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YEARS

# MLM

MICHAEL LYNG  
MOTORS





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# The Michael Lyng Motors tale

## Barrie Henriques talks to Michael Lyng about life inside and out of the motoring trade

With due respect to posterity, never was the often-used cliché 'from little acorns great oaks grow' more appropriate than when one analyses the success that is the Michael Lyng Motors story which was launched in the latter end of the last century - November 1996 to be historically precise; and what a success story that has been.

Having completed his secondary school education at Good Counsel in 1973, Michael Lyng's launch into the motor industry was less than auspicious, starting at the lowest rung of the ladder with Bolands Main Ford dealers in New Ross.

He certainly was not born into a culture of privilege or

with a silver spoon in his hand to drink his soup. Coming from hard-working farming stock in the little hamlet of the Rower in South Kilkenny, Michael Lyng became aware of important elements like hard work, determination, loyalty, and honesty - elements that have been so much an integral part of his metabolism thus far in his changeable lifestyle.

And talking about the changeable!

Michael worked in the Main Ford dealership in Kilkenny from 1990 to 1996 before opening up on his own. Like all successful entrepreneurs, he needed to be master of his own destiny. But how he gave long hours in thought with consultation

aplenty with his soul mate, Mary (nee O'Connor) and mother of his children Neil, Conor, Eimear and Ciara.

Taking his courage in his hands he acquired a premises, toggled out a modest workshop; it was all hands to the pumps as renovations were tackled by family and friends alike. The popular Michael was not short of willing hands at the initial birthing of MLM. He succeeded in convincing the Mitsubishi corporation to take a punt on the abilities of the hugely enthusiastic man. From day one, he was joined by his brother Gerry, a highly qualified and acclaimed motor mechanical engineer.

It was a huge step for the Lyng brothers. Mind you they could have picked a less daunting time to launch a business - the world was struggling with the skeleton of a recession as MLM dipped a tentative toe in the testing

pool of motor sales. But as Virgil wrote in the Aeneid, nil desperandum when faced with adversity, Michael never lost confidence in his own abilities nor that of his staff.

Michael Lyng Motors was well and truly on the road if you pardon the pun!

### RELIABLE

Michael puts tremendous value on the importance of reliable, knowledgeable customer-friendly staff. He acquired the Hyundai franchise and the marquee Ford franchise. He built the superb Hyundai showroom and sales services garage. He created the Ford Sales outlet on the site of his original garage and MLM was sweeping towards the oyster that was the Kilkenny motor trade top spot with a growing reputation.

The company was certainly helped along the way with the explosion of motor car sales during the millennium when a staggering 200,000 cars were sold in Ireland, and Michael Lyng got more than an excellent share of that market. However, the motor trade was not always a bed of roses with plenty of difficulty encountered.

Let Michael define some, as they imploded on his thriving operation.

"We had a tough opening period with the dying embers of a horrendous recession. The foot and mouth crisis in 2001 didn't help. Joining the EU in 2002 caused problems with the free movement of customers and the inherent development costs. The change in calculation of the Road Tax from a size of engine to a CO2 emission didn't help the Motor Trade. And in 2008 we had a recession which destroyed much of the trade with garages closing, many never destined to return,



plenty of my trusted friends among them. They were tough times", he remarked.

"As a matter of interest," I asked, "how did MLM survive when many around went under?"

"Over 35% of garages closed," he said, "many of whom were great people, and good friends of mine. We made an early call on the situation as we saw the situation evolving.

"I was forced to make the toughest calls which caused many sleepless hours," he continued. "I cannot speak highly enough of the 62 people who work for us. Dependable, trustworthy to a

fault, honest and extremely loyal.

"In truth they are the reason collectively why Michael Lyng Motors enjoy the reputation it has earned, all the above traits were proven further throughout the last 20 month with the challenges Covid and Brexit presented.

"It gives me an added pleasure to have my two sons, Neil and Conor join me in the Company," he added.

Other elements that have added lustre to the reputational status enjoyed by team MLM! Michael himself has been steeped in matters GAA. It is a

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The winner of the St Canice's Credit Union 250th Celebration Draw for September was Orla O'Neill from Newpark. Orla won first prize, a new Ford Kuga Plug in Hybrid, supplied by Michael Lyng Motors, worth €40,000! Orla is pictured picking up her prize with her father Brian along with Jackie Kealy, St Canice's Credit Union and Neil Lyng, Michael Lyng Motors. The St Canice's Credit Union Members' Monthly Prize Draw started in 2004 and offers members an opportunity to win a new car every month



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# - 25 years and going strong!



**FAMILY AFFAIR: Michael Lyng with his sons Conor and Neil Lyng**

well-known secret that he was the first player from the Rower Inistioge club to captain a Kilkenny team in an All-Ireland final – under-21 when beating Cork in the Final. The year? It was 1977.

His sponsorship of many things GAA knows no bounds. From his club to the intercounty arena, from hurling, football and

camogie, Michael Lyng Motors are synonymous. The GAA family is so much inherent in his DNA. Back in the 2000s Lyng All-Stars were a treasured possession of hurlers in Kilkenny. What a night of great enjoyment, craic and brotherhood it was when Lyng Motors came up with the innovative idea of Kilkenny - one of the great

GAA counties - having its own Hurling All-Stars where the best hurlers across all grades of adult hurling were chosen on the Kilkenny All-Star team.

Well I remember the very first night when, in front of a ticket-only crowd, the All-Star team was announced, and the overall All-Star player of the year was chosen.

But you cannot remember who the first Lyng Motors All Star senior Hurler of the Year was? Well I'll let you off the hook! James Stephens' Eoin Larkin had the honour and how it was celebrated. Over the ensuing four years, players like James 'Cha' Fitzpatrick, Jackie Tyrrell, TJ Reid and Brian McEvoy emblazoned their names on the coveted trophy, with the use of a car for the year. The occasion was enhanced by the presence of the legendary broadcaster and raconteur, Micheál O Muirheartaigh who never failed to enthral the gathered throng in the suitably presented Langton House Hotel.

Since 2010 the Michael Lyng Motors Hyundai brand has sponsored the Kilkenny Intermediate Hurling Championship. Michael Lyng Motors was also the first Kilkenny car dealer to sponsor a Kilkenny senior county player. Back in 2004, a very young Tommy Walsh drove a brand-new Mitsubishi Colt. Since then superstars of the game like Noel Hickey (Mitsubishi), Richie Hogan (Ford), Walter

The Hebron Road showroom, custom-built in 2002, is the headquarters for Michael Lyng Motors



Walsh (Hyundai) are proud Ambassadors for the Michael Lyng Motor Empire. And the ladies are well endorsed too, with the Kilkenny senior camogie championship adorned by the MLM flag.

At this juncture is it any surprise that there is a remarkable rapport between the GAA family and the Michael Lyng organisation, and it is not a one-way street. The MLM Group are not content with being front and foremost with the GAA connection in his own county, but he is the main sponsor of the Carlow Football Championship, and has been for a number of years.

#### STRONG CONNECTION

Again, there is a strong GAA connection with the GAA the moment you walk through the doors of his sales room on the Sleaty Road in Carlow Town because it is a pound to a pinch of snuff that the first person that crosses your path will be the former

Offaly hurling star cornerback David Franks.

You just can't get away from it, can you!

Michael is very proud of the many Trade Awards his Company has earned, starting with the Mitsubishi Dealer of the Year Award in 2000.

With great regularity such Awards have become commonplace with the Ford brand and the Hyundai franchise.

"When you win Awards based on the core value of customer satisfaction you know you must be doing something right," said the modest Rower man. "In fact, it gives all of us a tremendous sense of pride to know that the Hyundai Brand has been the highest selling brand since 2015. It was also best in class in 2013", he added.

Another little nugget of satisfaction has been the marriage between the St Canice's Credit Union and MLM whereby a Ford Focus is

the prize in the Credit Union Draw among its huge membership.

You guessed right!

Michael Lyng is the partner in that linkup.

There is no doubt about the status of Michael Lyng in car sales and services. He cut his teeth on the motor business from the moment he left school. He has established a reputation of good governance, honest endeavour, reliability, unquestionable knowledge of his trade, and above all else, honesty in his dealings.

When Michael Lyng and his family took the unpredictable step some 25 years ago to go it alone, he didn't know where the road would lead. He had hope, and courage. Remembering what John F Kennedy said on his visit to New Ross "Some men say why, others say why not".

Easy to work out what Michael Lyng's decision was 25 years ago.

Happy 25th anniversary!

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# Lyng Motors wins coveted Ford award

Kilkenny motor dealer Michael Lyng Motors started their 25th year in business in winning style after learning they had been awarded the 2020 Ford Chairman's Award.

News of the win came in February when Ford made their announcement. The highly-coveted Chairman's Award is Ford Motor Company's most prestigious award for Sales and Service, with the winners entering an elite group of top performing European Ford dealerships.

In announcing Michael Lyng Motors as winner during a live international webinar event, Lisa Brankin (Managing Director of Ford UK & Ireland) described the award as recognition for 'outstanding customer experience across both sales and service' and said that Michael Lyng Motors 'has provided this consistently and been better at it than anyone else'.

This is MLM's third time to win the award having won



Michael Lyng, David Gregg (Ford), Padraig McCluskey, Jamie Power and Neil Lyng with the Chairman's Awards. Winning the 2020 award adding to the Lyng successes in 2014 and 2017



previously in 2014 and 2017.

## THRILLED

"We are thrilled to receive this award," said Michael Lyng.

"Customers are the lifeblood of any business and I am delighted that our customers have given us such a massive endorsement with regards to the way that we look after them," he added.

"I would like to thank the fantastic team at Michael Lyng Motors, without whom this huge achievement would not be possible."

Michael Lyng Motors is

the main Ford dealer in Kilkenny City and county. Established by Michael and Mary Lyng in November 1996, over the years Michael Lyng Motors has grown exponentially and currently the company operates from state of the art premises at Hebron Road, Kilkenny and Sleaty Road Carlow. The company is 100% family owned and run with Michael acting as Managing Director and Dealer Principal in Kilkenny and Neil Lyng acting as Dealer Principal in Carlow.

Over the years Michael Lyng Motors Ltd has developed an outstanding reputation as one of the best run motor dealerships in the country. Their motto is 'Michael Lyng Motors will not be beaten for Quality, Service or Price'.

Whether in the market for a new Ford or a used vehicle, Michael Lyng Motors can help people find the vehicle that fits their needs. Contact Michael Lyng Motors at Hebron Road, Kilkenny on 056-7770700 or via email at info@lyngmotors.ie.

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# Sleek and sporty Kuga is Ford's most electrified vehicle ever

The stylish and distinctive all-new Ford Kuga SUV – Ford's most electrified vehicle ever – introduces sleek new exterior design with premium proportions for improved roominess and comfort.

The sophisticated and stylish all-new Kuga Titanium, sporty Kuga STLine and upscale Kuga Vignale are offered with an advanced range of hybrid powertrains that delivers best-in-class fuel efficiency with the range average improved by up to 28% like-for-like compared with the outgoing model.

The comprehensive Kuga powertrain line-up includes Kuga Plug-In Hybrid, Kuga EcoBlue Hybrid (mild hybrid) and Kuga Hybrid (full hybrid) variants, alongside Ford's 2.0-litre EcoBlue diesel, 1.5litre EcoBlue diesel and 1.5litre EcoBoost petrol engines, and intelligent eight-speed automatic transmission.

The all-new Kuga offers even more intuitive comfort and driver assistance features, including the FordPass Connect modem that helps owners better manage their Kuga Plug-In Hybrid with new electrified vehicle features for the FordPass app.

## SOPHISTICATED

Further sophisticated technologies include a wireless charging pad and Ford's SYNC 3 infotainment system supported by an 8 inch central touchscreen. A premium B&O Sound System produces a high-quality audio experience, while a new industry-first, free-form, 12.3-inch LCD instrument cluster with 'true colour' is more informative, intuitive and easier to read.

New Stop & Go, Speed Sign Recognition and Lane Centring technologies help drivers negotiate stop-start and highway traffic with greater confidence than ever before, while predictive



The Ford Kuga delivers distinctive style, choice and premium comfort

curve light and sign-based light help drivers see more clearly in the dark. Head-up display technology helps drivers to keep their eyes on the road ahead, and Active Park Assist 2 enables fully automated parking manoeuvres at the push of a button.

Best-in-class rear legroom and luggage space can be realised using sliding second row seats, able to easily move forward or rearward up to 150mm.

"The all-new Kuga is our best example yet of Ford's human-centric design approach; developed in close collaboration with SUV customers to deliver distinctive style,

unprecedented powertrain choice, premium comfort and advanced technologies that make life easier for owners inside and outside of the car," said Stuart Rowley, president, Ford of Europe.

The all-new Kuga is based on Ford's new global front-wheel drive flexible architecture that supports improved aerodynamics for better fuel efficiency and helps reduce Kuga's weight versus outgoing models by up to 80kg when comparing equivalent powertrain variants.

## SAFETY

In addition, the new architecture is designed to enhance crash performance and contributes to Kuga's

Euro NCAP five-star safety rating; 2 delivers 10% more torsional stiffness for improved driving dynamics; and creates more interior space for Ford's mid-size models while still enabling expressive and dynamic design.

The all-new Kuga introduces distinctive new exterior design that is more sculpted and simplified with premium proportions. A streamlined silhouette incorporates a longer wheelbase that creates a larger footprint on the road benefitting ride and stability; a longer bonnet; further reclined rear windshield angle; and lower roofline. The result is a more energetic,

nimble and capable appearance than ever before.

Ford is committed to offering an electrified version of every passenger vehicle it brings to market in Europe and will grow its range of electrified vehicles in Europe to 18 on sale before the end of 2021. The all-new Kuga is the first Ford vehicle to be offered with plug-in hybrid, mild hybrid and full hybrid powertrain technology.

## EFFICIENCY

Kuga Plug-In Hybrid: The all-new Kuga Plug-In Hybrid delivers the driving range and freedom offered by a traditional combustion engine alongside the efficiency and refinement of an electric powertrain.

The battery can be charged using a front fender-mounted charging port, and is automatically replenished on the move using regenerative charging technology that captures kinetic energy normally lost during braking. To fully charge the battery from an external 230-volt electricity supply will take less than six hours.

Drivers can choose when and how to deploy battery power using EV Auto, EV Now, EV Later and EV Charge modes. When the battery reaches its lowest state-of-charge, the Kuga automatically reverts to EV Auto mode – supplementing petrol engine power with electric motor assistance using recaptured energy for optimised fuel efficiency.



## Best wishes and continued success to Michael Lyng Motors

### From Robert and all the team at First Citizen Finance



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# The changing face of the motor industry

Operating any business isn't without its challenges, but the motor industry has seen its fair of twists and turns over the years.

Looking back on the 25 years that Michael Lyng Motors have been in business, Michael casts his mind back on some of the major changes he has seen in a quarter of a century, as well as looking ahead to what the future will hold for the industry.

"The biggest challenge in business is uncertainty," he said. "A very good example of that is this year's budget and following announcements with VRT increase of up to €10,000 and the removal of the SEAI grant of €2,500 on Plug-in Hybrid vehicles (PHEV). This grant had already been cut from €5,000 to €2,500 in July.

"The order lead time to order new vehicles is around six months. Our distributors ordered vehicles for stock probably last June-July.

"We, in turn, ordered

some of our stock for January 2022 in July and August.

"Customers have been ordering new cars from September 2021 to get a new reg car in January 2022," he added.

## BUDGET

"The government came out with a budget in early October, in which they increased VRT. A week later they announced the withdrawal of the €2,500 SEAI grant on Plug-in Hybrid Vehicles - with a stroke of a pen Leinster House can wipe out a big part of our business.

"This move is anti-environmental and it goes against everything the Government are saying with regard to their target to decarbonise the national fleet," he continued.

"Customers who ordered cars last June can't have the grant that was promised to them. We are calling our local Dail representatives to get behind us and extend the grant to at least March 31. Changes made in this year's



HOW IT STARTED: A snapshot of the original Michael Lyng Motors premises in 1997

budget should not take effect until after next year's budget."

The current challenges hark back to 1996 and the early days of the Michael Lyng Motors franchise, which started with the Mitsubishi marque.

## THE RECESSION

"When we started business in 1996 the country was just coming out of recession," Michael recalled. "Compare that to 2000, the millennium year, when over 200,000 new cars were sold in Ireland. It was the best new cars sales on record."

A lookback at Ireland's recent history charts more changes.

"After 2001, when the Foot and Mouth crisis had the

country shut down, in January 2002 the currency change made car prices look more expensive - for example, a £16,000 was approximately €21,000.

"Then, in 2002, the European Union moved to open up the market and distributors used it to raise the bar for all standards.

## CELTIC TIGER

In 2004, which saw speedometers go from miles to kilometres, Ireland was greeted with the start of the Celtic Tiger era, which brought with it a booming economy.

In 2008 road tax rates were recalculated and based on CO2 emissions instead of the cc of the vehicles. There was a big push to get the

public to move from petrol to diesel vehicles because it was deemed to be more environmentally friendly.

Then, in late 2008 and

early 2009, Ireland had the crash. Approximately 35% of the main franchise dealers went out of business.

"It was a very difficult time," Michael recalled. "It was a huge turnaround from being really busy to nearly falling off a cliff. Approximately 35% of garages didn't survive - they were all good people.

"We survived because we swallowed the bitter pill of the hit and dropped prices early," he added. "The hardest part was letting some staff go, that was the hardest thing or decision I have ever had to make."

With all the used car imports, all the main franchise dealers were full of used car stock. In the middle of 2009 the then Minister for the Environment stated that by 2020 there would be 350,000 electric vehicles on Irish roads. However, by January 2020 there were shy of 5,000 fully electric vehicles in Ireland.

CONTINUED ON PAGE 51 →



Ford Cortina similar to the first one sold by Michael Lyng



The current Ford showroom at Michael Lyng Motors



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# Hyundai Tucson and IONIQ 5 achieve five-star ratings in Euro NCAP testing

With the all-new Tucson, IONIQ 5 and Bayon, three new Hyundai models have received top ratings from the independent vehicle assessment organisation European New Car Assessment Programme (Euro NCAP).

Both Tucson and IONIQ 5 achieved the maximum five-star safety rating while Bayon was given a rating of four stars.

Vehicles undergoing Euro NCAP's safety test are evaluated on the following four categories: adult occupant, child occupant, vulnerable road user and safety assist.

The five-star-rated Hyundai Tucson performed particularly well across adult occupant and child occupant. IONIQ 5 also excelled in these categories as well as safety assist. In its assessment, Bayon performed particularly well in the child occupant category.

"The fact that Tucson and

IONIQ 5 have both achieved the maximum five-star safety rating from Euro NCAP serves as evidence that not only is Hyundai a leader in future mobility, but our models are among the safest automobiles in Europe," said Andreas-Christoph

Hofmann, vice-president Marketing and Product at Hyundai Motor Europe.

"These Euro NCAP ratings show that Hyundai is committed to guaranteeing our customers as well as other road users a high level of safety and technology-driven mobility solutions."

#### SMART SENSE

Hyundai models are equipped with Hyundai Smart Sense active safety and driving assistance features.

In addition to its seven-airbag system enhanced to keep front-seat passengers even safer, the all-new Tucson's upgraded safety package now includes Highway Driving Assist



The Hyundai Tucson earned a five-star safety rating from the Euro NCAP

(HDA), Blind-spot View Monitor (BVM), Blind-spot Collision-avoidance Assist (BCA), and Forward Collision-Avoidance Assist (FCA).

On the motorway, HDA helps Tucson regulate the speed, maintain the distance to the car in front, and keep in its lane. BVM shows the rear view in the cluster when the turn signal is used. BCA monitors rear corners and alerts the drivers when another vehicle is detected, applying differential braking when necessary. FCA autonomously brakes to avoid collisions with cars,

pedestrians, and cyclists. The feature now includes Junction Turning, expanding the range of protection to include preventing collisions at intersections while turning left.

#### DRIVING ASSIST

IONIQ 5 is the first Hyundai model to offer Highway Driving Assist 2 (HDA 2). HDA 2 makes driving on the motorway more convenient by combining Navigation-based Smart Cruise Control (NSCC) and Lane Following Assist (LFA) and utilising Level 2 autonomous driving capabilities.

and navigation data to control the speed, direction, and following distance as well as help the driver change lanes.

Like the other members of the Hyundai SUV family, Bayon prioritises safety, coming standard with an extensive list of Smart Sense features.

In addition to safer motorway driving, Driver Attention Warning (DAW) can warn the driver when drowsy or distracted driving is detected. Leading Vehicle Departure Alert (LVDA) alerts the driver when do not react quickly enough to the vehicle ahead of them moving forward.

Hyundai has been producing models that have regularly received Euro NCAP's top safety rating. With the most recent additions being Tucson and IONIQ 5, former Hyundai models that have earned the maximum five-star rating include the i30, Kona, Santa Fe, IONIQ and Nexa.



The Hyundai Bayon



The Hyundai IONIQ received a five-star rating



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# The changing face of the motor industry

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"In recent years, all the talk from our government has been towards electric, plug-in electric and hybrid. We have some huge environmental challenges to face going forward."

Coupled with the change in focus to electric vehicles, the industry came up against some other hurdles, both seen and unseen.

"In January 2020 Brexit came into force after causing huge problems, such as higher delivery costs and longer lead times, higher prices and non-availability of stock and parts," said Michael. "After that, we had to deal with the coronavirus pandemic."

"In late February 2020 the first case of the virus was recorded in Ireland, before the country closed down in late March 2020."

"It was a scary time," he admitted. "More than 5,400 people have died in Ireland with Covid-19 to date. All



The Lyng family PICTURE: VICKY COMERFORD

businesses closed, some to never reopen. Schools closed. There was no traffic on the roads, no-one walking on our streets."

As part of the essential services group, Michael Lyng Motors kept the doors open but moved at a much different pace.

"We had skeleton staff on to look after frontline workers, HSE, ambulances, Garda," he said. "It was a hard time, but I have to pay a

special word of thanks to our staff who willingly accepted this was essential work and did anything they could with a smile."

So, what does the future hold for Michael Lyng Motors?

"I am very confident in the future for the motor industry," said Michael. "Yes, there will be humps and bumps but there will always be a demand for the motor vehicle."

"I am delighted to confirm that Michael Lyng Motors contract has been extended for Ford cars and commercial vehicles and we will be building a new custom-built Commercial Showroom for the massive and expanding Ford Commercial Range in spring 2022."

## THANKS

"I would like to say a very special thanks to all our frontline staff who worked so hard and at times put their own lives at risk to save others," he said.

"We want to thank Michael Byrne, Siobhan Donohoe and Vicky Comerford for their brilliant work on putting this supplement together."

## Thinking of going electric?

By electrifying their entire range of vehicles, Ford are not just imagining what tomorrow will look like - they're already building it.

By the end of 2021, Ford will have launched 14 new hybrid and electric vehicles in Ireland.

Whether it's Puma with EcoBoost Hybrid, Kuga with three hybrid options, or the all-electric Mustang Mach-E: you have the power to choose the

right EV for you.

Hyundai is also committed to creating a greener Ireland with their vast range of vehicles, from the Tucson to the Kona.

If you typically drive up to 400 km per day, an IONIQ 5 with a range of up to 481 km or a new Kona Electric with a range of up to 484km may currently be the right choice for you. The IONIQ EV with a range of 312km

may be the right choice for others.

Consider also that most EV owners charge overnight in their driveway, giving them a full charge in the morning at a 70% to 80% saving on petrol and diesel costs.

If you are buying a new electric vehicle you have a good selection to choose from.

One decision people have to make is whether to buy a battery electric



The Hyundai Kona and Tucson electric range have been popular choices at Michael Lyng Motors

vehicle or Hybrid. Many see hybrid vehicles as a safe option. However choosing one technology over another should be an

informed choice:

Take a good look at your driving requirements. Then compare them to the

driving ranges of the electric vehicles on the market. If you will rarely use the combustion engine of a hybrid, then consider whether you really need it. Pure electric vehicles offer larger batteries and longer electric driving ranges than hybrids. But, if you make regular long distance trips and have a short commute the rest of the time, a hybrid may suit better. The more electric you drive, the cleaner and cheaper your driving experience will be.



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DEPOSIT CONTRIBUTION\*

\*Subject to availability. Terms and conditions apply. Selected models only.



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Ford Puma ST-Line: WLTP: CO<sub>2</sub> from 123g/km to 128g/km; Fuel Consumption 5.4L/100km – 5.5L/100km. Ford Kuga ST-Line Edition: WLTP: CO<sub>2</sub> from 32g/km to 135g/km; Fuel Consumption 1.4L/100km – 5.2L/100km.

\*There is a €1,500 Ford Options deposit contribution on a Ford Kuga contracted by 31st December 2021 and registered by 31st March 2022. Eligible retail and small business customers only. Terms and conditions apply. Offer available on selected vehicles only. At participating Ford Dealers only.

\*Passenger Car 2.9% Finance Example: Ford Kuga 5dr Titanium 1.5L Diesel 120PS : Retail Price† €33,986. Customer Deposit / Trade In €10,195.80. Finance Amount €23,790.20. 36 monthly payments of €291.07 Total Cost of Credit €1,711.07 GMFV†† (Optional Final Payment) €14,959.26. Fixed APR 2.9%\* (Annual Percentage Rate) as at 01/10/21 †Excludes delivery & dealer related charges. Model is shown for illustrative purposes only. ††The Guaranteed Minimum Future Value (GMFV) is payable if you renew or retain the vehicle at the end of the agreement. Further charges may be applied by your Ford Dealer subject to kilometre limits/ condition of the vehicle. \*Lending criteria and conditions apply (Over18s only). APR is inclusive of a documentation fee of €63.49. To qualify for this Finance Offer, a minimum deposit of 10% is required. Rate quoted is correct as at 01/10/21 and is subject to change. Offer available on selected Ford Kuga Models ordered and registered between October 1st 2021 and March 31st h 2022 at participating Dealers. This is a Consumer Hire Purchase agreement provided by Bank of Ireland Leasing Limited t/a Ford Credit. Ownership remains with Ford Credit until the optional final payment is made.

# UPGRADE YOUR BUSINESS



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LOW APR\*

\*Subject to availability. Terms and conditions apply. Selected models only.



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Ford Transit Custom (inc. PHEV): WLTP Fuel Consumption 3.1 l/100km – 9.4 l/100km; CO<sub>2</sub> Range 70g/100km – 210 g/100km. Ford Transit: WLTP Fuel Consumption 7.9 l/100km – 11.3 l/100km; CO<sub>2</sub> Range 206 g/100km – 296 g/100km. Ranger WLTP: CO<sub>2</sub> Range 221 g/100km – 278 g/100km; Fuel Consumption 8.4 l/100km – 9.2 l/100km.

There is up to a €5,500 customer saving on a Transit 2 Tonne SIP van contracted by 31st December 2021 and registered by 31st March 2022. A further €1,000 customer saving is available to eligible trade in customers. Eligible customers must have owned either (1) a non-Ford Car or non-Ford Commercial Vehicle of any age, or (2) Ford vehicle registered up to and including 31st January, 2019. Eligible retail and small business customers only. Terms and conditions apply. Offer available on selected vehicles only.

Commercial Vehicle 2.9% Finance Example: Ford Transit Leader 350M 105PS: Retail Price† €30,041. Customer Deposit / Trade In €6,008.20. Finance Amount €24,032.80 monthly payments of €421.72 Total Cost of Credit €1,819.10. Fixed APR 2.9%\* (Annual Percentage Rate) as at 01/10/21

†Excludes delivery & dealer related charges. Model is shown for illustrative purposes only. \*Lending criteria and conditions apply (Over18s only). APR is inclusive of a documentation fee and purchase fee of €63.49 each. To qualify for this Finance Offer, a minimum deposit of 20% is required. Rate quoted is correct as at 01/10/21 and is subject to change. Offer available on selected Ford Transit Models ordered and registered between 1st October 2021 and 31st March 2022. This is a Business Hire Purchase agreement provided by Bank of Ireland Leasing Limited t/a Ford Credit. Ownership remains with Ford Credit until the optional final payment is made.

**Warning:** You may have to pay charges if you repay early, in full or in part, a fixed rate credit facility.



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# Game on! Michael Lyng Motors and

Sport and motoring go hand in hand at Michael Lyng Motors, who have been at the forefront of supporting the county's sports stars over the years.

The connection goes back to well before Michael Lyng Motors was even formed. In the 1970s, a young Michael Lyng made a little history for the Rower-Inistioge when he became the first club representative to captain Kilkenny to victory in the under-21 All-Ireland hurling final in 1977.

Lining out at centre-forward, Lyng led a talented Cats team to a 2-9 to 1-9 win over Cork at Semple Stadium.

#### SPORTING SPIRIT

That sporting spirit has remained with Lyng throughout the years and has developed into a strong involvement with sport and GAA and local community.

"All my family are huge sport fans especially GAA," said Michael. "From 1997 to 2009 we sponsored the Kilkenny under-21 club hurling championship and between 2004 and 2008 we were the sponsors of the Kilkenny Club All-Stars.

Drawing on inspiration from the intercounty awards, the Lyng All-Stars saw players from the three adult hurling grades - junior, intermediate and senior - picked to form a team of the best 15 Kilkenny club players from that year's championships.

The competition was a big hit in the county, with the overall player of the year receiving the use of a car for a year. Over the course of the five years, in what a golden era for the game in the county, the overall Hurler of the Year award winners were Jackie Tyrrell (James Stephens), TJ Reid (Shamrocks), James



Tullaroan captain Shane Walsh lifts the Hanrahan Cup with delight after his club won the 2019 Kilkenny intermediate hurling county final. Michael Lyng Motors have sponsored the grade since 2010



Kilkenny golfer Luke Donnelly has been backed by the MLM team

'Cha' Fitzpatrick (Shamrocks) and Brian McEvoy (James Stephens).

Since 2010 Michael Lyng Motors Hyundai have been proud sponsors of the Kilkenny intermediate hurling championship.

Michael Lyng Motors were the first car dealer in Kilkenny to sponsor an intercounty player.

"Back in 2004 we supplied

young Tommy Walsh with a brand-new Mitsubishi Colt," said Michael, recalling the link with one of Kilkenny's all-time greats. "Noel Hickey was also a brand ambassador from 2006 to 2008.

The sporting link is carried into Michael's sponsorship of his beloved Rower-Inistioge, while Michael Lyng Motors Hyundai are the proud flag

bearers for the Kilkenny senior camogie championship, the top level in the county.

He also has brand ambassadors in senior hurling stars Richie Hogan for Ford and Walter Walsh for Hyundai, with golfer Luke Donnelly also driving Lyng-branded vehicles.

For the record, the 1977 Kilkenny under-21 team that won the

All-Ireland was: Eddie Mahon, Jim Lennon, John Henderson, Paddy Prendergast, Joe Hennessy, Dick O'Hara, Richie Reid, Paudie Lannon, Murty Kennedy, Richie Power, Michael Lyng (capt), Brian Waldron, Brendan Fennelly, Ger Tyrrell, Joe Wall. Subs: Kieran Brennan, Gerry Stapleton, Harry Ryan, Anthony Bergin, Josie O'Brien, Michael Dempsey, Frank Holohan, Anthony O'Driscoll, Jim Coody, John Power, Christy Heffernan.



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From Robert, Tee and all the staff at Robert Malone Crash Repairs

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# the Kilkenny sporting connection



ABOVE: A proud Rower-Inistige man, it's no surprise that Michael Lyng is a strong supporter of his home club

RIGHT: Michael Lyng Motors are the sponsors of the Kilkenny senior camogie championship. Pictured at a sponsors night at Butler House were Neil Lyng (MLM Motors Hyundai), Thomastown players Sally Teehan and Kate McDonald (Thomastown were 2020 county champions) and Sheila Norris (Kilkenny Camogie Chairperson) PICTURE: VICKY COMERFORD



County senior hurling stars Walter Walsh (above) and Richie Hogan (Ford) are brand ambassadors for Michael Lyng Motor. The duo drive the new Hyundai Tucson and the Ford Kuga respectively



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*Best wishes for the next 25 years and beyond.*

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