled to certain employment rights such as paternity and other family friendly leave. Although you may have started as an independent contractor, your employment status may have changed over time to that of an employee or a worker. A worker is an individual who essentially provides their services personally to a company. Workers have less extensive employment protection rights and do not have the right to paternity leave. However, they do have the right to be paid the National Minimum Wage and to receive paid holidays.

In the event of a dispute an Employment Tribunal would start by reviewing your written contract with the car dealership, but that would not be the end of the matter. They would also consider all of the surrounding facts, including the amount of control over your day-to-day activities and the extent that you have become integrated into the organisation.

For there to be a contract of employment an employee must be

under an obligation to perform the work personally. There must be “mutuality of obligation” between the two parties and the employer must have a sufficient right of control over the employee.

The fact that you now only work for this dealership is a persuasive, although not definitive, factor. If you feel there is confusion over your current status you should discuss this with the dealership and seek to revise the current agreement. Both you and it need to be aware that HMRC could view you as an employee, which could have tax consequences for the dealership and you.

## HELPLINE

**Don't forget...** as an IMI member you receive 45 minutes of FREE legal advice and a further 15% discount on any future consultation with Taylor and Emmet. For more membership benefits turn to **page 50** of MY IMI

MEMBER  
BENEFIT

## DEALER SALES



**Glenn Thompson** recalls a conversation that could be of relevance to your business?

## ADAPTING TO CHANGE

Recently a fellow professional from a well-known dealer group asked why my articles focus on the earlier stages of a sales process rather than closing skills. He expressed the view that surely the aim of this column is to increase sales?

They explained their thoughts on the importance of up-skilling closing abilities: that without asking for the order we won't get the order; that closing skills vary across sales teams, particularly when considering new starters etc.; that without constant reinforcement of closing skills, they decline. I agreed these are all good points however, with limited resources shouldn't we work on our largest area of opportunity?

To frame my thoughts I asked a couple of questions. Do you have a robust process for when a sales executive cannot close a deal? The response: “Yes we do. We have experienced managers, all great closers – they second face those customers.” Secondly, how many deals do you think that those managers have failed to close that realistically should have been closed? “Not many,” the quick response.

I continued my line of questioning by asking if many customers enquire by telephone/email but not progress further than that initial enquiry – or when they do visit the dealership not get as far as negotiation. “Of course, lots,” came the reply. Now the penny was starting to drop.

To surmise: you have a robust process and skilled managers. Conversely you have many customers who enquire but don't get as far as negotiation. Clearly then, more customers engaged into a full and skilfully delivered process will result in more customers reaching negotiation. You're confident that you don't lose many deals at negotiation – therefore the result can only be increased sales!



## MY IMI

Legal and Sales CPD courses, **page 53**





# Acting on THE ACT

*David Bruce provides guidance on negotiating the post-Consumer Rights Act business landscape.*

When the Consumer Rights Act came into play at the beginning of October last year, it was clear that dealers would need to take measures to protect their bottom line.

Like the Sale of Goods Act before it, the Consumer Rights Act stipulates that new and used cars must be of satisfactory quality, fit-for-purpose and as described – no surprises there.

It's the Act's new refund rule that will affect UK retailers: buyers can now demand a full reimbursement within 30 days if there was a fault with the vehicle at the time of purchase.

After the 30 day 'right-to-reject' period then it's still up to you (the dealer) to prove that the fault wasn't there, but you do have the chance to repair or replace the vehicle. If repairs prove impossible, too expensive or take too long, customers can then claim a refund or discount, depending on how long they've been using the car.

Once the six-month mark has passed the burden of proof is on the vehicle owner, who has to show that

the issue with the car was there when they bought it. At this point, sellers are on safer ground. Customers who have been driving for six months will struggle to demonstrate that a fault was there when the car was sold.

## PRECAUTIONARY MEASURES

Dealers can protect their sales and reputations by taking a number of precautions.

One obvious solution is to run a robust, unbiased vehicle assessment prior to handover. Meticulous documentation allows customers to assess the car's reliability themselves. It demonstrates that you're credible and trustworthy: important as consumers want reassurance that when they buy a car, it's in good condition and fault-free.

It's also advisable to handle customers carefully during the post-handover complaints process. Reviewing your current complaints system and other terms and conditions also gives your employees the chance to re-familiarise themselves with procedures. A clear understanding of the process from start to finish will highlight chances to save you money.

Moreover, keeping check sheets up-to-date with newly identified faults and retests is crucial. Show accountability by recording the name and company of the technician who performed the appraisal, and road test each car so the inspection amounts to more than an MOT, which only finds static faults.

Family-run Berkshire Fiesta Centre has been selling used cars for four decades. Business owner Gavin Leach has certified every vehicle sold at both of its two sites.

He told me: "No dealer wants to be faced with an unhappy customer asking for money back but an independent inspection offers the dealer vital protection if ever this should happen."

Leach carries out weekly appraisals, covering about eight cars each time.

## MONEY WELL SPENT

"To my mind, the cost of inspections is more than worth it," he added. "Cars with a seal of approval don't just sell better: they boost trust in your business. And it's not just the peace of mind that comes from knowing we are selling good quality cars, but also an important legal protection."

Dealers need to anticipate the potential of customers turning up on their forecourts requesting a full refund. But plenty of consumers will accept that issues can develop post-sale, and they're most likely to accept a repair if they have faith in your approach.

The Act's stringent, customer-focused laws will inevitably cause problems for vendors. But they also mark an opportunity for dealerships to stand out as exceptional service providers. Avoiding damage to your brand is one thing, but if you're well prepared you might just reap a reputational boost.



DAVID BRUCE  
IS DIRECTOR  
OF AA VEHICLE  
INSPECTIONS

*"Dealers need to anticipate the potential of customers turning up on their forecourts requesting a full refund"*

# An instruction ON INDUCTION

*Stephen Casey looks at the pitfalls of the probationary period and exhorts businesses to use an induction process instead.*

It's a great day for you as the hiring manager and your new employee. You have successfully recruited a new person to join your team and it's their first day in what will hopefully be the start of their career with you.

Think about how excited they will be as they walk through the door on day one, meeting everybody officially for the first time and getting used to their new surroundings. One of the first port of calls is to sit with you as their manager to go through what they can expect and what you are looking for. All is going well until you mention 'the probationary period'.

For many a new employee this is a tumbleweed moment, their excitement has just been lost. They will be asking themselves: "What have I done wrong? If I was the best person for the role, why am I on probation?" Unfortunately, for many, the word 'probation' has such a negative connotation as it is associated with people who have committed a crime and are out on probation!

Fast forward three months and you as the hiring manager get an email from HR: 'Three month probationary review' now due! You may even already have your new employee asking you if

they have passed the review period, are they now an official employee? Where did those three months go? All the following questions need answering:

- Have I given this person enough support?
- Do they know everything they need to know at this stage?
- Are they the right person for the role?
- Do I have enough time to sit with them and go through this process?
- How much pressure does this review put on me as a manager?

So what do you do? Like most things, when we're not sure we tend to take the easy option and find ourselves saying just that "they've been ok" or "we could do with more time" – so what do we do? We agree to extend their probationary period! Again, what does this say to your employee? Do they feel secure in their role or are they more likely to be thinking that this might not be right for them and move on to something else?

How many times have you as a hiring manager, or even as a new employee, been in this situation? The major downside is that you lose an employee who could have been the

perfect recruit and you then have to go through the whole recruitment process again. How much time will this take and how much work will be lost through this time? And, importantly, how much will it cost?

Now let's go back to the start and approach this slightly differently. Let's look at a way that will give you and your new employee the best chance of succeeding and let's call it something far more positive, like an induction process.

A good induction process is like making the perfect brew. However as we know, everyone prefers their cuppa their own way and this is how the induction process should be – tailored to suit them – and this will mean having to adapt your own management style to suit.

The main reason managers tend to put off inductions is that they perceive them to be time consuming. However, just like the sales process, if you invest the time wisely at the start of the process and do it properly, it will mean less work in the future and a far happier and hopefully successful employee.



STEPHEN CASEY  
IS MAZDA  
NETWORK  
TALENT  
CONSULTANT  
WITH  
LEARNING AND  
DEVELOPMENT  
AGENCY RTS  
GROUP

## THE INDUCTION PROCESS

Here's a quick guide on how to prepare and manage an induction process:

### Stage 1 – Before the candidate starts

Write down a list of all the key areas your new employee will need to know and learn along with key people within the business they need to meet. Create a calendar of activities for them, covering off all the key areas and what they will be doing for the first 1-2 weeks. If possible, send this to your new employee before they start so they know what to expect and can prepare effectively.



**Stage 2 – Utilise the team**

Training a new employee can be time consuming but it doesn't have to be managed solely by the hiring manager. As we stated in stage 1, the new employee will have to meet members of the team, so why don't we join this up with their training? Let members of your team train/coach the new employee. This way they get to meet them and form key working relationships.

**Stage 3 – Self-learning**

This can be a great tool during the induction process and one I have used many times. You will give your new employee a task – let's say understanding the key features of a particular vehicle. You will show them where they can get this information and give them the freedom to take one for a drive, but then leave it up to them. At the end of the day you will give them a mini test – you act as a customer and they have to showcase

***“Training a new employee can be time consuming but it doesn't have to be managed solely by the hiring manager”***

the key features to you. This approach can be adapted for many aspects of the induction process and takes up very little of your time. Key benefits of this type of learning are:

- Your new employee can demonstrate how motivated they are to find out this information
- The recruit will show they engage with the team as they will be a great resource for them
- You'll see if they have shown initiative and researched what others have said
- It's a great way for you to see how they work and in what areas they need additional coaching

**Stage 4 – regular reviews**

Unlike the probationary period, a successful induction consists of a high number of touch points initially, which can be reduced over time. These can take many forms, ranging from a formal review where you cover off what

they have learnt and what else is needed, through to just making yourself visible and asking how things are going. I would recommend daily reviews for the first two weeks and then reduce this down over a three month period to weekly meetings. This way you both know exactly where you are, it's more natural and you both will know whether this is the right career choice or not. But by doing it this way the conversations are far easier to have and put less pressure on both of you.

If this process is done well, you will have a highly motivated and competent member of your team who has been accepted by all and is starting out on their career with you. So the next time you have a new starter, follow this process. Sit them down on day one, make them a brew (how they like it) and take some time to get to know your new employee so that you can tailor the induction process to suit.

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# IT'S GOOD TO TALK

**Richard Beagle** provides some salient advice on speaking in public.



Have you ever listened to a presentation or been to meeting and thought “that could have gone better”?

Getting the message over in this industry is key if you want to educate, communicate or inspire your audience or listeners to better performance. Yet, sales and service managers are often thrust forward without the relevant skills to deliver effective presentations and nowhere to turn to for help.

From sales managers’ perspectives, morning sales meetings have a huge impact on motivational levels and results for the day. Unfortunately, delivery and content can often be overlooked because of managers’ familiarity with the sales team.

Team briefings, group seminars and occasional external events, along with ever increasing video content in the industry, are all areas that management presentation skills are tested in. Creating the right impact is vital.

Public speaking is an area that can still hold some fear for even the most demonstratively confident. However, by following the tips below, you may begin to develop your presentation skills to alleviate such trepidation.



RICHARD BEAGLE IS THE MD AND LEAD TRAINER OF TALKSALES

**“Public speaking is an area that can still hold some fear for even the most demonstratively confident”**

## PUBLIC SPEAKING POINTERS



If you are being introduced or following a speech, it shows respect and courtesy to acknowledge this in your opening intro.



Preparation and planning are essential to delivering a great presentation, so plan your speech to deliver a clear message i.e. “what do I want the audience to get from this?” and share this with the audience as part of the introduction.



Structure your speech into three basic areas – a start, middle and conclusion – and signpost this at the beginning. Try to avoid giving too much information which is hard to process for the listeners and work on the ‘power of three’: make three key points and make them stick!



One of the common mistakes is talking too quickly. Pauses are extremely powerful and give your listeners the opportunity of digesting key pieces of information or facts. It also shows confidence to your listeners.



Humour is always good to get the message over too, but obviously ensure its appropriate for the message and the listeners.



Finally, practice and rehearse your presentation to the point you can deliver it without reliance on notes. This will then allow you to focus on the delivery style, as well as the content, when delivering it.

## TALKSALES: SPEAKER TRAINING WORKSHOPS

The workshops have been designed to enable a safe environment to develop individually and get practical and personal feedback – including through the use of video technology.

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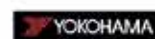
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# IMI MEMBERSHIP CARD 2016

## *Joint sponsors announced for* **IMI MEMBERSHIP CARD**

They say two's better than one and the IMI Membership Card for 2015/16 is proof. So, it with pleasure that the IMI would like to announce the sponsors for the coming twelve months are Nationwide Accident Repair Services and TEXA. Whilst neither company needs much introduction, over these two pages both companies provide a synopsis of their business and why they chose to work with the IMI.



**N**ationwide Accident Repair Services is the UK's leading automotive support services group. We have been delivering quality automotive services for the past 22 years through our accident repair centres, mobile solutions, glass network and rapid repair centres located across England, Scotland and Wales.

Nationwide repair centres' state-of-the-art facilities are located in or near most major towns and cities throughout the country. We have the largest network of bodyshops: all

BSI10125 accredited to deliver the highest standard of repair workmanship, vehicle maintenance and service. Nationwide holds various manufacturer and retailer approvals including Volkswagen, Mercedes-Benz, Honda, Skoda, Mazda, SEAT, Jaguar, Audi, BMW and Land Rover.

Our UK wide mobile repair network offers a quality, flexible solution ideal for minor repairs that fits into life's busy schedule. Motorglass is our dedicated glass repair and replacement service, where fully IMI accredited glass technicians carry out chip repair and full windscreen replacements, at a time and

place convenient to you.

Rapid repair centres offer a wide range of great value vehicle services providing a fresh approach to vehicle maintenance while still delivering second-to-none service to all our customers.

Throughout all our products we have an ongoing commitment to ensuring our customers receive the highest level of service from our highly skilled IMI accredited technicians and customer service teams across the entire network. We take pride in caring for our customers, getting their vehicle back on the road with the minimum amount of fuss and the maximum amount of care.

handling, third party capture and management information into one complete service to keep your fleet of vehicles on the road.

We want to ensure the promises, including quality, we make to our customers are constantly met. To do this we embrace the IMI's efforts to drive up standards to guarantee customers' vehicles are in the hands of competent, skilled professionals throughout our network – especially important given rapidly evolving automotive technologies.

In September 2015 we acquired Just Car Clinics Limited and are now reaping the benefits from its facilities at the IMI accredited training centre based in Goole, East Yorkshire. The centre has approval to run the technical IMI accreditations for the bodyshop industry and is key to the development and maintenance of our skilled team.

In October 2015 the training centre won the accolade of IMI Specialist Centre of the Year at the Outstanding Achievers Awards ceremony.

We have a strong link with the IMI and are extremely pleased to be involved in the sponsorship programme for the next year.



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# IMI MEMBERSHIP CARD 2016

TEXA

TEXA is pleased to be sponsoring the 2016 IMI Membership Card for the first time as the partnership we have with the IMI reaches a large number of our customers. As a company, we specialise in diagnostic equipment for a range of automotive environments, including: car, light commercial, truck, trailer, coach, bus, motorcycle, agriculture and construction. Air conditioning service equipment is also a major part of TEXA's global business and workshops which deal with AC maintenance and repair will be affected over the next few months due to changes in legislation.

As technology within our industry continues to move forward relentlessly, all technicians require equipment that provides access to vehicles' electronic systems, not just for diagnostics, but also for routine service and maintenance. With over twenty years' experience in the design, manufacture and development of these products, TEXA has a wealth of expertise and can offer a truly multi-brand solution. The group now has over 600 employees and offices in all the important international markets, with distribution being carried out all over the world. The UK office was established in 2005 and has expanded in size to support the UK and Irish market. Based in Nelson, the

***"With over twenty years' experience in the design, manufacture and development of these products, TEXA has a wealth of expertise and can offer a truly multi-brand solution"***



operation provides support for sales through a network of regional sales representatives, technical support for end users, a technical training programme and services and warranties. Over the past ten years, TEXA has made substantial investments in infrastructure and has implemented a system of continuous staff development, along with training, to ensure we improve our customer service levels.

## **A GROWING RANGE**

The TEXA Edu training program has gone from strength-to-strength and the range of courses available, and the locations that these can be delivered in, continues to expand. Our technical trainers, Stephen Ball and Eddie Kapps, provide training courses for car, truck, agriculture and motorcycle, which are designed

to assist technicians with the use of the diagnostic products, as well as to help them understand the vehicle systems they are dealing with. The courses are structured to include practical content to reinforce the theoretical element – ensuring technicians get the most from each course. Courses have an examination and are certified by the IMI to guarantee that they have value to technicians, workshops and also count against personal CPD.

As legislation is introduced for the new AC refrigerants and the technician training standards are finalised, TEXA will be offering new courses to meet these requirements. We have already received many manufacture approvals for our Konfort series of AC service stations and have met stringent accuracy, quality and safety requirements during this

process. The Konfort range offers all workshops a solution to meet their specific needs and budgets, while ensuring that the process is carried out efficiently and safely. From the conception of these units, the electric and hybrid vehicle application-specific requirements have been carefully considered and the units provide workshops with a simple, yet safe process to deal with these vehicles.

This year we will be exhibiting at both The CV Show and Automechanika in Birmingham and our sales and technical team will be on hand to discuss all their range of products with visitors.

For more information please visit [www.texa.co.uk](http://www.texa.co.uk) or email [sales.uk@texa.com](mailto:sales.uk@texa.com)  
Alternatively you can call us on **01282 606787**.



# IMI EXTOLS ELECTRIC'S VIRTUES

*With new research revealing Londoners' concerns over air pollution, the IMI is issuing a call to action to seize upon this trepidation and use it to push the case for electric vehicles.*

As the London Mayoral Elections draw near (next month), new IMI research has found that over a third of Londoners (34%) think that politicians should be doing more to combat air pollution in the city. For good reason, according to Public Health England, London's air is still claiming more than 3,000 lives a year and a mere seven days into 2016 London exceeded its EU pollution limits for the whole of the year.

The new research found that Londoners are aware of the city's negative ecological effect and almost 6 in 10 (59%) express their worry for the environment, with a further 35% being concerned about the long-term impact of air pollution.

This concern seems to be having an impact on behavior with over a quarter saying they have made changes to their routine to prevent damage to the environment. Importantly for both Mayoral candidates, 22% would support a political party that pledged to take action on issues like air pollution.

With the growing feeling that London's environmental issues are a major concern for the city's residents the research found that London drivers and voters believe that electric cars are one of the answers to the problem. Amazingly, 80% would consider buying an electric vehicle if they were changing their car in the next six months.

## MISCONCEPTIONS AROUND

This positive attitude towards EVs comes despite major misconceptions surrounding electric cars' capabilities. Most Londoners think they are more expensive to buy than petrol cars and that they are more costly to run. The



majority also think they are subject to tax and the congestion charge. In reality they are very cheap to run, go just as fast as petrol cars, don't have tax or the congestion charge – and their range is more than adequate to get around town.

In the last three years the UK has seen a rise in demand for electric vehicles with new registrations of plug-in cars increasing from 3,500 in 2013 to around 48,000 by the end of 2015. One in five (20%) think that electric cars will be crucial to the future of London's transport system however, there is doubt about how quickly and successfully this can be achieved with 21% believing that electric cars will never fully replace petrol or diesel due to a policy lag from politicians. 30% believe London and the UK generally doesn't currently have the necessary infrastructure to support electric cars.

***“Amazingly, 80% would consider buying an electric vehicle if they were changing their car in the next six months”***

The IMI is encouraging politicians to do more to turn the driving public's enthusiasm for electric vehicles into sales. IMI CEO Steve Nash said: “Very soon drivers will realise the true capabilities of electric vehicles and, as our survey indicates, demand will surge. The next London Mayor has an urgent task to ensure the charging infrastructure is capable of keeping pace as Londoners make the switch to greener fuel to get around.

“The government will also need to focus on the skills base we will need to keep these cars on the road. With only a thousand technicians currently qualified in the UK, they have some way to go.”



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Korando Sports (Pick-up, now with one tonne payload)
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Fuel consumption figures in mpg (l/100km): Urban 28.8 – 55.3, Extra Urban 49.6 – 72.4, Combined 39.2 – 65.7. CO2 emissions in g/km: 167-113. Model featured is a Tivoli ELX at £16,000 including VAT, delivery charge, road fund licence and first registration charge. Tivoli SIV data TBC.

# Gone in 60 SECONDS?

**Paul Chase** cautions operator vigilance against the ongoing threat of light commercial vehicle theft and discusses ways to lessen the risk.



Whilst most of us were celebrating the start of 2016, it wasn't a happy New Year for the staff of Greenwich and Bexley Community Hospice in London. Thieves stole one of its Transit vans just three days into January. Speaking about the situation in the local press, David Lawrence, Deputy Retail Manager, said: "Our vans are in constant use collecting donations and taking stock to our shops. The stolen van is our newest vehicle and its theft will severely disrupt the service. We will lose vital income and it will have a big impact on the team, the shops and the hospice."

Theirs is not an isolated incident. According to Fleet Van, around 47,000 light commercial vehicles are stolen in the UK every year, at a cost of £152 million. Almost 185,000 more are broken into by opportunistic thieves looking for tools or other contents, or even stripped of critical parts, such as the catalytic converter, for trading on the black market.

It's perhaps no surprise that these workhorses continue to be targeted. There are currently 3.6 million vans in the UK, according to the Freight Transport Association (FTA), with more than 1.6 million of those registered to companies, the rest owned by sole traders, between keepers or listed as off-road (SORN). There's a strong correlation between the state of the economy and LCV sales, measured by tracking



PAUL CHASE IS MANAGING DIRECTOR OF ON BOARD DEFENCE

*"According to Fleet Van, around 47,000 light commercial vehicles are stolen in the UK every year, at a cost of £152 million"*

registrations against GDP. When the recession hit in 2009, for example, a 4% decline in GDP was reflected in a 36% drop in van sales according to the Society of Motor Manufacturers and Traders. Last year, however, there was a significant bounce back, as 3% growth in GDP corresponded with a 16% surge in sales over 2014, resulting in an all-time high of 371,830 vans registered.

## VAN PEOPLE

Light commercial vehicles are a major contributor to the way we live our lives. Society relies on the humble van to such a degree that, for the first time, the Freight Transport Association has recently launched a Van Dependency Index to measure the financial value that light goods vehicles deliver to different economic sectors. The level of van dependency is calculated by the number of vans per £1m gross value in each sector. Unsurprisingly, the postal and courier industry is the most reliant on light commercials, with a Van Dependency Index of 28.7 and a total fleet of 255,000 vehicles. The construction sector ranks second at 15.9 vans per £1m value.

With all the advances made in vehicle technology over the last few years, one might be forgiven for thinking that vehicle theft was more of a rarity these days, but the proliferation of cheap, online diagnostic tools and even more sophisticated electronic 'attack' tools has meant that criminals can acquire what they need with ease and anonymity. What's more, one only has to type 'tibble lock pick' into Google to be presented with videos demonstrating how to break into a van in minutes, using a specialised lock pick, available to anyone.

Like cars, new vans are locked remotely from the key fob, making it quick and convenient for drivers, who will often press to lock their vehicles without checking their success. Professional thieves have cottoned onto this and increasing numbers of vans are stolen through the use of electronic jamming devices. Also available online, these block the signal from the key fob to the vehicle, so the unsuspecting driver thinks the van is locked, but in fact the thief has unhindered access – and because there's no forced entry, passers by would not suspect anything untoward.



Once inside, criminals can plug a laptop or code reader device into the on-board diagnostics (OBD) port and clone the key. It can take under a minute to programme a blank key, whereupon the van is simply driven off, in less time than it takes to grab a cup of coffee.

#### ON YOUR METAL

Whilst the theft of a van can be debilitating for a business, having one that's been disabled but is still parked outside can be equally damaging. Over the past decade, thieves have targeted catalytic converters for metals such as platinum, palladium and rhodium, which could be sold to scrap metal dealers for between £50 and £400. In response to this issue, which was costing the UK economy £770 million annually according to

police estimates, the government introduced The Scrap Metal Dealers Act in October 2013 which included a ban on cash payments. Whilst this legislation has certainly helped tackle the problem of precious metal theft, the police have since identified a growing problem of direct export: thieves stealing catalytic converters for re-sale overseas as second hand units, or for scrap value in countries where cash is still used.

Immobilised stock often results in van operators being hit with average repair bills of at least £2,000 each, sometimes costing as much as £10,000, plus further losses from hiring replacement vehicles, penalties from missed deliveries or even losing goodwill and the prospect of future business. Wherever possible, vans should be parked so that it's difficult

or impossible for thieves to get underneath. Of course, the ultimate deterrent is protecting the catalytic converter with an approved anti-theft device, such as CATLOC, which protects around 40,000 vehicles per year.

For businesses unlucky enough to have a vehicle stolen, enabling uninterrupted operation is critical, so checking with the vehicle provider that an immediate replacement would be available in such circumstances is a pre-requisite. The time, inconvenience, cost and stress associated with a stolen vehicle are just the same as having a major IT incident, so including vehicle security as part of an overall disaster recovery strategy should be on the corporate New Year's resolution list.

*"Immobilised stock often results in van operators being hit with average repair bills of at least £2,000 each"*

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# DUAL'S GOLD

*Damian Paine propagates an idea to help the dire teacher shortage in Further Education (FE) which harnesses skills from the trade.*

One of the most popular reasons given to me over the years for wanting to teach has been, 'to give something back'. In fact, I'm sure I've used the phrase many a time when asked why I was a lecturer. This in itself is a great concept and indeed we all have fond memories of our favourite teacher or assessor, but in practice it's maybe not that simple.

FE is currently facing many challenges and as a manager of a busy engineering and motor vehicle department with multiple campuses spanning from south to mid-Wales we have seen some difficult times when it comes to recruiting. Having multiple centres highlights this issue – and has caused me to put pen to paper.

It's quite simple: what we would like is a fresh supply of skilled, well qualified, well trained and professional motor vehicle specialists, up-to-date on current technology, processes and the industry, keen and ready to impart that knowledge into others.

Where we tend to fall down is an ageing workforce – and by that I do not mean chronological age but time



DAMIAN PAINE IS DEPUTY HEAD OF ENGINEERING AT THE NEATH CAMPUS OF THE NPTC GROUP

***"The simple fact is fulltime staff do not have the time to keep updated in technology as well as they should"***

away from the industry. The simple fact is fulltime staff do not have the time to keep updated in technology as well as they should. This is particularly prevalent if they are primarily dealing with fulltime programmes of study. Whilst practical skills may stagnate, on the flip side new skills are developed such as: schemes of work, lesson planning, lesson delivery, classroom management, success rates, developing and interpreting curriculum, inspection, the list goes on... We strive for the model 'dual professional': that charismatic individual who is at that point where both sets of skills are in perfect harmony.

In fact, motor vehicle technology is an area of expertise that is driven by knowledge, skills and experience – nothing to do with being in your twenties or sixties. As in teaching, diversity plays a role, no two people are the same, we all learn differently and may well use a different path to reach the same goal (although all you IMI Master Technicians and diagnostic specialists are now probably jumping up and down at that statement!).

## THOSE WHO CAN... TEACH

Could you teach, train or assess in the motor vehicle sector? Would you like to try? Maybe you have an evening spare, maybe you are close to retirement, maybe you are retired or maybe you fancy a change? If there was a way to test the waters without making a full commitment – be a guest speaker to a group, assist in a work shop, shadow a tutor – would that help?

If you are reading this then it is possible we need you. The future of the industry needs you. There must be so much talent out there that is being overlooked, so get in touch with your local college if you think you have something to offer. I have a vision where we work closer together with our industry links and trained professionals: a bank of exceptional people who want to give some time back and help us stay on top of our profession. In return, we will nurture the skills required to help you become a true 'dual professional'. In this utopia, everyone's a winner!

# The small brand doing **BIG THINGS**

*At a time of exponential growth and exciting developments for the company, IMI Magazine Editor Tim Kiek speaks to CEO of SsangYong UK, Paul Williams.*

“was a punk in the 70s,” revealed Paul midway through our interview. Whilst synergies between ‘aspirant punk rocker’ and ‘company CEO’ don’t exactly jump off the page, in Paul’s case one could argue there is at least some relevance. Punk rock emerged out of the rejection of mainstream 1970s rock music; brands such as SsangYong – and more conspicuously Kia and Hyundai – have emerged from, if not a rejection of mainstream brands



TIM KIEK IS THE  
EDITOR OF IMI  
MAGAZINE

by the motoring populous, then at least from a tangible desire to be offered something different.

Talking of ‘something different’, this quite aptly describes Paul’s choice of clothing when we met in a cold warehouse on the perimeters of Luton Airport earlier last month. Resplendent in a dazzling bow tie and wide brimmed hat, Paul looked more like a colourful gangster than automotive chief executive. Yet it was immediately

clear that despite his sartorial joviality, when it comes to SsangYong, Paul is deadly serious (though not ‘deadly’ in a gangster sense of course!).

The chilly setting for our rendez-vous rather juxtaposed with the etymology of the word SsangYong itself, which means two dragons, and thus provides a sense of fiery mouth; not frostbite. Yet very soon, once renovations are complete, the site will be unveiled as the new UK headquarters of SsangYong’s UK operation – an expansion that, to continue the dragon metaphor, looks set to see the already disruptive company catch fire throughout the domestic market.

Distance-wise, the company isn’t moving far: its existing premises are a mere stone’s throw away. Yet Paul was keen to stress the importance of the move. “Our new premises will allow for three times the parts storage,” he said, “as well as training rooms for both staff and dealers – and the cherry on top, a cutting edge showroom to showcase the vehicles themselves.” ■





The latter revelation raised the question as to whether Paul intends for the site to become a fully-operational retail one at some point. “Not immediately,” was the answer, “though perhaps at some point in the future. Currently we use it as a focus for our direct fleet operations and Motability offering.”

### THE TIVOLI EFFECT

Axiomatic it may be but the strength of any vehicle manufacturer begins and ends with the quality of its product. And whilst SsangYong's HQ is only moving metres, the cars it produces have, quite literally, moved miles. Testimony to this lies in the appealing form of the SsangYong Tivoli. Launched across 2015, the marque has been garnering rave reviews from the motoring press – and Paul is understandably proud. “Historically SsangYong has always been great value,” he said, “but when it came to ‘benefit in kind’ the good work achieved on the pricing was undone as the cars’ engines were relatively dirty. The Tivoli changes this. With CO2 emissions of 113 g/km and class leading residual values it is an enticing proposition.” Combining such factors with its pleasing aesthetic, it is unsurprising the Tivoli has been such a success – and, although sales have predominantly been in the private sector, with the new headquarters nearly ready too, the pieces in the puzzle are coming together for Paul to start an assault on the lucrative fleet sales market.

It would be premature to christen the Tivoli King Midas, but undoubtedly it has also had a positive effect on sales across the SsangYong range. Demonstrating the sort of memory that would have made him a good candidate on The Generation Game, Paul revealed that sales last year had more than doubled – from 1,800 to 3,621 – the second year in a row that they have done so: something of an achievement regardless of the business or industry.

SsangYong is thus clearly setting very high standards, but it is not alone in the UK market in performing well against the more ‘established’ brands. Paul puts the success down to a few factors but namely the size and



nature of the market. “Given the UK market is so large it contains lots of open-minded people who don’t just buy on brand but value. As a car manufacturer, so long as you have certain hygiene factors in place – namely a good product, back-up and warranty – then you really can go a long way. We are proof of this. Just twelve months ago people were coming up to us at trade shows asking who we were; now they are coming up to us and they know who we are.”

### AN HOMAGE TO FROMAGE

Having addressed the SsangYong product, discussion then turned to an equally important aspect of the SsangYong portfolio: its dealer network. Currently SsangYong has 58 dealers across the UK and Northern Ireland where you can buy a car, and 65 where you can have a car serviced. The aim is for 70 before the end of the year but one thing is for certain – if it doesn’t happen it doesn’t happen. It isn’t part of Paul’s strategy to accept any old dealer to sell the range. As he explained: “They absolutely need to

be the right fit for the brand so we are very selective. In terms of how we deal with our network we are very open and candid. We keep our commercial programme simple and not too prescriptive. Our flexible approach allows for individuality and I like to think this is another strength of holding a franchise with a smaller company. In fact, think of it like this: if you are a fan of cheese you may well go to a specialist for your cheese needs but complete the rest of your shop at a main supermarket. SsangYong dealers are like cheese specialists: not the biggest or with widest coverage but experts in what they do sell. It’s why they have had such success over the years in selling homogenous product.”

Clearly then, when it comes to the traditional method of retailing, SsangYong is in good hands. As is already apparent though, Paul isn’t much of one for tradition and thus – in line with a growing trend in vehicle retail – is also concentrating on divergent routes to market. “We will be doing remote demonstrations taking the cars to people’s houses, places of work etc. We also have an announcement very soon regarding an initiative in a retail complex. When you are a small brand it is difficult to find the right route to market given budget restrictions, so you have to be creative. Proactively taking the cars to the end user is especially our strategy for the larger urban conurbations where otherwise people might not see them.”

### WHEN THINGS GO WRONG

The ability to sell a vehicle effectively is one thing; effectively to resolve problems with a vehicle when something goes wrong quite another. My Editor’s Welcome in February highlighted an example of holistically appalling customer service and aftercare. The importance of aftercare is clearly recognised throughout the retail motor industry, but unfortunately by many this recognition only extends to the opportunity to make more money on the customer’s vehicle.

Such an approach is anathema to Paul. “Our aftersales business is absolutely integral to our business plan,” he said, “particularly as the



MEMBER

PAUL  
WILLIAMS  
POSITION  
CEO,  
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company offers a five year warranty benchmarked against the class-leading VM warranties. Our brand values comprise openness, honesty and integrity so it is pretty essential that with our warranty what you see is what you get. To this extent we have even published a warranty comparison on our website so it is completely clear what is and isn't excluded. Another sign of our good intent is that we also offer taxi drivers our limitless mileage warranty when many others don't.

"Warranty policy should be consistent with aspirations for customer satisfaction and is equally as important as selling the benefits of the vehicle. You need to demonstrate to the customer that if they have a problem you will deal with it. This is especially important as a less established name as we have nothing to fall back on should we let the customer down. This must be a top-down approach and it isn't disingenuous to say that I take a personal interest in the problems of any of our customers: whether they be selling or buying our cars."

These are admirable sentiments but I guess talk is cheap. With Paul though, you are left with the distinct impression that it isn't just sales patter – he really means it. The sentiments also are reflective of IMI ambitions: the desire to improve standards in all aspects across the retail automotive industry. As Paul says: "Winners train; losers complain."

A rigorous approach to training is unquestionably going to assume an even greater importance as the industry gradually moves its way towards a tangible diversification of powertrains. With more and more electric and hybrid vehicles on the road, the IMI is calling for those working on these potentially lethal vehicles to be licensed. Paul concurs with the ambition and is clearly hopeful that in the near future technicians in the UK will be working on electric and hybrid SsangYongs. "We intend to introduce a new model a year through to 2020," Paul explained. "Part of this will include revisions to existing models – namely an electric and also diesel hybrid Tivoli."

***"It would be premature to christen the Tivoli King Midas, but undoubtedly it has also had a positive effect on sales across the SsangYong range"***

"These are currently being tested in Korea. Our Indian owners Mahindra & Mahindra have also committed to an investment of a billion dollars into research and development over this period of time. Such a pledge can only help in my vision for the brand: for it to be admired by everyone and known as the smart choice for the discerning motorist."

#### **A BRAND WITH BITE**

It is obvious that Paul's vision is one that can be brought into focus. Indeed it strikes me that SsangYong is the automotive embodiment of the song 'Little People'. For those unfamiliar with this 'ode to the diminutive' it essentially urges the larger in size to be careful of little people because they've "got some bite". It is crystal clear that SsangYong has all the ingredients to get its teeth firmly into the UK automotive sector – and bigger brands would be well advised to heed the sagacious words of Les Misérables' little person in residence, Gavroche: because a flea really can "bite the bottom of the Pope in Rome".





# Harry's key TO SUCCESS

*Harry Fairbairn unlocks major efficiencies through Traka Automotive electronic key management.*

## HARRY FAIRBAIRN BACKGROUND

Harry Fairbairn is Scotland's leading Mini and BMW dealership group with four major sites in Inverness, Kirkcaldy, Irvine and Giffnock. Harry Fairbairn (Glasgow) at Giffnock is the second most successful BMW dealership in the UK. The group was purchased by Europe's largest independent franchise dealer group Arnold Clark in 2006. Harry Fairbairn (Glasgow) sells over 300 new cars and nearly the same number of used each month.

## GROWING KEY MANAGEMENT PROBLEM

As the volume of cars it handled each month increased, Harry Fairbairn faced a growing problem of tracking and storing car keys. The existing manual system was proving both labour-intensive and prone to failure with keys being misplaced or lost and precious time wasted looking for them. There was a need to find a fool-proof system which was capable of managing the increasing numbers of keys – ideally providing a way of logging and keeping track of them.

## TRAKA AUTOMOTIVE SOLUTION

Traka Automotive fitted its networked key management systems powered by eTag

software in January 2015.

All new vehicle details are now transferred automatically from Harry Fairbairn's Kerridge Dealer Management System (DMS) into the new key management system as soon as they arrive on site. It now takes less than a minute for all vital vehicle information (make, model, status and registration) to be transferred into eTag.

The new sets of keys are then attached to an iFob which holds this vehicle information linked to the right set of keys. This is then placed into a secure key cabinet. As soon as the iFob is slotted into the cabinet a record of its location is available to anyone authorised to view the eTag software on their desktop.

The system at Harry Fairbairn (Glasgow) initially had capacity for 750 sets of car keys but has recently been expanded to handle 1,000 keys.

## RESULTS:

Since the new key management system has been installed more than 3,000 unique keys have been added to the system. Key movements (when keys are taken from or returned to cabinets) are now in excess of 50,000 in the first six months of use which proves 100% adoption of the system by all staff handling cars. Such is the value of the system to all users that everyone is using it to manage and access keys quickly and easily.



Areas of measurable improvement have been seen early in:

- **Elimination of lost sales** due to not being able to locate keys in a timely manner
- **Speed and higher percentage of stock imagery** being posted onto Harry Fairbairn's online store which itself boosted online sales and test drive bookings - also leading to more sales
- **Speed of preparation of vehicles** and improved PDI completion numbers, again improving sales and aftersales volumes.

Callum Rankin, Dealer Principal of Harry Fairbairn of Giffnock, sums up: "It's made a real difference to efficiency, productivity and morale here. Everyone sees the benefit of

having access to the information it provides – from the chief executive to the valet and visiting stock photographer. Those responsible for preparing, moving and valeting our stock probably see the most benefits as they save time every time they need to locate a vehicle, which they do many times each day.

"Ask anyone here what they think of the new system they will tell you it is the best thing that has been added to the business for years. The fact that we have not lost one single set of keys since we put the Traka system in speaks for itself. Overall results so far give me confidence that I made the right decision and I'm now recommending that Arnold Clark rolls out the system out group-wide."



# THE TALENT MARATHON

*Stephen Whitton posits the argument that industry talent attraction necessitates a more considered, long-term approach than it is currently given.*

It is commonly accepted that changes in terms of vehicle technology can out-pace the changes needed in management and business practice. There are pockets of 'thought leadership' and innovation but, in the main, there are still challenges around attracting, recruiting, retaining, training and developing talent. Some great initiatives are in place but an underlying truth is that with the heart of the sector (vehicle manufacture) geared up for mass production – with this comes targets, objectives and expectations creating the kind of pressures which impact on abilities to create amazing customer experiences.

So, with those pressures in place, it is imperative that the sector increases the pace with which it makes automotive careers 'aspirational'. To achieve this, it must put programmes in place that nurture and encourage talent, as well as development paths that attract excellent customer experience deliverers from other sectors.

As an example of an imminent change that will bring this issue into sharp focus, the government recently announced the introduction (in 2017) of an 'apprenticeship levy'. The levy has been covered in the magazine already, but to summarise it is for all large employers (payroll of over £3million per annum) to fund more apprentices in order to go some way to plug the looming skills gap. The levy will be equivalent to 0.5% of annual payroll, with progressive businesses able to reclaim the bulk of that by engaging in apprenticeship schemes.



This is an opportunity to encourage the attraction and retention of great talent through sales, business, customer service, digital and management apprenticeships. But, this means a commitment to a 'marathon' style management approach, rather than a somewhat typical and quarterly oriented, target driven 'sprint'.

## BREAK WITH CONVENTION

Something to consider too: do you see examples of mind-sets and attitudes which are bound by some of the methods of operation that have emerged over a long time? These can serve well in a buoyant market where good levels of eager customers are available. However, some facilitation and support may be needed for managers to shift their thinking towards gaining, training and retaining the talent needed to deliver great customer experiences – consistently, sustainably and profitably.

All of us have a commitment to delivering a great customer experience but in order to do that amazingly, and consider how skill and talent are influencers, we should consider the employee experience. Not just engagement; it's critical that management is equipped to provide inspirational leadership. Be role models and live and breathe the values that begin and end with the customer experience.

The IMI has been devising a series of competences, assessments and professional development services to assist the sector to identify how to

build talent. A key part of this is to encourage all customer-facing professionals (like their technical colleagues) to take their development seriously and get onto the IMI Professional Register.

It's a responsibility of leadership across the sector to gain a great understanding of our people, engaging them and making them feel a part of something, creating goal orientation and joining up all the aspects of the customer experience to create customers for life.

With change comes uncertainty – so, the best way to predict the future, is to create it!



MEMBER

STEPHEN  
WHITTON

POSITION:  
**DIRECTOR, SSW  
ASSOCIATES  
(UK) LTD**  
SECTOR: **F&I  
TRAINING**  
LEVEL: **MIMI**



## IMI ACCREDITATION – MANAGEMENT

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# The new body of CRASH REPAIR

*Thatcham explores how an innovative programme of vehicle repair apprenticeships could invigorate the industry.*

“We cannot put people back on the road in a vehicle that has not been repaired properly,” says Donald MacKenzie, Engineering Operations Manager at one of the UK’s biggest insurers, LV=. As new vehicles become more complex, bursting with technology and built using latest composites and manufacturing techniques, the demands on the vehicle damage assessors and repair experts expected to efficiently return crash-damaged examples to the road is intensifying. Experienced workers are required to constantly learn and adapt, and apprentices require the best possible introduction to the industry. Galvanised by innovative apprenticeships, an opportunity exists to invigorate the repair sector with the next generation of leading talent.

Donald believes that an innovative programme of vehicle repair apprenticeships provided by the Thatcham Automotive Academy could offer the impetus required to inspire the next generation of specialists, ensuring they are fully prepared for the challenges posed by a technology-driven automotive industry that requires an evolving skills base. As the average age of the repair sector workforce increases, could effective apprenticeship programmes provide a timely solution?

Thatcham launched its apprenticeship scheme in 2004 and since then over 1,300 graduates have left with Level 2 or 3 VCQs focusing on five areas of training: body repair (Panel), body refinisher (Paint), body fitter (MET), vehicle damage assessor (VDA) and customer

service. In 2014, Donald tells us, LV= was the first insurer to run its apprentices through Thatcham’s unique VDA apprenticeship and the benefits are already evident. “One of the great things about Thatcham’s VDA apprenticeship is that it incorporates support from the Institute of Automotive Engineer Assessors (IAEA),” he explains, “so graduates leave with formal accreditation from both the IAEA and the IMI having benefitted from Thatcham’s high level of practical expertise and knowledge in training, as well as a clear understanding of modern day vehicle construction – absolutely crucial if we are able to evaluate if a car is being repaired correctly.”

## INCREASED COMPLEXITY

In 2016, the ‘correct repair’ that Donald refers to is a far more complex consideration than when panel beating and painting were the key skills required for most crash repair work. Practical skills and a strong infrastructure are key for setting apprentices up with the right mentality and core skills to succeed in the crash repair sector: “The Thatcham Academy is equipped beyond anything that you would get from a traditional technical college and Thatcham understands the industry, suppliers and latest technology. It provides an education

experience that is totally relevant to the modern environment,” explains Christine Maskill, Managing Director at NCR Bodyshops, which has been putting its apprentices through Thatcham’s scheme since it first started.

An insurance-approved and BS10125 repairer, NCR Bodyshops is experiencing the benefits of enhanced apprenticeship schemes such as Thatcham’s. Donald and Christine both agree that the key to providing tangible benefits to such a range of businesses operating in the crash repair sector is flexibility.

“In the past we have found that college courses cater for mechanics but not for the skills specific to the bodyshop sector,” she explains. “NCR Bodyshops has always been fully committed to apprenticeships and we have found that many companies are able to attract a better level of apprentice by offering a place on a Thatcham programme; the prestigious facility has the wow factor to attract good candidates. We like the course framework which is broken down into three specific areas, namely Paint, Panel and MET (Mechanical Electrical and Trim). Block release is mutually beneficial too, as apprentices can focus entirely on the course and when they return to their employer they generally have a new skill set to enhance their performance in the business.”

“A big attraction for LV= was the



flexibility offered by Thatcham's Apprentice Scheme. Not only the ability to learn offsite, online, in the classroom or even incorporating a salvage yard visit, but that Thatcham designed a bespoke training plan for us," continues Donald. "From an insurer's perspective, the VDA course is the most technical as apprentices require a broad understanding and for their learning to include the latest

***"Practical skills and a strong infrastructure are key for setting apprentices up with the right mentality and core skills to succeed in the crash repair sector"***

technologies and manufacturing techniques. We have to ensure that the method of repair is correct for that vehicle, from which a repair cost can be calculated. If vehicle assessments are not done correctly, then businesses will not make any money."

#### **FLEXIBILITY BUILT IN**

Dean Lander, Head of Operations for the automotive research centre, says: "Where we are working collaboratively with a larger apprentice employer as we have with LV=, we're able to continually review or adapt modules to meet the employer's needs. When working in isolation it's possible to work on a customer-dedicated programme in this way, so courses are entirely adaptable in order to provide the optimum programme while remaining within the overall

framework of the apprenticeship,"

"We also continually update our training programmes to meet the needs of the industry, incorporating modern vehicles and working with new materials such as high strength steels, aluminium and carbon fibre: identifying these materials and understanding where they are used and if and how they can be repaired are vital skills. The industry has been driven to build complex structures and highly technical vehicles and this pace of change means that it's up to training providers like Thatcham to ensure that training modules keep up, while still providing the solid foundations required. The parameters of the modules are open enough to add content into and evolve, without altering the primary learning focus."



It's an ethos that appears to be working, too. Thatcham has seen a doubling of apprentices in the last 24 months, while LV=s Donald explains that in the last couple of years, since LV= began their apprentice programme and it became common knowledge, interest from other insurers also considering going through the same scheme has increased. A growing trend – and one which it seems Thatcham is prepared for.

## **New for 2016!** Temporary and Permanent Bodyshop Personnel



**SMART Technicians**  
**Paint Technicians**  
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**MET Technicians**  
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# ALL CHANGE

*James Stockdale analyses the extraordinary rate of change in the apprenticeship programme in the UK.*

You will have probably read in the recent editions of IMI Magazine about the changes happening with apprenticeship programmes – particularly with the development of Trailblazer standards and also with the introduction of the apprenticeship levy, coming in from April 2017. I can't remember a time when there have been so many changes so quickly to such an important programme like apprenticeships.

Last month I was filming some videos for the IMI website, giving overviews of the new apprenticeship levy and how this impacted on employers across the UK. On reflection, it's really tough to talk about something so important which will affect apprenticeships so fundamentally, when there is only limited, at best fragmented, information coming out of the Department for Business Innovation and Skills about how the levy will operate. And by this I mean we only have very limited information about how the online systems and processes used for the apprenticeship levy will operate and how it will impact across the four UK Nations – who may have different models of apprenticeships.

In addition, I recently had a meeting with a research professor from a London university to discuss apprenticeships, and the research brief was to look at UK apprenticeship programmes and measure them against other nations – for example, the German system of apprenticeships. The Department for Business, Innovation and Skills seems to be very keen to replicate the German system of apprenticeships in the UK which is all very well, but what we actually need is a period of stability, because if there is something we suffer from in the UK in the skills system it's that we tinker and change things too much.



JAMES STOCKDALE (@STOCKDALEJ) IS HEAD OF SECTOR SKILLS AT THE IMI.

*"I can't remember a time when there have been so many changes so quickly to such an important programme like apprenticeships"*

## CONSIDERED CHANGE NECESSARY

I'm all for change and improving things and I really hope that the changes to the systems with Trailblazers, funding and the introduction of the levy will enable us to improve what we have, as well as seeing an increase in the number of apprenticeships offered, and taken up, in the sector. But we have to thoroughly test new models to make sure that they will work for the majority and not the minority of employers – and of course, learners. Fortunately, we have some time to effectively do this, as it is more than likely that the current frameworks-based apprenticeship programmes will be available for learner registrations until 2019/2020.

There is a lot of work going on behind the scenes to develop the new standards and assessments (end of programme assessments), and I take my hats off to the employers and

awarding bodies involved in these activities, especially where they are doing this in the interests of the sector. But there is some confusion around the messaging on apprenticeship reform and we need to get some sort of consistency. We need to ensure that the new Trailblazer standards meet the needs of the many, not the few, and that there is no hidden agenda in the messaging around particular apprenticeship standards promotion. It must be about what is right for the individual employer's needs.

We need to use the positive apprenticeship reforms to further embrace apprenticeships within our sector – and make sure they work for us. We need to draw the young talent into the pipeline so that the sector continues to have a strong basis on which to build the talent pool, especially where there are new and emerging technologies that change the current and future skill set needs.

Above all, in conversations about apprenticeships, we shouldn't forget what they can do for both you, in terms of increasing productivity and seeing a return on your investment, and the learner, in terms of developing and building a career in this exciting, vibrant and changing sector.



# Blazing A TRAIL

*Revealing details of the IMI's involvement within the new Light Vehicle and Maintenance Technician Level 3 Trailblazer apprenticeship.*



**B**usinesses across the automotive sector will soon have a choice between existing apprenticeship frameworks and a different type of apprenticeship called a Trailblazer.

The IMI will be an approved assessment body as well as an awarding organisation offering the new Light Vehicle Service and Maintenance Technician Level 3 Trailblazer apprenticeship.

The Trailblazer has been produced by an employer group led by Jaguar Land Rover and includes employers from micros and small businesses and vehicle manufacturers. The group produced an apprenticeship standard which was published in November 2014 and re-issued in October 2015. This was followed by an assessment plan in October 2015. Interestingly, the employer body has removed the requirement for qualifications in the

apprenticeship, although regulated awarding organisations can still offer these as an added benefit to learners and employers.

The new Trailblazer programme contains three gateway assessments and a synoptic end assessment which is made up of different parts. Apprentices must pass Gateway 1 and Gateway 2 before progressing to the next phase. A third gateway enables the employer to establish whether the apprentice is ready to undertake the synoptic end assessment. The end assessment must be conducted in an approved assessment centre, carried out by an approved assessor and 100% of the end assessment must be observed by the assessment organisation. There will be some progression routes for technicians from Level 2 apprenticeships and IMI qualifications.

## THE IMI OFFER

The IMI is consulting with employers, approved centres and training providers on its package, which may contain IMI qualifications and IMI accreditations as part of the programme.

- Full guidance and support materials
- Electronic logbook
- Gateway assessments (online and practical)
- Centre devised alternative assessment approval processes
- Online behaviours assessment
- End assessment practical tasks and synoptic online assessment
- Assessor awards and moderator workshop (optional) to ensure consistent assessment decisions
- Quality assurance of in-programme (at gateways) and end assessment, and moderation activities
- Observation of the end assessment.

To support those offering the apprenticeships through the IMI, it will provide:

- An electronic logbook to support formative assessment including submitting and marking assessments, adding employer comments. It will also enable remote monitoring of apprentice progress
- Online testing to assess the underpinning knowledge both at formative and summative points
- The behaviours framework as a 360 degree online assessment
- Remote monitoring of assessments – such as proctoring services, live cameras, video recording and face to face online services e.g. Skype.

Our synoptic end assessment will include:

- A range of practical tasks that enable random selection and assess the competence of a technician
- A synoptic knowledge online assessment to cover the full breadth of the training programme

An online behaviour assessment

- An external assessment of evidence contained in the electronic logbook

To ensure high quality, the IMI will provide independent observers to attend each assessment. It will also offer moderation and standardisation events to ensure that assessments are comparable between centres and that standards are applied consistently.

For more information about Trailblazer apprenticeship developments across the automotive sector, visit: [www.theimi.org.uk/standards-and-apprenticeships/imi-de-mystify-trailblazer-process](http://www.theimi.org.uk/standards-and-apprenticeships/imi-de-mystify-trailblazer-process) or contact [enquiries@theimi.org.uk](mailto:enquiries@theimi.org.uk)

# Autotech's

## APPRENTICE AMBITION

*Profiling the Autotech Academy: an initiative from industry recruiters Autotech Recruit.*

How can you be sure that you are getting the right candidate for your apprenticeship scheme? And what does it take to ensure the apprenticeship is a positive experience and the candidate has the skills stay in your organisation?

These were the questions that precipitated Autotech Recruit, a specialist automotive recruitment consultancy, to start working towards opening Autotech Academy: an endeavor to assist the motor trade in finding and developing the best apprentices ready to become the future of the industry.

Gavin White, the initiator of the idea of Autotech Academy and Managing Director of Autotech Recruit explained: "Apprenticeships offer a great solution to the skill shortages problem and for that reason Autotech Recruit decided to promote this idea within the industry by actively supporting automotive businesses in training the next generation of the workforce."

"Whilst the government is striving to boost the levels of participation in apprenticeship schemes among the employers across the UK, it is evident that the motor trade could benefit from assistance and guidance from an organisation who could monitor the apprentice enrollment and

development acting as a link between the employer and training providers throughout the whole process."

For this reason, Autotech Academy is set to allow businesses to choose the right candidates for their apprenticeship schemes, while enabling them to reduce the time and cost of expensive recruitment processes and let their focus remain in other areas that demand their attention.

"Having worked in the recruitment side of the motor industry, we acquired first-hand experience of the demand for suitable apprentices. Establishing Autotech Academy will mean re-investing part of our financial gains back to the industry to match those exceptional youngsters with automotive businesses and help develop the next generation of highly skilled work force," White added.

### TRIALS ONGOING

The project is currently being trialled with Vindis Group at its Bedford Audi site, and its high quality Audi apprenticeship programme Autotech Recruit has been supporting since October 2015.

Lee Macintyre and Jake Bartlett, both 21, who were carefully selected from a number of candidates, are now five months into their three-year apprenticeship with Vindis Group and Audi UK.

"I wanted to learn how servicing and repairing vehicles works in the real world and this apprenticeship was a great way to do that. It gives me the best of both worlds: gaining practical skills and theoretical knowledge, while being paid for by Autotech Recruit," Jake said.

"I think the apprenticeship is a great start to a career and should be more

Jake Bartlett (apprentice vehicle technician at Bedford Audi)



widely used in the automotive industry to encourage more people to learn this profession," his colleague Lee, added.

Richard Hillier, Head of Business at Bedford Audi, is convinced high-quality apprenticeships are the way forward for the automotive industry.

"Vehicle mechanics have moved on at such a quick pace over the last few years. The UK motor industry is experiencing some difficulty finding workers who possess the right blend of skills and education to complete technical jobs effectively.

"When Autotech Recruit approached us and offered to support recruitment and training, as well as providing sponsorship of two apprentices, it was clear that although their offer was commendable and innovative, it was also a sound investment.

"With Lee and Jake now on board, we will have a chance to end up with people specifically trained to fit into our business and we can trust to work to the highest standards," Richard concluded.

**"Autotech Academy is set to allow businesses to choose the right candidates for their apprenticeship schemes, while enabling them to reduce the time and cost of expensive recruitment processes"**



Lee Macintyre (apprentice vehicle technician at Bedford Audi)





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## SCAN YOU FIX IT?

**AFTER SETTING THE CAT AMONGST THE PROVERBIAL IN HIS LAST ARTICLE, BRITAIN'S FOREMOST AUTOMOTIVE DIAGNOSTIC TECHNICIAN, JAMES DILLON, RETURNS TO THESE PAGES ON SLIGHTLY SAFER GROUND: SCAN TOOLS.**



“Times, they are a changin’” is the title of a Bob Dylan song released in 1964.

This foresighted lyric has been bouncing around in my mind recently when considering the current state and the near future of vehicle diagnostics.

We often hear in the news or read in an article a statement relating to the advancement of vehicle technology. Every once in a while the go-to comparator statement is rolled out. “There is more computing power in the modern motor vehicle than it took to send man to the moon.” Undoubtedly, this statement paints a vivid picture of rocket science and cars in the minds of whichever audience it is aimed at. I would think that this statement was factual at some stage in history, but is it still correct?

I wonder what the specific facts are just now. Which sort of comparison is technically relevant or more accurate based on current vehicle technology?

When doing my research for this, I found myself at the Society of Automotive Engineers. It’s recently presented some statistics which make the comparison more relevant to current vehicles. One specific measure of complexity is the quantity of software that is required to run a machine. In this case the following data is available, still thankfully including rockets. There are 500,000 lines of software code contained within the space shuttle; three to four million lines of software code contained within the Boeing 777 Dreamliner; and finally, supported by a mental drumroll,

there are 100 million lines of software code contained within the modern motor vehicle.

This comparison is interesting as it does quantify levels of complexity. What does this mean to the people diagnosing and fixing motor vehicles? From my perspective, this complexity has been a big challenge already, and it may further affect the way in which we work. From a workshop perspective, it is not uncommon to be presented with vehicles exhibiting drivability symptoms which may be cured, not in the traditional way, but rather by a software update (or re-flash as it more widely known). For vehicle technicians that are behind the technology curve, the impact of this is that they may waste time and effort using traditional diagnostic tools, techniques and

methods chasing a symptom which has no physical cause but rather a ‘virtual’ software anomaly. Many of the more clued up technicians will already include a software version check in their initial symptom analysis.

Numerous vehicle manufacturers’ dealer tools will carry out this check upon initial communication with the vehicle and report on vehicle control units which are using outdated software. When using the dealer tool (laptop, software and interface), the vehicle and the vehicle manufacturers’ servers connect and data passes between them. A development in diagnostic technology is the move from more anonymous offline tools to online tools with granular data and breadcrumb tracking. The

diagnostic application may run as a cloud-based service (similar to an app) to which the vehicle under test connects to. Diagnostics are performed using the internet protocol, DoIP.

#### WRITING ON THE WALL?

In many cases of vehicle manufacturer level diagnostics, the user (even independent garages) must have an account with the manufacturer and have to use specified hardware. Generic hardware can be used but the vehicle manufacturer's own hardware will normally be required in order to access the higher level functions. They also have to have security authentication to perform some replacement or reprogramming procedures. This may or may not be a big deal, depending on the level at which you need to operate and the type of work you are doing. Garages may still be able to function with an all-makes aftermarket scanner. However, the writing may be on the wall for the future of aftermarket scanners, due to the implementation of DoIP.

Consider the process that the aftermarket scan tool developers use to add new functions and vehicle coverage. Generally, they will find a subject vehicle, apply the dealer tool and intercept and record the raw data going between the tool and the vehicle during the function (i.e. get codes, clear codes, actuator tests etc.). This data will be analysed, 'reverse engineered' and rewritten to appear in the aftermarket scan tool. This process has been used for many years in the development of scan tools. Up until now the dealer tools used in this process have been mainly offline, locally hosted devices, and the vehicle manufacturer will not have been analysing usage in any great

detail. Now, however, the online tools described in the previous paragraph have changed the aftermarket scan tool landscape. It is possible, and I say possible because some of the salient facts are difficult to verify, that the market has already visibly shifted, with one notable scan tool manufacturer dropping features in their tool which require server interaction (no names, no pack drills).

From an ethical and legal standpoint, reverse engineering a dealer tool may infringe the patents, copyright and licence agreements associated with those tools. Some say that the aftermarket scan tool manufacturers have been 'getting away with it', driving with two wheels on the grass so to speak. Now that the vehicle

manufacturers are beginning to have end-to-end sight of their tool, including a specific interface serial number they know the computer id; log the IP address of a user and log the vehicle's VIN, time and date; and breadcrumb track every operation a user makes within their software. With this knowledge to hand, it seems that the future for aftermarket vehicle diagnostics may not be bright.

#### LICENCE TO THRILL

The silver lining to this particular cloud is that in some markets, the vehicle manufacturers will licence elements of their system to scan tool manufacturers. The individual manufacturer decides what and how much is included, and this varies depending on the vehicle manufacturer in question.

***“Aftermarket scan tool manufacturers want to offer special features and functions which differentiate them from the competition”***



I have seen evidence of single brand licences costing £35,000. These may only include codes, data and actuators – and may not cover every control unit variant or system; nor security related functions, coding and programming. These licences are also renewable annually.

Of course, it is possible the high cost and comparatively poor system coverage was one of the key reasons that led to the development of reverse engineering in the first place. Aftermarket scan tool manufacturers want to offer special features and functions which differentiate them from the competition – and which will enable the technician to complete the job to a state that can be invoiced (coding and programming). I wonder if reverse engineering was stopped, or was significantly restricted, what the aftermarket scan tool coverage would look like? Perhaps more importantly, how would this impact on the repair capability of garages using aftermarket scan tools?

The top end of the market for scan tools (advanced diagnostic specialists and brand specific specialists) has shifted towards buying the dealer tool and jumping through the required hoops to gain authorised user status. This seems to be the only way to deliver dealer level diagnostics and carry out all of the required functions to get the car from incident to invoice. The problem is that unless you specialise in only one or two vehicle brands, the hassle can be mighty and the costs can be high – but needs must when the devil drives. After thinking about this, the song which I now find myself humming is: “You’ve got to accentuate the positive, and don’t mess with Mr In-between”, by Johnny Mercer!



# GONE WITH THE WINDSCREEN

GLASS IS ONE OF THE FASTEST EVOLVING TECHNOLOGIES IN THE GLOBAL AUTOMOTIVE INDUSTRY AND THE WINDSCREEN HAS BECOME A CRITICAL COMPONENT IN THE DRIVER-VEHICLE INTERFACE. THIS MEANS SIGNIFICANT CHANGE FOR THE AFTERMARKET WHEN IT COMES TO ITS REPAIR AND REPLACEMENT, CLAIMS THE AUTOMOTIVE GLAZING ACADEMY.

This year marks the 110th anniversary of the founding of the Safety Motor Screen Company by British inventor John Wood, who patented a laminate glass for automotive use one year earlier, in 1905. From its beginnings as a means of protecting vehicle occupants from, you guessed it, the wind and insects, today's windscreens have taken protection to a different level.

Whilst still responsible for up to one third of a car's overall rigidity, the advent of 'smart glass' technology more than a decade ago gave rise to interaction between the screen and vehicle systems. The technical definition of smart glass is the altering of light transmission properties when voltage, light or heat is applied. In the context of vehicle glazing, however, glass has become intelligent and is able to respond to changes in environmental conditions. Through the use of specialist hydrophobic and

photochromic coatings and the embedding of sensors, manufacturers have enabled new areas of functionality. Capabilities including self-tinting, self-cleaning and head-up display (HUD) now feature on volume models while reactive glazing technology, such as SPD Smart Glass (Suspended Particle Devices), enables both heat and light characteristics to be controlled. Such 'embedded' technology however, while requiring greater understanding and skills, has not impacted much on the traditional model of replacement, until now.

One particular automotive acronym, ADAS (Advanced Driver Assistance Systems), has got everyone talking across the whole aftermarket. Employing the use of windscreen-mounted cameras, radars and even laser sensing technology called LiDAR (Light Detection and Ranging), ADAS is already something that sales executives are explaining to customers in the showroom. These cameras and sensors provide vital information for onboard safety systems including lane departure warning, adaptive cruise control and autonomous emergency braking. Industry estimates put the level of windscreen replacements involving ADAS-equipped cars in 2014 at about 1% but this is predicted



to surge to over 40% by 2020, driven partly by EuroNCAP encouraging greater use of camera-reliant safety systems.

## A DOUBLE EDGED SWORD

According to one of the UK's foremost providers of auto-glazing training and accreditation, the Automotive Glazing Academy (AGA - formerly known as the Independent Windscreen Academy), this level of sophistication brings challenges, but also opportunity, to the aftermarket.

The recalibration of an ADAS-equipped windscreen is essential following chassis, suspension and body repair – as well as after wheel-alignment,

vehicle tracking and of course, screen replacement. As you'd expect, vehicle manufacturers have different stipulations, requiring ADAS cameras to be reset by either a dynamic (in motion) or static recalibration. Failure to reset cameras correctly would render a vehicle's ADAS inaccurate or even inoperative, which could compromise the safety of the occupants and other road users.

"Businesses need to understand the implications of working on vehicles with cameras and ensure they have the necessary skills base and equipment if they intend to offer recalibration as a safety critical service," says Maria Charlton,

***"The technical definition of smart glass is the altering of light transmission properties when voltage, light or heat is applied"***

AGA Director. “It’s paramount that customers are advised of this after certain work is carried out. As ADAS is still new, the need for a joined-up approach by the industry is paramount if we are to ensure there is clarity over what practices, procedures and standards are required.”

In a concerted effort to tackle the issue, AGA is part of an industry-wide ADAS working group which aims to ensure the aftermarket sector has that joined-up approach, including clearly defined standards. The group is currently developing a code of practice, due to be published in draft form this month, for industry consultation.

#### SKILLS, MULTIPLYING

“ADAS means a whole new skill set,” Maria continues, “as technicians are now faced with not only having to correctly replace glass but also carry out systems diagnosis and recalibration. Understandably, vehicle manufacturers are looking closely at the issue of windscreen replacement in order to maintain the integrity of their vehicle systems. This, to a degree, has blurred the lines of responsibility when it comes to automotive glazing, as dealerships are likely to become more closely involved

in the need for recalibration, particularly on models that require a static process.”

In addition to franchised networks, national accident repair chains and major AGRR companies such as Autoglass, AGA believes there are still more than 500 independent auto-glazing businesses operating across the UK, employing as many as 3,000 technicians. Spreading the word about the challenges the industry faces, as well as the solutions, is set to be a crucial activity during 2016 and this isn’t confined just to the UK market, as AGA is already in consultation with auto-glazing stakeholders in other European countries.

“Once the trade has the awareness, we can present training options to suit their own business requirements,” explains Maria. “Nothing stands still and for many years automotive glazing was seen as a service operating at the fringe of the sector. Having to contend with ADAS now puts it front and centre, but we are in this together as an industry, both here and abroad, and AGA for one is exceedingly proud to be closely involved in driving this forward.”

Besides changes to processes, skills and standards, undoubtedly

there will be cost implications associated with this new technology – just as there were following the introduction of the PAS125 standard for body repairers that’s since evolved into BS10125.

According to a number of replacement and repair firms, including AGA’s sister company, Essex Glass and Windscreens, all major insurers are reviewing their position in respect of motor insurance. Even before the introduction of ADAS, the complexity and sheer volume of glass used in panoramic windscreens, for example, meant that the cost of windscreens was increasing. Certain replacement glass can command upwards of £800 so the existing model of having windscreen insurance excess on a driver’s main policy is thought to be fast approaching its end. Indeed, it’s claimed some insurers already refuse to cover such complex glass under the windscreen section, requiring a secondary glass policy instead.

In addition, AGA believes there is a strong possibility that insurers could also demand certification of re-calibration of windscreens, for the purpose of processing a claim, which will need to have been carried out by a fully qualified technician. The nature of such qualification is therefore the subject of debate within the ADAS working group.

What’s not in question is the unequivocal need for specialist competence. The dedicated auto-glazing route within the IMI accreditation scheme is currently up for review and the development of a brand new Trailblazer advanced apprenticeship in automotive glazing, begun last autumn, has recently reached a milestone with the publication of a draft framework for the sector to comment on.

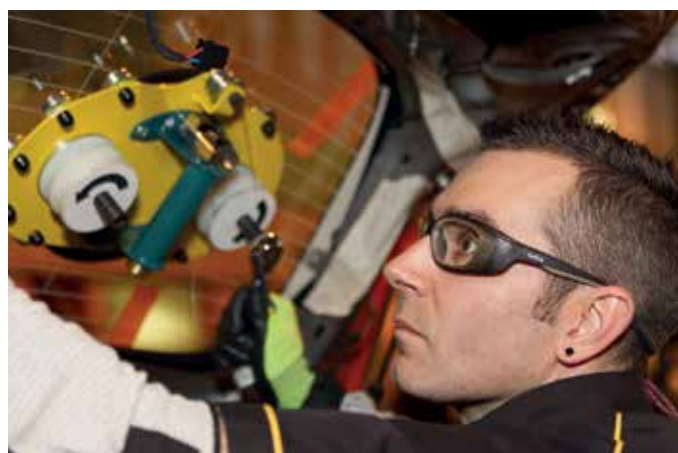
#### THE GLASS CLASS OF THE FUTURE

“We need to ensure we are fit-for-purpose now and into the future,” commented Leon Charlton, Maria’s husband and Director of Essex Glass and Windscreens, which is co-ordinating the Trailblazer project. “There is much work to be done but we have a vision of what we need to achieve and much of that is about attracting new blood and ensuring people are educated and skilled to do the job correctly.”

Coming under Phase 5 of the apprenticeship Trailblazer programme, in which businesses work together to determine new training standards applicable to their market, the ten businesses involved in the automotive glazing Trailblazer group collectively represent some 90% of all employees in the UK vehicle glazing sector. The new apprenticeship, expected to launch later this year, will encompass knowledge of ADAS and other vehicle technologies, such as electric and ultra-low emission vehicles.

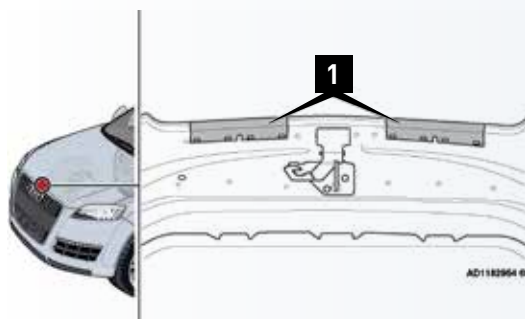
“Recognising what has been achieved in the bodyshop sector through education and standards, the same is necessary within the auto-glazing sector,” concludes Maria. “It is undoubtedly a challenge and commercial interests will need to be managed, but the more people we can get involved to create momentum, the greater the opportunity to create solutions which will be of benefit to all, especially the most important group, the consumer.”

*To have your say on the Trailblazer apprenticeship in automotive glazing, visit [www.aga.uk.net](http://www.aga.uk.net)*



# TROUBLESHOOTER

LEADING TECHNICAL INFORMATION SUPPLIER AUTODATA SHARES FIXES TO THREE COMMON PROBLEMS FOUND IN MODERN MOTOR VEHICLES.

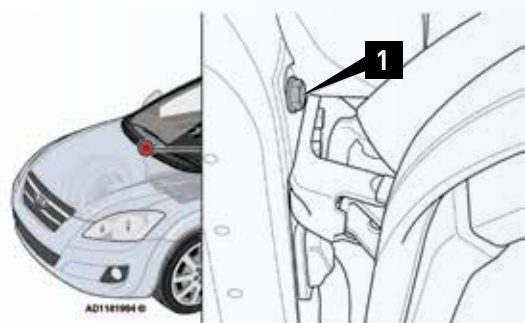


## Audi Q7 3,0 TDI 2007

### WIND NOISE FROM WINDSCREEN AT HIGH SPEEDS

**Question:** A customer is complaining that their Audi Q7 3,0 TDI 2007 has a wind noise at vehicle speeds above 45 mph (70 kph) from the windscreen lower central area. We have heard the noise on road test and have visually checked the windscreen and windscreen sealing but cannot find any fault. Can you help?

**Answer:** *The symptoms you describe affect the Audi Q7 model range up to VIN: 4L \*8D 025042. The noise is caused by insufficient contact between the bonnet sealing strips and the bonnet slam panel. Fit modified bonnet sealing strips to underside of bonnet front edge (Fig 1) Road test the vehicle to confirm the fault has been resolved.*

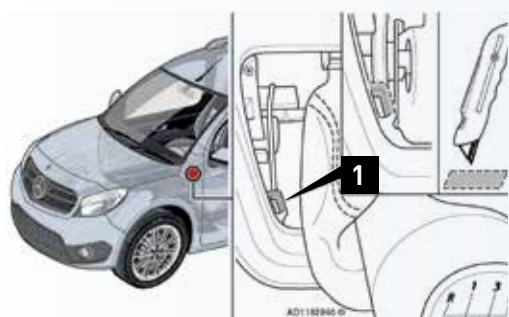


## 2008 Kia Cee'd

### VARIOUS ELECTRICAL FAULTS

**Question:** We are having problems diagnosing an electrical fault on a 2008 Kia Cee'd. The central locking, horn and indicators are not working. We have checked the fuses for these circuits which are all ok but we cannot seem to find the cause of the fault. Have you any ideas as to what could be causing these electrical faults?

**Answer:** *Yes, we are aware of some Cee'd models up to 02/11 having water ingress into the A-post through the wing panel retaining bolt causing various electrical faults. Open the front door. Remove front wing panel top retaining bolt located above top door hinge on A-post (Fig 1) Apply a sealant to the wing panel retaining bolt hole. Refit the wing panel retaining bolt. Check the A-post wiring harness multi-plugs for corroded or damaged pins and repair or replace them as necessary. Repeat procedure for the opposite side.*



## 2012 Mercedes-Benz Citan

### DIFFICULT TO SELECT REVERSE GEAR

**Question:** We have a problem on a customer's 2012 Mercedes-Benz Citan. It is difficult to select reverse gear and the gear lever creaks when changing from 5th to 6th gear. We have checked the gear change cables and they operate smoothly. We suspect the clutch assembly may be at fault but it seems to be working correctly in all other areas. Have you any ideas on this fault before we go ahead and remove the transmission?

**Answer:** *We are aware of a reverse gear selection problem that applies to all Citan models with transmission code 700.720. The cause is contact between the gear lever mechanism and gear lever trim panel. Remove the gear lever gaiter. Modify the gear lever trim panel by cutting off the area indicated in Fig 1. Ensure any plastic swarf does not fall into the gear lever mechanism. Refit the gear lever gaiter and confirm the problem has been resolved.*



## THE HEATS ARE ON

Apprentices across the industry will compete in Automotive Refinishing, Automotive Technology, Automotive Body Repair, and for the first time this year Heavy Vehicle Engineering, to qualify for a place at the IMI Skill Auto final held at The Skills Show, Birmingham NEC, in November.



With 85,000 people visiting the UK's largest skills event last year, the final 26 automotive competitors battled it out over three days for a chance to take first place – and for a chance to represent the UK in the WorldSkills squad.

Steve Cassisi, college tutor and line

manager of 2015 silver medalist Ben Brown (pictured), from North Warwickshire College, commented: "I knew within myself that Ben had the skills needed to succeed but lacked the confidence to believe in himself. From the heats to the final, I've seen a big change in Ben as his confidence has grown and he's definitely matured over this period. The experience has given him the self-belief that he always lacked and I can now rely on Ben to hold his own teaching sessions at North Warwickshire College."

Davie Massie, IMI Competition Manager, said: "With the addition of a heavy vehicle competition, this year, more than ever, will showcase to young people the range of skills and knowledge needed to work across the automotive sector. I encourage anyone who employs or trains talented young people to nominate them for the competition. Whether they win a medal or not, participating will provide them with valuable experience and increased self-confidence."



DATES FOR THE IMI SKILL AUTO 2016 LIVE HEATS HAVE BEEN CONFIRMED WITH THE COMPETITIONS TAKING PLACE AT FOUR PRESTIGIOUS VENUES ACROSS THE UK:

**9TH - 13TH MAY**

**Automotive Technology,  
JLR Academy, Leamington Spa.**

**18TH - 20TH MAY**

**Automotive Body Repair,  
Babcock Training, Milton Keynes.**

**8TH - 10TH JUNE**

**Automotive Refinishing, 3M, Atherstone.**

**20TH - 22ND JUNE**

**Heavy Vehicle Engineering, Iveco, Winsford.**

Registration for IMI Skill Auto 2016 closes

**7th April at 17:00**



INSTITUTE OF THE  
MOTOR INDUSTRY

## IT'S TIME TO SAY GOODBYE

After an extraordinary sixty years in operation, the South Wales MA has been brought to a cessation. Head of Professional Development at the IMI, Sarah Whiteside-Jones, was effusive in her praise of the long-running Association: "Sixty years is a remarkable period of time to keep something going that requires the dedication and energy needed to run a successful MA. I speak for everyone at the IMI in wishing to thank all those involved on their achievement. They have been a consistent pleasure to work with and it is unquestionable that the many people who used to attend the South Wales MA will miss its events greatly."



**Front row from left to right:** Dennis Egan, Sarah Whiteside-Jones, Jo Nethercott, Lesley Woolley (IMI Head of Business Transformation)  
**Back row from left to right:** John Howells, Malcolm Green, Kelvin Hunt, Colin Allen

# NEWS AND PEOPLE



## LEATHER IT

The IMI has appointed the Leather Training Centre and College in Hull as the only approved centre of its kind in the UK. The college enrolls trainees from motor vehicle manufacturers and a variety of private businesses to undergo specialist qualifications.

Richard Hutchins, founder of the Leather Training Centre and College, explains: "Leather still seems like a luxury item but it is much easier to source than ever before and has become more commonly used in the manufacture of various items. It is actually more popular in cars than fabric interiors."

"In addition to the current business, we recognised a gap in the market to provide out-sourced training, initially just to motor vehicle companies. Their employees come to Hull to undergo intensive training on repairing and recolouring car upholstery. This is a very niche area in which we specialise."

"Growth in the popularity of leather has seen the market for its repair grow massively too, and as a business we have trained people from all over the world who are now running their own successful businesses in furniture and clothing."

"We are delighted to be the only training centre and college for repair to have received accreditation from the IMI, which gives us extra kudos..."

## ANOTHER MEMBERSHIP FOR COLIN!

Not content with being a member of the IMI, Colin Hagan, Managing Director of Riverpark Training in Mallusk, has been awarded a membership which is almost equally as prestigious: an MBE for his services to vocational training.

Riverpark Training, in the last five years, has produced three gold, two silver and two bronze medal winners in the UK Skills Auto National Competitions, as well as a bronze medal and a medallion of excellence in World Skills. It also won IMI 'Specialist Centre of the Year' in 2013 and 2014.

Speaking about the award, Colin said, "I am delighted to receive the MBE, not just for myself and the team of trainers at Riverpark, but also for all the apprentices who give their time to improving their skills. They are the future of our industry and they wouldn't win top awards without the high



level of dedication required. The UK has a great tradition in automotive engineering and I am delighted that Riverpark can continue this and hopefully bring further medal success to our young competitors."

## NOTICES

### *New Fellows*

[JANUARY 2016 AWARDS]

#### **J DAVIES**

Managing Director, Get the Edge UK Training Consultancy Ltd, Lincolnshire

#### **M HUGHES**

Director, T10 Group Ltd, London

#### **S W T JAMES**

Chief Financial Officer, Institute of the Motor Industry, Hertfordshire

#### **A MAGIY**

Director, Lohen Ltd, Staffordshire

#### **P J VISSIAN**

National Aftersales Operations Manager, Hyundai Motor UK Ltd, Buckinghamshire

### *Obituaries*

We wish to express our deepest sympathy to the family and friends of:

#### **NOEL BAILEY**

MIMI, Lancashire, aged 93

#### **ANTONY FERNANDES**

FIMI, Kenya, aged 65

#### **EILEEN MORGAN**

AMIMI, Surrey, aged 86

#### **DAVID PERKINS**

MIMI, Hampshire, aged 62

#### **ROY THOMPSON**

FIMI, Glasgow, aged 80

# NEWS AND PEOPLE

## DVSA LAUNCHES PILOT FOR NEW MOT QUALIFICATION

The IMI is piloting the new qualification for MOT managers and testers from April 2016, as part of a three-phased approach.

The current DVSA MOT tester scheme will soon be replaced by a new system that will ensure all testers are trained and equipped with the necessary skills to complete a vehicle's annual MOT (please see page 36-37 of our last issue for details).

The IMI is taking part in a pilot happening across the UK in April 2016, which will be rolled out in three phases. From April, pilot volunteers who already offer in-house training to their staff will add the MOT tester and manager qualifications to their portfolio of courses.

Phase two and three, taking place throughout May and June 2016, will focus on larger training providers along with the remaining volunteers who will begin provision of a paid for qualification.

The purpose of the pilot, with over 500 people expected to take part, is to ensure that the training providers are familiar with the course materials, as well as the general principles of the MOT test. This pilot will also make sure the training process meets DVSA requirements in producing well-informed testers who are able to meet the requirements of the qualification.

DVSA Head of Education Dave Easton said: "We're very excited about this pilot as it represents a significant step-change in the way MOT managers and testers are trained. We believe that the step changes we've introduced with each tranche of training providers will allow us to perfect the overall delivery of new qualifications that will professionalise the roles of MOT managers and testers forever."

IMI CEO Steve Nash added: "With over 600 Approved Centres, the IMI is equipped to help the motor trade make the most of this new scheme. We are committed to giving car owners the confidence that the vehicle technician carrying out their annual MOT has the right qualifications and training."

If the pilot is successful, all new MOT testers and managers will have to have this qualification before they can provide a testing service.



## LONDON CALLING

With the London Motor Show 2016 a mere matter of weeks away, IMI members can now receive a ten per cent discount on tickets for the event, taking place at the Battersea Evolution from May 5th-8th. It promises to be quite a show, with a host of manufacturers and dealers showcasing their bountiful motoring wares. To find out more about the show and to take advantage of this unique offer please visit [www.londonmotorshow.co.uk](http://www.londonmotorshow.co.uk) where you will need the discount code: **IMI2016**.



## A MARATHON EFFORT

Hayley Cromwell-Dorrell, IMI Membership Services Manager, is running the London Marathon to raise funds for industry charity, BEN.

Of the daunting prospect, Hayley said: "Since I was a little girl it has always been an ambition of mine to run the London Marathon and I am delighted to be running

for BEN. I have been running for years but this will be my first marathon so I am excited – but also a little scared – so any advice would be appreciated!" Hmmm. Motorised shoes perhaps?

You can sponsor Hayley at her JustGiving page [www.uk.virginmoneygiving.com/HayleyCromwellDorrell](http://www.uk.virginmoneygiving.com/HayleyCromwellDorrell)





# FORTHCOMING EVENTS

## FEATURED EVENT

### Birmingham MA

Wed 09/03/2016,  
7.45pm for 8pm Start

#### GOODYEAR DUNLOP TYRE TECHNOLOGY

Speaker: Peter Wayte, Senior Advisor Product Support & Technical Services of Goodyear Dunlop Tyres UK Ltd  
Venue: RAC Control Centre, Brockhurst Crescent, Bescot, Walsall, WS5 4AW

Please note the new address for this event

At very short notice, Phil Ryan, RAC Technical Director, has very kindly offered the use of the RAC's refurbished conference centre at Walsall for this meeting.

It's been five years since the MA heard from Peter Wayte at Goodyear Dunlop and Peter will bring it up-to-date on tyre and wheel trends, tyre pressure monitoring, tyre age legislation and related topics.

Like all IMI Birmingham Member Association events, it is free to members and their guests, as are the complimentary refreshments. Car parking at the RAC is also plentiful – and FREE!

## MARCH

### IRTE North London Centre

Wed 02/03/2016,  
7.30pm for 8.00pm start

#### ANNUAL GENERAL MEETING

Venue: The Jolly Farmers PH, 2 Enfield Road, Enfield, EN2 7QS

### Suffolk MA

Wed 02/03/2016, 7.30pm start

#### BATTERY MANAGEMENT SOLUTIONS AND THE LATEST BATTERY TECHNOLOGY FOR STOP START APPLICATIONS

Speaker: Ken Clark Managing Director of Rotronics, followed by YUASA Batteries

Venue: Cameo Hotel, Old London Road, Copdock, Nr. Ipswich IP8 3JD

RSVP to Robert Sharman

### Derby College MA

Wed 09/03/2016, 6.15pm

#### "40 YEARS AT THE FRONT"

#### PORSCHE RESTORATION COMPETITION

With Chartwell Accident Repair Centre and Porsche Centre Leicester

Venue: Derby College, The Johnson Building, Locomotive Way, Pride Park, Derby, DE24 8PU

### Mid-Yorkshire (Leeds) MA

Tue 15/03/2016, 7.30pm start

#### RACE TECHNOLOGY IN ENGINE BEARINGS

Speaker: Dr. Dmitri Kopeliovich, Research & Development Director of King Bearings inc.

Venue: South Leeds Centre, Leeds City College, Westland Road, Leeds, LS11 5SB

RSVP to Andrew Gledhill

### Newcastle MA

Tue 15/03/2016, 7pm start

#### BRAKE LININGS

Speaker from Pagid (TMD Friction Ltd)

Venue: Newcastle Automotive workshops, 34-36 Invincible Drive, Armstrong Industrial Park, NE4 7HX

RSVP to Michael Jackson

### Cheshire MA (IMEchE event)

Tue 15/03/2016,  
6.30pm for 7pm start

#### THE BAC MONO – FROM CONCEPT TO FUTURE

Speaker: Neill Briggs, Director of Product Development, BAC Mono

Venue: South Cheshire College, Dane Bank Avenue, Crewe, Cheshire, CW2 8AB

RSVP to northwestad@imechenetwork.org

### Cumbria MA

Thu 17/03/2016,  
6.45pm for 7pm start

#### ADAS (ADVANCED DRIVER ASSIST SYSTEMS)

Speaker: Martyn Shaw of Hella Gutmann Ltd

Venue: Carlisle College, Victoria Place, Carlisle, CA1 1HS  
RSVP to Gerry Braddock

### Sussex MA

Thu 17/3/16,  
7.45pm for 8pm start

#### LIQUEFIED PETROLEUM GAS – THE LOWDOWN

Speaker: Paul Beesley, Marketing Manager - Autogas Limited

Venue: Northbrook College, Shoreham Airport, Cecil Pashley Way, Shoreham-by-Sea, West Sussex, BN43 5FF

RSVP to Douglas Wragg

### Oxford MA

Fri 18/03/2016, 8pm start

#### FROM F1 TO ELECTRIC CARS – WHY COMPOSITES ARE MAKING LIGHTWORK IN THE MOTOR INDUSTRY

Speaker: Matt Bradney, Director of Business Development - Composites, Prodrive

Venue: Hawkwell House Hotel, Church Way, Iffley Village, Oxford, OX4 4DZ

RSVP to Peter Lang

## APRIL

### Northampton MA

Tue 05/04/2016,  
6.45pm for 7pm start

#### A BRIEF INSIGHT INTO THE GREY AREA OF WHEEL ALIGNMENT

Speaker: Jerry Barker of Supertracker

Venue: Northampton College, Booth Lane, Northampton, NN3 3RF  
RSVP to Colin Parker

### IRTE North London

Wed 06/04/2016,  
7.30 for 8pm start

#### FTA LEGISLATION UPDATE

Speaker: Esmond Shepherd, Head of Member Advice, FTA

Venue: The Jolly Farmers PH, 2 Enfield Road, Enfield, EN2 7QS

## KENT REGION

### JOINT PROGRAMME EVENTS (MAR-APR)

Kent events are organised as part of a joint programme with IMI, IRTE/SOE, The Welding Institute (TWI) Kent Branch, and the Chartered Institute of Logistics and Transport (CILT) Kent group.

Please book your attendance for each event via the CILT on 01536 740 104 or email [membership@ciltuk.org.uk](mailto:membership@ciltuk.org.uk) using the unique reference codes supplied.

### Kent IRTE

Wed 09/03/2016, 7pm

#### F1 OIL TECHNOLOGY

Speaker: David Aldous of Petronas Lubricants GB Ltd

Venue: Grangemoor Hotel, St Michael's Road, Maidstone, ME16 8BS

Reference code: KT60352

### Kent TWI

Thu 17/03/2016, 7pm

#### AGM AND EVENT: LASER-ARCH HYBRID WELDING OF STRUCTURAL STEELS

Speaker: Dr S Ganguly, Senior Lecturer, School of Aerospace, Transport & Manufacturing, Cranfield University

Venue: Blake Room 028, Greenwich University, Chatham, ME4 4TB

Reference code: KT60353

### East Kent MA

Tue 12/04/2016, 7pm start

#### VISIT AND TOUR OF AB CRUSH BODYSHOP WITH TALK ON MODERN REPAIR TECHNIQUES

Venue: AB Crush Panelcraft, Five Oaks Business Park, Gedding Lane, Wooton, Canterbury CT4 6RY

Reference code: KT60354

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### NORTH LONDON AND HOME COUNTIES

IMI members are invited to IRTE/SOE North London Centre events, normally held on the first Wednesday of every month (unless otherwise stated).

### IRTE North London Centre

Paul Arber I Eng FSOE FIRTE  
07747 116264  
paul.arber@zen.co.uk

# MEMBERSHIP



## WE'RE PROUD TO HAVE YOU ON BOARD

**It is an exciting time to be part of the automotive sector. The industry has seen more change in the past decade than in the previous 50 years, and the pace of change shows no signs of slowing down.**

Technology is evolving, hybrid cars are now common place, electric propulsion is gaining traction and driverless cars are being tested on the roads for the first time in 2015. The way we sell cars is also changing, with virtual showrooms and greater online engagement – it's not just technical individuals who need to keep up with the pace of change.

The development and facilitation of professional standards is of immense importance to the IMI and is critical in this fast-moving industry. With your support and commitment, it is well-prepared to meet the challenges and opportunities the industry faces.

You are one of an elite number of people working in the retail motor industry who can demonstrate your experience, skills and knowledge, helping consumers make informed choices. It's your commitment that gives the public confidence in our industry.

Of course, the IMI cannot lead the industry alone, so it hopes you will continue with it on its journey and be part of a community of like-minded professionals once again for the coming year.

The IMI is proud to have you on board.

**To renew your membership online now go to  
[www.theimi.org.uk/renew](http://www.theimi.org.uk/renew)**



### MEMBER BENEFITS INCLUDE:

**Post nominal letters**

**Professional Registration\***

**10 editions of the  
IMI magazine**

**Networking opportunities  
through local event**

**Legal helpline**

**Membership card  
and certificate**

**Careers information,  
advice and support**

**Human resources  
support and advice**

**Health & safety  
resources and advice**

**Discounted CPD training and  
learning opportunities\***

**Resources to help  
you work smarter**

**Halfords trade card\***

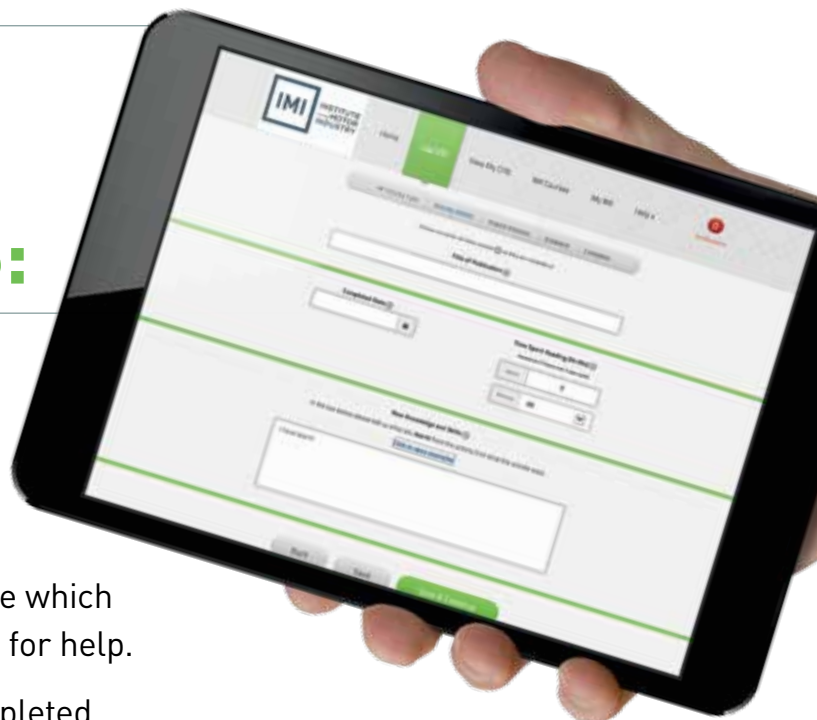
**Discounts on SP  
Diagnostics products**

\*Please note some terms and conditions apply, for full details on the membership benefits you receive please visit  
[www.theimi.org.uk/member](http://www.theimi.org.uk/member)



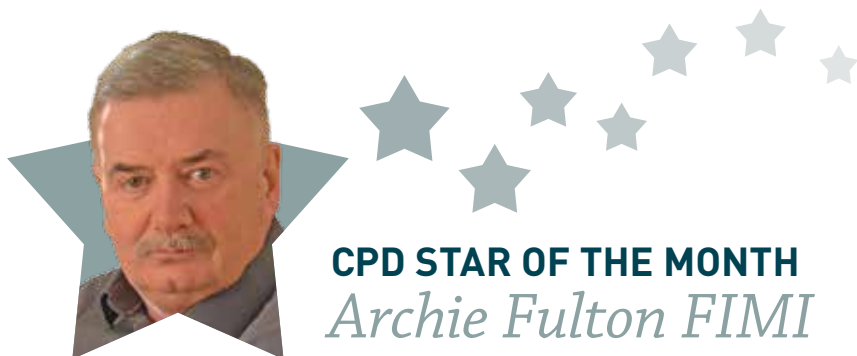
# HOW TO LOG YOUR CPD IN FIVE EASY STEPS:

1. Login to [www.theimi.org.uk](http://www.theimi.org.uk)
2. Click on the 'CPD icon' in the pop-up page
3. Click on the 'Log CPD' button
4. Choose one of the options. If you're not sure which one to choose, just click on the blue button for help.
5. Fill in the following 4 boxes: title, date completed, time spent and a short description – then click save.



**That's it! You have now logged your CPD.**

If you need help getting started please get in touch. The IMI is here to help. Call **01992 519025** or email [cpd@theimi.org.uk](mailto:cpd@theimi.org.uk)



**CPD STAR OF THE MONTH**  
*Archie Fulton FIMI*

*"The thought of doing CPD is daunting ...  
but in reality it was really easy!"*

## CPD SUPPORT EVENINGS

If you need help logging your CPD but don't have time during the day, CPD Support Evenings are a great opportunity to call the team outside working hours.

This month they will be available to call until 19:00 on Wednesday 9th March and Tuesday 22nd March.

Call on **01992 519025** for a quick tutorial, a reminder of your log in details or for help with what to log.

# EVENT REPORTS

NORFOLK MA

## DIAGNOSTIC DIAGNOSIS

Alan Povey of Lucas TechAssist gave a fast paced overview of the topical issues confronting the industry in the analysis and diagnosis of common EMS faults. He highlighted best practice elements required for fast diagnosis and rectification in an area that is becoming rapidly more complex and costly. Diagnosis by substitution, a common fallback situation, is no longer an option.

Driven by government legislation to conserve resources, avoid collisions, reduce injuries and protect the environment: on board electronics are becoming extremely complex and networked across systems meaning that fault finding algorithms of the past have little use today.

The presentation highlighted the requirement for the industry to employ and train technicians that have the ability to

understand the interrelationship of the digital networks and to follow procedures to the letter. To make the point, Alan used spark plug torque as an example - where the tightening procedure is critical to ensure that the spark gap is in the correct orientation in the combustion chamber to make full use of current combustion technology.

Alan's question and answer technique uncovered a large degree of ignorance within the audience in respect of basic diagnostic knowledge, which is worrying and points to a requirement for better staff selection, training and CPD.



BIRMINGHAM MA

## AIR APPARENT

*Schaeffler (UK) Ltd. based in Hereford is part of a company with 180 locations in 50 countries and 83,000 employees worldwide. Two of its technical trainers, Andrew Walters and Alistair Mason AAE MIMI, delivered an excellent presentation on the operation of the Fiat TwinAir and Alfa Romeo's MultiAir engines: engines that possibly signify steps towards engines without camshafts.*

*They utilise the exhaust camshaft and lobes to create an oil pressure to drive individual hydraulic pumps for the inlet valve(s) of each cylinder. The engine oil is held under pressure in the cylinder head until the pressure is released by an electronic solenoid triggered by the engine ECU. The solenoid opening time is varied depending on throttle position. This variable valve train control system plays a decisive role in reducing emissions and improving fuel economy.*

*A thoroughly worthwhile presentation delivered with enthusiasm.*

CHESHIRE MA

## EIGHT'S GREAT

Wayne McCluskey of automotive component manufacturer ZF gave an excellent presentation on the development, operation and servicing of the new ZF 8-speed automatic gearbox. He talked about all of its wide-ranging uses in both the passenger car and commercial vehicle sectors - placing particular importance on the deployment of the correct oil for all of its variants.



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## SAVE THE DATE

**WHAT: THE IMI SPRING RMA**

**WHEN: 20TH APRIL 2016**

**WHERE: BENTLEY MOTORS, CREWE**

Join the IMI for its first Representative Member Assembly (RMA) of the year. The event is open to all IMI members, who will be updated on the vast range of IMI activities and gain free CPD. This event is free to attend and will also include presentations on the latest automotive topics.

# COURSES AND EVENTS

The IMI is able to bring you a range of approved continuing professional development (CPD) courses delivered by industry specialists, with some exclusive offers for IMI members.

Please email [cpd@theimi.org.uk](mailto:cpd@theimi.org.uk) or call 01992 519 025 for more information.

## UPCOMING COURSES

### HYBRID AND ELECTRIC VEHICLE: ROUTINE MAINTENANCE

An essential introduction to safety critical procedures for Level 2 technicians.

30 & 31 Mar 2016

CPD Credit Value **30**

M £333 NM £370

### ZF 6 SPEED AUTOMATIC TRANSMISSION

Covers key aspects of operation, servicing and basic diagnostic skills.

23 & 24 Mar 2016

CPD Credit Value **17**

M £306 NM £340

### UNIT INJECTOR SYSTEM DIAGNOSIS

Vital information for the safe testing of components and correct fault diagnosis.

Multiple dates in April

CPD Credit Value **10**

M £166.50 NM £185

### ESSENTIAL TEST PROCEDURES

Provides a working knowledge of standard electrical test procedures and how they are applied correctly.

30 & 31 March 2016

CPD Credit Value **17**

M £333 NM £370

## E-LEARNING

### MANAGING WORKLOAD

CPD Credit Value **4**

M £70 NM £85

### FOUNDATION - UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE

CPD Credit Value **6**

M £65 NM £75

### INTERMEDIATE - UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - MAINTENANCE & REPAIR

CPD Credit Value **8**

M £75 NM £90

### INTERMEDIATE - UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - VEHICLE SALES

CPD Credit Value **8**

M £75 NM £90

### INTERMEDIATE - UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - CUSTOMER SERVICE

CPD Credit Value **8**

M £75 NM £90

### MICROSOFT OFFICE SPECIALIST 2013 - OUTLOOK

CPD Credit Value **37**

M £195 NM £215

### MICROSOFT OFFICE SPECIALIST 2013 - WORD

CPD Credit Value **37**

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### MICROSOFT OFFICE SPECIALIST 2013 - EXCEL

CPD Credit Value **37**

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### MICROSOFT OFFICE SPECIALIST 2013 - POWERPOINT

CPD Credit Value **37**

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### MICROSOFT OFFICE SPECIALIST 2013 - ACCESS

CPD Credit Value **37**

M £195 NM £215

### PRINCIPLES OF CONSULTATIVE SELLING

CPD Credit Value **5**

M £70 NM £85

### BUSINESS PERFORMANCE MANAGEMENT

CPD Credit Value **6**

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### THINKING STRATEGICALLY

CPD Credit Value **6**

M £70 NM £85

### SOCIAL MEDIA FOR PROFESSIONALS

CPD Credit Value **5**

M £70 NM £85

### FINANCIAL MANAGEMENT IN TURBULENT TIMES

CPD Credit Value **5**

M £70 NM £85

## HOW TO BOOK

To purchase a course visit:  
[www.theimi.org.uk/courses-and-events](http://www.theimi.org.uk/courses-and-events)  
or call +44 (0) 1992 519 025

**M** = Discounted price for IMI members

**NM** = Full price for non-members

All prices subject to VAT.





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**For more information visit:  
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### Field Engineers

- Middlesex
- Manchester
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- Birmingham
- Northern Ireland
- Hertfordshire
- Staffordshire
- Glasgow

### In-House Engineers Support

A position has become available to join our team, based in our Liverpool office. Candidates must be conversant with all aspects of Technical report writing.

### Interested?

Applicants for engineer positions must have City & Guilds as a basic qualification and be members of, or qualify for membership of the IMI, IRTE, be studying or prepared to study for membership of the IAEA.





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