



### Expansion Continues for the Bayswater Vehicle Group in Hawke's Bay

After ten years of ownership by NZSX listed The Colonial Motor Company Limited, Hawke's Bays Nissan dealership returned to local ownership, on 1 November 2022.

Bayswater Vehicle Group has officially added the Nissan brand to their growing list of automotive brands which also includes Hyundai, Isuzu, Subaru, Suzuki, Jaguar, Land Rover, Volvo and BMW.

"We are delighted to gain the opportunity to represent the Nissan brand in Hawke's Bay. Nissan (and Datsun) have a proud history in our region and New Zealand. We are excited to become a part of the ongoing legacy and cannot wait to share the journey with the Hawke's Bay Nissan staff and loyal customers." says Rob Townshend, Managing Director of Bayswater Group. "Like many automotive brands, Nissan has experienced constrained supply due to global component shortages since the onset of COVID. However, the timing could not be better with increased production and exciting new Nissan models arriving over the next few months."

The Nissan business will continue to operate from its existing site, on the corner of Heretaunga Street and Tomoana Road in Hastings, with service facilities to be expanded to Napier in the near future. All staff and local supplier relationships are to be retained but with the added support of Bayswater Group resources.

Hawke's Bay Nissan Dealer Principal Paul Bond states, "The Nissan team are excited about the change of ownership, especially the synergies and efficiencies Bayswater will add to the business. We are in for a busy time in the next few months with the arrival of all NEW Qashqai, X-Trail, Pathfinder and the iconic 'Z' sports coupé. We also have a long list of customers interested in the much anticipated E-Power Hybrid variants which will be available on many models. 2023 will be a great year for Nissan in Hawke's Bay."

Over 32 years, Bayswater Group have grown to become the dominant automotive retailer in Hawke's Bay. The original Bayswater dealership was established in 1990 on Carlyle Street in Napier, selling the Subaru and Hyundai Brands. With the growth of franchise brand partners, vehicle parts and servicing departments, along with the ever-increasing customer family, the Carlyle Street site has seen great expansion and development, with further plans to modernise existing dealerships currently being planned. The acquisition of Hawke's Bay Nissan brings the total number of dealerships in the Bayswater Vehicle Group (including subsidiaries) to eight and the number of vehicle franchises to nine, including dealerships at the Carlyle Street locations as well as in Hastings and Palmerston North.

Rob and co-Director Mel Chan are extremely proud of the continued growth and success of the Bayswater Vehicle Group. "Every brand we add to our group expands our relationship with the local community, and helps us to provide wrap-around motoring solutions across the region. In short, we have something for everyone." says Mel Chan.

The Hawke's Bay Nissan team look forward to assisting you with your vehicle needs. You will find them on the corner of Heretaunga Street and Tomoana Road in Hastings. Contact the team on phone 06 873 0065 or visit [www.hawkesbaynissan.co.nz](http://www.hawkesbaynissan.co.nz).



Pictured Left to Right: Paul Bond HB Nissan Dealer Principal, Mel Chan Bayswater Group Director, Rob Townshend Bayswater Group Managing Director, Paul Brown Bayswater Group General Manager