

Ford Fleet Introduction / Telematics Information Evening



MLM
MICHAEL LYNG
MOTORS



Celebrating 27 Years on Hebron Road

- Business operation since December 1996
- Family steeped in Ford heritage
- Michael's selling career began in 1977 at Boland's Ford New Ross
- Proudly became main Ford dealers in September 2012
- Witnessed many changes in the motoring industry
- Some positive, some questionable
- Change isn't always easy, and not always for the better



Facing the Future

- Changes presented tonight are a glimpse into the near future
- Complexity of changes in the motoring industry
- Not all changes are easy to accept
- Some changes may pose challenges



Positive Transformations
Leading to a Better Tomorrow



Information & Insight:
A Glimpse into the Future

- The Changing Landscape
- Alternative Power Trains
- Efficiency and Sustainability
- Introducing the Mustang Mach E
- Looking Ahead

MILM
MICHAEL LYNG
MOTORS



PROTM

A solid blue horizontal bar located below the "PRO" text.

- Transit Connect
- All-New Courier
- Kuga Commercial
- All-New Transit Custom
- All-Electric E-Transit
- All-New Ranger



Jamie Power
Ford Sales Manager

- SWB & LWB
- 3 Seats
- DCIV



Transit Connect

- Petrol & Diesel
- 2 Euro Pallets
- 1100kg Towing Capacity
- 840kg High GVM Payload



All-New Courier

- PHEV 64km
- Low Running Costs
- Comfort of Car



Kuga Commercial

- 4 New Power Trains
 - Electric
 - PHEV
 - AWD
 - 8 Speed Auto
- Custom Nugget Camper Van
- More Car Like Drive Position
- Keyless Start
- Sync 4
- 5G Modem
- Electric Brakes



All-New Transit Custom

- 68kw Battery
- Class Leading Target Range = 315km
- Available:
 - Van
 - DCIV
 - Chassis
- 8 Year 160,000 Battery Warranty
- Best in Class Service Interval 1 Year Unlimited Warranty
- Service Cost Ownership 40% Cheaper than Diesel
- Ford Pro Power on Board
- 2 Tonne Towing Capacity



All-Electric E-Transit

- 3.5 Tonne Towing Capacity
- Market Leader Last 8 Years
- Tonne Pay Load
- All Comfort & Convenience of Car



All-New Ranger

Kuga Commercial PHEV



Aidan Whelan
Ford Sales Executive

2.3 Litres per 100 kilometers to Miles per gallon

| | | |
|--------------------------|---|----------------------------|
| Fuel Economy (Mileage) | | |
| 2.3 | = | 122.81779826086957 |
| Liter per 100 kilometers | | Mile per gallon (Imperial) |

| | | |
|--------------------------|---|----------------------------|
| Fuel Economy (Mileage) | | |
| 6 | = | 47.080155999999995 |
| Liter per 100 kilometers | | Mile per gallon (Imperial) |

Plan Information

Longer charging window

✓ Electricity

✓ 100% Renewable Electricity

✓ 12 month contract

Take control-half hourly usage data

36.61

c/kWh electricity day rate

8.15

c/kWh electricity EV Rate rate

2am – 6am


15%

off standard electricity

- 14kwh Battery, up to 60km Electric Diving
- Set Charge Times from Touchscreen or Ford Pass
- Set Departure Times for Optimal Battery Temperature
- 8 Year 160,000km Battery Warranty
- No Need for Wall Box Car Chargers
- Low CO2 of only 23g/km



Kuga PHEV



Benefit in Kind (B.I.K.)

Pádraig McCluskey
Finance Director & General
Manager

MILM
MICHAEL LYNG
MOTORS



PROTM


OVERVIEW

- Why provide Staff with a Company Vehicle?
- What is Benefit in Kind
- BIK on Car Vs Van
- How is BIK Calculated?
- Benefits of Ford Kuga PHEV Commercial Vs Passenger
- MLM Ford – The Good News!!

MLM
MICHAEL LYNG
MOTORS



PROTM

Why provide staff with a Company Vehicle?

- Cost to the Employer but an enormous benefit to the Employee
- Most Company vehicle arrangements include personal use of the vehicle, motor tax, insurance, fuel, servicing, cleaning, depreciation and regular replacement
- “Feel good factor” for the Employee
- Major factor in Recruitment and Staff Retention

MILM
MICHAEL LYNG
MOTORS



PROTM

BIK - Explained

- BIK is a form of **INCOME TAX**
- Provision of a Car or Van to an Employee for private use is a **"TAXABLE BENEFIT"**
- The Employer has to calculate the **"CASH EQUIVALENT"** of this benefit
- Revenue Rules say that **PAYE, PRSI, USC** have to be levied on the Cash Equivalent of the Taxable Benefit
- The **Marginal Rate of tax is 52%**

MILM
MICHAEL LYNG
MOTORS



PROTM

Tax Levied on a €70,000 Diesel Passenger Car

On a €70,000 Diesel Passenger Vehicle:

| | | |
|-----|--------------|-------|
| VRT | 23,869 | |
| VAT | <u>8,626</u> | |
| TAX | 32,495 | 46.5% |

MILM
MICHAEL LYNG
MOTORS



PROTM

BIK Van Vs CAR

- Van Definition: A van is a vehicle which:
 - is made solely or mainly for the transport of goods
 - has a roofed area behind the driver's seat
 - has no side windows or seating fitted in the roofed area
 - **Includes the Ford Kuga PHEV Commercial**
- Car Definition:
 - A 'car' can be any car within the ordinary meaning of the word, as well as crew cabs and jeeps (S.U.V's) but excluding Vans, Motor Bikes and Lorries

MILM
MICHAEL LYNG
MOTORS



PROTM

BIK CALCULATION ON VAN Vs CAR 1/2

- VAN:
- OMV (Open Market Value) say
 30,000
- Less €10,000 adjustment 2023 & 2024
 (10,000)
- Reduced OMV
 20,000
- Taxable Value 8% (was 5% previously)
 1,600
- Tax @ Marginal Rate per week to Employee
 €15.99
- Regardless of the amount of Mileage!!
- And claim the VAT back!!

MILM
MICHAEL LYNG
MOTORS



PROTM

BIK CALCULATION ON VAN Vs CAR 2/2

CAR:

3 Elements Involved:

1. Open Market Value of the Car (less €10,000)
2. Vehicle Category for CO2 Emissions
3. Annual Business Mileage

MILM
MICHAEL LYNG
MOTORS



PROTM



www.revenue.ie

| Vehicle Category | CO2 Emissions (CO2 g/km) |
|------------------|---|
| A | 0g/km up to and including 59g/km |
| B | More than 59g/km up to and including 99g/km |
| C | More than 99g/km up to and including 139g/km |
| D | More than 139g/km up to and including 179g/km |
| E | More than 179g/km |

Table A



| Business mileage | | Applicable percentage per vehicle Categories | | | | |
|-------------------------------|-------------------------------|--|--------------------|--------------------|--------------------|--------------------|
| lower limit (kilometres (km)) | Upper limit (kilometres (km)) | Vehicle category A | Vehicle category B | Vehicle category C | Vehicle category D | Vehicle category E |
| 0 | 26,000 | 22.5% | 26.25% | 30% | 33.75% | 37.5% |
| 26,001 | 39,000 | 18% | 21% | 24% | 27% | 30% |
| 39,001 | 48,000* | 13.5% | 15.75% | 18% | 20.25% | 22.5% |
| 48,001* | And above | 9% | 10.5% | 12% | 13.5% | 15% |

BIK
Commercial
Vs
Passenger

| | | Ford Kuga Titanium | | Ford Kuga Titanium |
|----------------------|-----------------|-----------------------|----------|-----------------------|
| | | Commercial | | Passenger |
| Discounted Price | | 49,440 | | 44,620 |
| VRT | 13.30% | 5,525 | 7% | 2,918 |
| VAT | | 8,212 | 23% | 7,798 |
| Price net of VAT | | 41,228 | | 44,620 |
| | 2024 | 10,000 | 2024 | 10,000 |
| | Adjusted OMV | 39,440 | | 34,620 |
| | | | Mileage | 26-39k km |
| | | | Category | 0- 59g |
| BIK Rate | | 8% | BIK Rate | 18.00% |
| Benefit in Kind | | 3,155 | | 6,232 |
| Marginal Rate of Tax | | 52% | | 52% |
| BIK | | 1,641 | | 3,240 |
| Weekly | | 31.55 | | 62.32 |

Scenarios and Disclaimer

- If the Mileage was 39,001km to 48,000km the BIK Rate drops to 13.5% bringing the weekly cost to €46.74 p/w
- If the Mileage was 48,001km or over the BIK Rate drops to 9% bringing the weekly cost to €31.16 p/w – lower than the commercial
- All figures are accurate as at 29th November 2023 based on current prices and Revenue Guidelines
- Figures are indicative and for illustration purposes only
- Assuming drivers are at the marginal rate of tax
- Anyone with specific queries please come to me after the presentation
- MLM or Ford do not provide taxation advice



PROTM

MLM
MICHAEL LYNG
MOTORS

MLM – The Good News – What's in it for You?

1. Ford are the #1 Supplier of Commercial Vehicles Nationally with 22.8% Market Share.
2. MLM recently appointed Ford Transit Centre for this area including Carlow. (Only 19 in the whole country).
3. Since 2014 we have won the Ford Chairman's Award on 4 occasions – from 4 different Chairpersons. The most prestigious award available to Ford Dealers
4. Of the 869 Customers who answered independent surveys this year 98.4% said our workshop F.R.F.T with and over all Net Promoter Score of 91.5% and a Google Review score of 4.8 or 96%
5. We have the expertise and the experience to assist you with your Fleet requirements



PROTM

MLM
MICHAEL LYNG
MOTORS

Thank you!

Please consider purchasing your
next vehicle from Michael Lyng
Motors Ford

MILM
MICHAEL LYNG
MOTORS



PROTM
—



GO RAIBH MAITH AGAT

MLM
MICHAEL LYNG
MOTORS



[Find out more](#)

Ford Pro™ - It's all About Productivity



Vehicles - Software - Charging - Service - Financing



PRO™