



Mrs Harris Christmas Note 2022

2022 has been a monumental year for the Harris Group and MAXUS, and we are very thankful for the opportunities and highlights we have had over the past 12 months. Having outgrown our UK headquarters in Warrington, Harris MAXUS has moved to a new premises in Liverpool as the company continues to grow its presence in the UK. The new Harris HQ is quadruple the size of the previous Harris Headquarters which was only opened in 2021.

The new building, at Gillmoss Industrial Estate, was officially opened earlier this month with a ceremony that was presided over by Liverpool's Lord Mayor, Councillor Roy Gladden. This building is more than just bricks and mortar, it is also a symbol of our faith in the future and expansion of MAXUS, and we know that the future is bright. Over the past year we welcomed a whole host of new customers and dealerships to our family both for sales and service – and I wish to thank each and every one for choosing to trust in the MAXUS brand.

Owned By SAIC Motor Corp. Harris MAXUS is currently forecasting growth of over 200% in the UK in 2023, with sales projections across the UK and Ireland for 2022 at circa 8000 units.

Manufactured in China by SAIC MAXUS, our brand is built on innovation, customisation, and reputation. We go the extra mile for our customers, and we know that you do too. This dedication has helped us create the brand that is now known and loved by our customers and has helped us win many awards over the years.

I want to take this opportunity to thank each and every one of you for your continued support and to wish you and your family a very healthy, safe & Happy Christmas.

Denise Harris
CEO, The Harris Group



SAIC MAXUS SHOWCASE AT IAA TRANSPORTATION SHOW

SAIC Motors made an electrifying debut at IAA TRANSPORTATION, Germany. Jack Zhu, SAIC's General Manager for the Europe Region said: 'For MAXUS' debut at IAA Transportation, we are placing our expanding range of EVs in the spotlight with a fully electric stand. We are committed to making MAXUS the leading commercial EV brand in Europe and our strong presence at trade shows across Europe is evidence of this ambition.'

MAXUS showcased five of its premium electric vehicles at IAA Transportation Show 2022. The impressive line-up included the brand's popular eLCVs the eDELIVER 3 and larger eDELIVER 9, the MAXUS MIFA 9 (MPV), the T90 EV (electric pickup) as well as SAIC's latest project, the MAXUS Electric Light Truck.



HARRIS MAXUS ANTICIPATES 200% GROWTH FOR 2023 AS IT MOVES TO NEW 52,000SQFT LIVERPOOL CAMPUS



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Harris MAXUS, which is one of the UK and Ireland's leading automotive companies, officially opened the new HQ this month at Gillmoss Industrial Estate with a ceremony that was presided over by Liverpool's Lord Mayor, Councillor Roy Gladden.

Parent company, Harris Group, is recognised as one of the UK and Ireland's foremost distributors of commercial vehicles, including its flagship electric vehicle brand, MAXUS. Harris MAXUS is currently forecasting growth of over 200% in the UK in 2023, with sales projections across the UK and Ireland for 2022 circa 8000 units.

The new 52,000 Sq ft premises will house 30 staff including Harris MAXUS' technical, distribution and sales teams in addition to a parts depot. A training centre for engineers taking part in MAXUS' technical training academy will also be on site.

Mark Barrett, General Manager of Harris MAXUS said: "At the start of 2021, Harris opened its first UK headquarters in Birchwood Park, Warrington. In less than two years, we have outgrown what was already a sizeable building, moving to a new state-of-the-art campus in Liverpool. The success of Harris MAXUS in the UK has exceeded all expectations. So far this year, we have seen MAXUS vehicle registrations grow by 52% versus 2021, with 38% of our overall sales in 2022 attributable to our zero-emission range of vehicles.

"At Harris MAXUS, we are fully focused on the future, not just in terms of expansion in the UK, but also in terms of the vehicles we put on UK roads. This year, we launched the world's first all-electric, MPV - the MIFA 9. We also launched the UK's first fully electric pickup truck, the T90EV. Over the next two years, we have plans to introduce four new zero-emission platform vehicles to the market. Our move to Liverpool is central to our future plans and we are committed to growing our presence in the UK, creating more employment, developing our dealership network and making a valuable economic contribution both locally and nationally."





Speaking at the opening ceremony, Liverpool's Lord Mayor, Councillor Roy Gladden said: "Businesses are very much the bedrock of our city; not only do they contribute to the local economy by bringing growth and employment to the area, but they also bring innovation and fresh thinking."

"The Harris Group exemplifies all of these things, creating skilled jobs and driving the transition to greener motoring through its range of zero emission vehicles. It is with great pleasure that I welcome the team from Harris MAXUS to Liverpool and wish them every success as the business continues to grow."

Founded in 1961 by Robert 'Pino' Harris, the late husband of CEO, Denise Harris, The Harris Group is a leading importer and distributor of commercial vehicles with a firm focus on technological innovation and the next generation of clean vehicles driving more sustainable motoring.

Denise Harris joined Cllr. Roy Gladden in unveiling a plaque to mark the event, dedicated to the memory and great legacy of Pino Harris.

BRITISH SUPERBIKE WRAP UP



MAXUS was thrilled to once again be partner with Bennetts British Superbikes Championship. It was a brilliant sponsorship platform for the MAXUS brand, attracting around 35,000 visitors and a TV audience of 700,000 for each race.

Huge congratulations to the organisers and the racers for a plethora of exciting, adrenaline-rushing races this season! Looking forward to 2023 and the chance to bring you many more enthralling partnerships that will bring the MAXUS brand even closer to more audiences.



Exploring the market for MIFA 9

In preparation for the roll out of our all-new electric MIFA 9 in 2023, the team at MAXUS has been undertaking a number of research studies so we can better understand the market for this incredible new vehicle. The findings will enable us to better understand the customer profile, demographic, channel usage and media habits. In addition, we will be able to identify key decision-making drivers in addition to potential barriers to choosing the MIFA 9.

The findings will help inform our marketing strategies and facilitate a strong and effective market roll out. We will be sharing the results with you over the coming weeks, which will help support your own marketing and sales activities for 2023.

Areas that we have explored as part of the research include:

- What is their lifestyle like - what do they like to do in their spare time?
- What are their media choices – what content do they access and where / which influencers are important?
- How are brand perceptions shaped and formed – what are they looking for and expecting from a luxury electric vehicle?
- Where can the MIFA9 fit in – the differentiators / the price / the appeal vs the competitive set?



ELECTRIC VEHICLE SUMMIT 2022 - IRELAND

Harris MAXUS participated at the recent EV Summit 2022 held at RDS, Dublin, Ireland. It was a platform for policymakers, government officials, transport suppliers, energy providers, and EV manufacturers to discuss, debate and present on how Ireland can best prepare for the rapid shift to eMobility. Harris MAXUS was expertly represented by General Manager, Mark Barrett, who joined an important panel discussion on 'The Future of the Electric Vehicle Market'. Mark was joined by other panellists from brands like BMW, Polestar and Volvo.

We also had a strong presence at the event with an exhibition stand at which Harris MAXUS could engage with visitors to the event and which was ably managed by Karl Haughton from the Ireland team. The response and feedback were excellent and it was a pivotal event for all attendees.



MAXUS LAUNCHES FESTIVE FOOD APPEAL

MAXUS Dealerships invite local residents and businesses to support food drive ahead of difficult Christmas period



MAXUS UK has launched a special Christmas Food Appeal to support people in need this festive season.

Since 5 December, almost 40 participating MAXUS dealerships the length and breadth of the country have been supporting their local food banks in a bid to help people in need, particularly in the face of rising inflation and the cost-of-living crisis.

Mark Barrett, General Manager of Harris MAXUS said: "Foodbanks provide emergency food and support to families and individuals who find themselves in financial crisis. They rely heavily upon donations, particularly during the festive period. This year, the number of people depending on their local food bank has increased dramatically due to the rising cost of living. In response, we are calling on local residents, customers and neighbouring businesses to donate what they can to our food bank appeal this December. Together we can make a difference - all donations are welcome however big or small."

MAXUS LAUNCHES FESTIVE FOOD APPEAL

A recent survey¹ found that 93% of food banks in the UK have reported an increase or significant increase in the need for their services since the start of 2022 and 80% have struggled with food supply issues.

To support the food appeal initiative, MAXUS has committed to providing 37 specially liveried eDELIVER 9 electric vans to participating dealerships. The vans are visible drop-off points at the 37 dealerships who will complete a zero-emission journey to their local food bank with items donated.

1 Independent Food Aid Network UK (Ifan UK) Survey, October 2022

Participating MAXUS dealerships include:

- Acorn MAXUS
- Heathrow MAXUS
- Channel Comms
- MAXUS Rivervale
- MAXUS Stoneacre
- MAXUS Northside
- MAXUS Drayton
- MAXUS LCV Centre
- HTC
- MAXUS Medway
- JS Holmes
- Quest
- MAXUS Sandicliffe
- BP Rolls
- MAXUS Chadderton
- Western Commercials
- Motus Group
- MAXUS West Midland
- MAXUS Brindley
- All Electric MAXUS
- MAXUS Gloucestershire
- T & M Comms
- SW Comms
- FJ Chalke
- Rygor MAXUS
- Cawdor Cars
- Mar Vehicle Solutions
- Mylbrook
- MAXUS Roadworthy
- AM Philips
- Current Commercials

MAXUS Gloucestershire raises £13,000 as it gears up to drive supplies to refugees of Ukraine



We would like to wish Bob and Jason Morgan from MAXUS Gloucestershire the very best of luck as they embark on a four-day drive to East Poland to deliver much-needed supplies to Ukrainian refugees ahead of Christmas.

Bob and Jason have worked tirelessly over the past number of weeks to gather as many donations as possible to help those fleeing the war in Ukraine. The father and son duo will embark on the 4,400 mile-long trip on Sunday 18th, and expect to arrive in East Poland on the 21st of December.

To date the team has raised a phenomenal £13,000 which will go directly to those in need. On top of that, they will also be delivering:

- 25 generators
- 4x pallets of sleeping bags
- 300 torches
- 20+ boxes of clothes
- Boxes of Christmas toys for children
- 50+ electric heaters
- 20+ boxes of medical supplies
- 10+ boxes of hygiene items

These items will be donated to two refugee camps and an orphanage in Eastern Poland, which is on the frontline, helping those who have been displaced or who have lost family members due to the conflict.

Bob and Jason will be making the journey from Gloucestershire in a MAXUS Deliver 9 LH with trailer in tow filled with the donated goods.

A special shout out to Roadworthy MAXUS who have provided financial support to the team at MAXUS Gloucestershire to help Bob and Jason with this very worthy cause. The team will also make a 2nd trip to Eastern Poland on the 7th January with more supplies and donations.



GREENFLEET AWARDS

We were thrilled to have been awarded LCV Manufacturer of the year 2022 at the GREENFLEET UK awards, recently held at the British Motor Museum. The award was presented to Denise Harris, CEO, Harris Group, and Mark Barrett, General Manager, of Harris MAXUS. It was a great night and huge congratulations must go to William Laidlaw, who was awarded a highly deserved EV Champion award; we are proud that he is such an integral part of the Harris MAXUS team.

We would like to thank all our dealers, customers and partners who have been part of our MAXUS journey and who have made our continued success possible. We look forward to making an even greater, greener impact with our actions and vision in 2023.



HARRIS MAXUS Event Calendar 2023

MARCH

8-9

Media Press Trip

Ashford Castle, Ireland

MARCH

TBC

Electric Drive Experience Track Event
Media / Fleet / Dealers / Customers

TBC

APRIL

17-20

Dealer Conference / CV Show

Birmingham, UK

MAY

10-11

ITT Hub

TBC

JULY

3-7

EV Rally

TBC

AUGUST

15-17

EV Rally

Scotland

DECEMBER

7

GreenFleet Awards

Gaydon Motor Museum

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