



MAXUS

DEALER STANDARDS 2025-2026

For Selective Distribution

General – Infrastructure, premises and legislation

1.0 – Health and Safety

The dealer will ensure that all Health and Safety legislation is complied with and adhered to throughout the business, including all front and back of house operations. A clean and safe workshop environment, safe parts racking and storage, and appropriate disposal of hazardous goods is to be maintained at all times.

The dealer will ensure that:

- routine Health and Safety training is provided to all members of staff by the dealer or a suitably qualified third party;
- relevant HSE, fire safety and COSHH certificates are present and visible;
- all required safety equipment and PPE is provided for all members of staff; and
- routine safety checks are carried out to ensure all relevant legislation is adhered to.

1.1 – Internal

The dealership will be clean and well presented, with the provision of clean and maintained toilets, and refreshments for customer use.

1.2 - Maxus Signage

The dealer will facilitate the installation of a Maxus branded totem and Maxus Dealer lettering on the external elevation of the dealership, obtained from the signage company appointed by Harris Maxus UK. This signage should be well maintained and visible from the road.

Where appropriate, POS marketing and signage should be in place using the correct imagery and brand messaging.

The dealer is responsible for the cost and maintenance of this POS marketing and signage, as well as installation of the signage and any replacements.

1.3 – Parking

The dealer will ensure that there is sufficient parking for customer use, which is on a level, prepared surface and is clearly defined.

This should be a minimum of one space for Sales customers and one space for Aftersales customers, as well as disabled parking in close proximity to the customer entrance.

1.4 – EV Charging

The dealer will install AC electric vehicle charging facilities for customer use, at a minimum 11kW/h charging capability. This will be in addition to the requirement for electric vehicle charging in the workshop.

These chargers can be chargeable to customers at the dealer's discretion and should remain in full working order at all times.

1.5 – Opening Hours

The dealership will remain open to customers for a minimum of:

Sales department: Monday – Friday 9am – 5pm, Saturday 9am-1pm

Aftersales reception: A minimum of 50 hours per week, with a core opening period of 9am-5pm Monday to Friday and Saturday 9am-1pm.

These hours refer to the period where reception is open for customers. It is expected that there could be longer operating hours within the workshop.

Opening hours should be displayed at the entrance to the building and on the company website and be consistent across all platforms.

1.6 - IT systems

The dealer will invest in a reputable Dealer Management System (DMS) and will comply with and implement all Maxus required software and discharge the associated annual licence fee.

1.7 – Dealer Management System

The dealer will use a recognised DMS which allows for accurate vehicle inventory control, account management, parts stock management and CRM. The dealer should reach out to Harris Maxus UK before the implementation of any system to ensure the correct configuration. The dealer will make available, when requested, data and reporting relating to Maxus performance from their DMS.

1.8 – Financial performance reporting

The dealer will make available their financial performance as a business and volume performance relating to Maxus, via the required process and at the frequencies requested by Harris Maxus UK. This includes, but is not limited to, weekly order and registration forecasting and customer VOR statistics.

1.9 – Marketing, Promotion and Development

1.9.1 Marketing Plan

The dealer will share with its Dealer Development Manager and our Maxus Brand and Marketing Manager its quarterly marketing plan for review, which should align with the marketing plan shared by Harris Maxus UK, and be able to demonstrate evidence of activities once completed.

The Dealer will participate in all Harris Maxus UK Marketing programmes.

1.9.2. Dealership website

The dealer must have a dedicated Maxus website. This will be supplied by the company, as appointed by Harris Maxus UK from time to time, and will be updated with offers in a timely manner at the beginning of each quarter. The website will mirror www.saicmaxus.co.uk but will be dealer personalised. The Dealer is responsible for the cost.

The dealerships website and social media is to advertise the partnership with Harris Maxus UK, and promote the franchises held on site – sales and aftersales and the Maxus Approved Used programme.

Sales franchisees should display and promote all available Maxus vehicles, and any relevant and available finance offers for both new and used vehicles.

Aftersales franchisees should promote all current after sales offers, including but not limited to national pricing and all national programs.

1.9.3. Naming Convention

The dealer will name their business following the Harris Maxus UK standardised naming convention following the Dealer / MAXUS / Location framework.

1.9.4. Promotional materials

The dealer will make use of marketing, advertising and other promotional material provided to it, or only use marketing and promotional materials that have been previously approved in writing by Harris Maxus UK.

1.9.5. Data from DMS

The dealer shall permit Harris Maxus UK to collect via a data feed enquiry activity from the dealer DMS.

1.9.6. Pricing advertising

It is the preference of Harris Maxus UK that any vehicle pricing is advertised as a business contract hire monthly payment.

1.10 – Sustainable working practices

The dealer will put in place sustainable working practices and conduct their business in an environmentally positive environment e.g. energy efficiency, recycling and waste reduction, water conservation.

Sales Standards

If the dealer holds a Sales Dealer Agreement, the dealer will adhere to all standards in Section 1 and in addition:

2.0 – Private Consultation Area

Internally there is to be a private area where consultation with a customer can be held if required by the customer. This can be within the showroom physically separated from the customer area or a private room. An office routinely used for staff operations is not appropriate for this purpose.

2.1 – Vehicles

2.1.1 - Demonstrator and Display Vehicles

The dealer will have available a minimum of **six** vehicles as demonstrator or display

- A minimum of **three** vehicles is to be electric vehicles.
- A maximum of **three** of these should be demonstrator vehicles.
- You must hold all model types:
 - Panel Van
 - Chassis Van
 - Pickup Truck
- The core model range must be available:
 - eDeliver3 or eDeliver5
 - eDeliver7
 - Deliver7
 - Deliver9
 - T60
 - eTerron9

NB:- Only the three vehicles registered as demonstrator vehicles will be eligible for Demonstrator Support.

Display vehicles can be internal or external to the showroom, and must be kept clean and well maintained and clearly separated from other brands on site. There should be adequate room between vehicles to allow customers to view inside each vehicle.

The display vehicle can be a converted chassis to showcase alternative body options as your local demands require.

2.2 – Maxus POS and branding

The dealer will use Maxus signage and POS to clearly promote the sale of Maxus vehicles on site. Signage should be present internally and externally where Maxus vehicles are on display.

2.3 – Vehicle order process

The dealer will adhere to the ordering process as defined by Harris Maxus UK and ensure vehicle stock is ordered in a timely manner. Monthly wholesale orders **must** be submitted within the first 7 working days of the month to facilitate timely ordering from the factory.

2.4 – Sales targets

Harris Maxus UK will set a sales target annually and the dealer will support and actively work towards achieving this sales target set with the support of their Dealer Development Manager. The dealer will take allocated stock presented by Harris Maxus UK in order to facilitate this target achievement.

This includes supporting quarterly targets and incentives, as presented by Harris Maxus UK.

The dealer must achieve 100% of their wholesale sales performance target and must register 80% of these vehicles in line with the target.

The dealer will make available their volume performance relating to Maxus, via the required process and at the frequencies requested by Harris Maxus UK. This includes, but is not limited to, weekly order and registration forecasting.

2.5 – Dedicated Sales representation

The dealer will have a dedicated Maxus Sales Executive / Brand Manager at each sales location. This employee can also conduct Fleet Sales.

This Maxus Sales employee is to represent Maxus at all times and wear Maxus branded uniform which can be ordered from Harris Maxus UK.

2.6 – Training

Maxus dedicated sales teams will take part in Maxus Induction training and Maxus product training, as provided by Harris Maxus UK.

Aftersales Standards

If the dealer holds a Service and Parts Agreement, the dealer will adhere to all standards in Section 1 and in addition:

3.0 – Internal

The dealer will provide a customer waiting area with table and chairs and refreshments. Maxus POS marketing should be on display in this area, where appropriate in multibrand environments.

The dealer will provide a facility for the purchase and collection of parts to trade and retail customers.

3.1 – Technician Numbers

The dealer will employ a minimum level of technicians which will be determined by a ratio against the PARC, as defined by Harris Maxus UK. For **all** dealers this is a minimum requirement of **two** technicians trained by Maxus, increasing with the PARC size. Your requirement will be shared with you by your Regional Aftersales Manager. These technicians can work on all brands of vehicles, although they will need the minimum training requirements to work on Maxus vehicles, as outlined in 3.2.

3.2 – Technician Qualifications

All technicians should hold a recognised automotive technical qualification which should be of a minimum level of qualification as per the matrix discussed with your Regional Aftersales Manager.

All technicians should be trained to Maxus EV Level 3.

At least one technician is to be qualified at Maxus Master Technician level.

All technicians are to be F-GAS Trained

3.3 – Training of after sales teams

The dealer should engage with Maxus training programmes for after sales staff, including Maxus Induction and Maxus product training. A training levy will be charged and billed biannual, and the dealer is responsible for discharging the levy.

Parts advisors are to be trained on stock management and parts processes.

3.4 – Special Tools and Workshop Equipment

The dealer must have an EV Vehicle Battery Lift Table, to assist with mounting and removing batteries from electric vehicles.

The dealer will have available the special tools and workshop equipment as listed in Addendum 1.

Any tools listed as available for loan do not need to be physically held in stock but can be loaned from Harris Maxus UK as and when required. Full information on the relevant tools and availability under this loan scheme is available from your Regional Aftersales Manager.

Harris Maxus UK may update this required list when necessary and auto issue any updated tools (non-loan) to its dealer partners. However, it is the responsibility of the Dealer to ensure that they adhere to the current tooling and equipment list.

Special tools and workshop equipment should be safely stored and maintained, and the dealer is responsible for any costs associated with loss or damage. All tools and equipment should be easy to locate and accessible when required.

3.5 – Workshop and workshop bays

The workshop is to have suitable height clearance for commercial vehicles, with ceiling clearance and access doors at a minimum height of 5 metres.

The dealer is to have a number of workshop bays aligned with the number of technicians on site as defined in standard 3.1, plus one additional ramp/workbay. These ramps can be used for all brands of vehicle, but equal priority must be given for Maxus vehicles as to all other brands.

At least one ramp should be 5tonne as a minimum.

One ramp/workbay should be equipped with an EV Charging capability for both AC and DC charging of vehicles. A portable charging unit will be acceptable for this.

3.6 – Parts stock management

The dealer should have in place a stock management tool within their DMS and ensure safe, secure storage of parts. This should include regular testing and maintenance routine for 12volt batteries held in stock.

The dealer must hold stock of parts which are deemed by Maxus to be essential to meet customer demand and place stock orders in a timely manner to ensure an appropriate level of parts availability to meet workshop demand. Harris Maxus UK reserves the right to auto allocate parts to the dealer.

The dealer should have a process for the pre-picking of parts and handover to the workshop.

The dealer should engage in routine parts stock checks.

3.7 - Storage of warranty returns

The dealer is to ensure there is appropriate storage of parts for warranty return.

Warranty parts should be stored for the defined period as stated in the “Harris Maxus Dealer Warranty Policy and Procedures Manual”, during which time SAIC reserve the right to request return of the parts for inspection which must be facilitated by the dealer.

The dealer should refer to the “Harris Maxus Dealer Warranty Policy and Procedures Manual” to ensure correct warranty terms and conditions are in place.

3.8 – Warranty process

The dealer should use the Maxus defined warranty system for submission of warranty claims. Write ups should be accurate, detailed and clear, providing all relevant information.

Prior approval is required for a certain number of repairs/claim types. Please see the “Harris Maxus Warranty Policy and Procedures Manual” for the required list. Prior approval requests should be submitted on the warranty system and approved before carrying out any repair.

Clear photographic evidence or videos should be provided where appropriate.

At all times, dealers should conform to the guided times for warranty submissions as per the “Harris Maxus Warranty Policy and Procedures Manual”.

3.9 - Quality check process

The dealer must have in place a quality check process for all service work carried out on a Maxus vehicle, including a quality check of the job card and invoicing process.

Quality checks are to be carried out by a senior member of the team.

3.10 – Technical support process

The dealership personnel must have their own login access to the Maxus defined technical information and support systems.

Technicians must provide detailed information on customer’s concerns and carry out all basic checks before submitting technical support requests

Cases are to be responded to in a timely manner and closed on completion.

3.11 – Availability of service recall and service measure paperwork

The dealer should make available all open service measure and recall paperwork, as provided by Harris Maxus UK, to technical staff and ensure that all relevant training has been carried out by technicians prior to performing recall work.

Correct documentation of service measure and recall completion must be in place.

3.12 Out of hours facility for vehicle recoveries

The dealer should ensure there is a provision for access to the site outside of standard opening hours for vehicles being towed to the premises by a third-party recovery service. This could be by way of access to a secure location on site or a provision for a member of staff to attend site to allow access. The dealer is obliged to accept a vehicle towed to the premises by recovery service.

3.14 – Diagnostic Equipment

The dealer will use the SAIC approved Grade X diagnostic tool and provide for its staff appropriate computer equipment to run the software.

The dealer will pay the annual licensing charge for the use of this software, the cost of which will be communicated and invoiced annually.

3.15 – National Customer Service Programmes (e.g. Roadside assistance, mobile servicing)

The dealer is required to support Maxus National Customer Service programs, (including but not limited to; roadside assistance, mobile servicing, Van uptime) and adhere to and support the obligations in any national fleet deal, including but not limited to areas such as parts pricing, labour rates, breakdown handling and onward mobility upon request by Harris Maxus UK.

3.16 – Customer Mobility – Courtesy Vehicles

The dealer must ensure onward mobility provision to customers to support workshop availability or short-term parts availability delays (i.e. where parts stock is available within 3 days from Harris Maxus UK). The following number of courtesy vehicles should be available:

	Small Dealer (2-3 technicians)	Medium Dealer (4-5 technicians)	Large Dealer (6+ technicians)
Minimum number of courtesy vehicles	1	2	3

The courtesy vehicle should have Maxus Courtesy Vehicle livery, which must be purchased from Harris Maxus UK approved suppliers.

Courtesy vehicles will be eligible for demonstrator support and will count towards the dealer’s wholesale target, where a Sales Agreement is held.

3.17 – Aftersales customer service level

The dealer must adhere to the Dealer Agreements terms, whereby a Maxus vehicle must be accepted into the workshop, regardless of where the vehicle was purchased and preferential treatment should not be given to any other brand held on site.

Appendix 1 – Special Tools and Workshop Equipment

HV Battery Table:

1.5T HV battery Table (Sykes-Pickavant Model: G01500T or GO1500TR Recommended)
Special deal available

PPE & Insulated/Safety Tooling:

All below are available from CEF working alongside Boddingtons Electrical, more information to follow.

- EV Level 3 & Level 4 Mandatory:
- Arc/Flash Face Shield: EN166 EN170
- Arc/Flash Switch Jacket: EN1149-5 Class-1
- Class-0 1000V Insulated gloves EN60903
- Barriers and Chain
- HV Warning Signs
- HV Rescue Hook
- Class-0 1000V Insulated Floor mat
- KITB0D03: Insulated Tooling kit: 1000V EN60900 (This kit is designed for Maxus models)
- Class-0 1000V Dielectric Insulated Safety Boots
-

Special Tools – *will be auto issued by Harris Maxus UK*

Part No	Description	Model
C00309498	VDI III diagnostic instrument kit	All Models
KP529	Pico Oscilloscope Maxus EV Kit (Purchased from Pico UK)	All Models
C00309498	VCI III Interface	All Models
C00189286	CAN2 Box	All Models
C00189298	BMS Harness GXHT & CATL	All Models
C00017024	Tool – Railclamp	Deliver9
C00017025	Guage Torqueangle	Deliver9
C00017028	Caliper StraightPP	Deliver9
C00017032	Seperator-Oilcvr	Deliver9
C00017033	Toll - OilSeal	Deliver9
C00189087	Oxygen Sensor Socket	Deliver9
C00189092	Dial indicator	Deliver9

C00189094	Balance Shaft idler gear clearance measuring tool	Deliver9
C00189123	Valve Oil Seal Tool	Deliver9
C00189124	Camshaft Timing Tool	Deliver9
C00189125	Crankshaft Locking Tool	Deliver9
C00189126	Clutch housing ,Flywheel cover,engine pins Assemble Tool	Deliver9
C00189127	Balance Shaft idler gear installation tool	Deliver9
C00189128	Oil Filter Socket	Deliver9
C00189129	Rear Oil Seal Frame	Deliver9
C00189130	Flywheel Locking Tool	Deliver9
C00189131	Clutch Pressure Plate Guiding Tool	Deliver9
C00189132	Camshaft Oil Seal Assemble Tool	Deliver9
C00189133	Bearing Installing and Removing Tool	Deliver9
C00189135	Balance Shaft Timing Tool	Deliver9
C00189136	Front Oil Seal Frame Tool	Deliver9
C00189137	High Pressure Pump Locating Rod	Deliver9
C00189138	Timing wheel Locking Pin	Deliver9
C00189139	Camshaft Assemble Tool	Deliver9
C00189140	Fuel Pump Locating Tools	Deliver9
C00189243	Battery Pack Fixing Tool	Deliver9
C00189300	Balance Shaft Cover Installation Tool	Deliver9
C00189316	Dismantling pull code	Deliver9
C00017040	Puller-Universal	Deliver9
C00089944	Tool-Lock Nut Installer and Remover	Deliver9
C00189252	Output shaft sleeve 1	Deliver9
C00189253	Intermediate shaft rear bearing tool	Deliver9
C00189255	Intermediate shaft sleeve 1	Deliver9
C00189257	Input shaft oil seal tool	Deliver9
C00189260	Intermediate shaft bearing tool	Deliver9
C00189261	Linear bearing tool	Deliver9
C00189263	Rear casing oil seal tool	Deliver9
C00189264	Shift shaft oil seal tool	Deliver9
C00189265	Assembled tooling	Deliver9
C00189267	Output shaft sleeve 2	Deliver9
C00189270	Guide rod	Deliver9
C00189271	Set pin puller	Deliver9
C00045930	Currency Flange Spanner	Deliver9
C00189273	Rear axle half shaft oil seal installation tool	Deliver9
C00189274	Rear axle differential bearing installation tool	Deliver9
C00189275	Rear axle differential bearing installation block	Deliver9
C00189276	Rear axle main bearing outer ring installation tool	Deliver9
C00189277	Rear axle main gear oil seal installation tool	Deliver9
C00189278	Rear axle main gear inner shaft inner ring installation tool	Deliver9

C00189279	Rear axle main bearing inner bearing outer ring installation tool	Deliver9
C00189281	Rear axle nut removal tool	Deliver9
C00190325	Outer pinion bear oil seal installer tool	Deliver9
C00189232	Differential Right Bearing Outer Ring Pressing Tool	Deliver9
C00243066	Drive Shaft Oil Seal Installing Tool	eDeliver9
C00616477	BOB switching harness-hengrun GW1.0 24pin	eDeliver5 & 7
C00616515	BOB switching harness-liandian GW1.2 20pin	eDeliver5 & 7
C00616516	BOB switching harness-huihan GW1.5 40pin	eDeliver5 & 7
C00616519	BusMaster USBCAN Box CAN FD	eDeliver5 & 7
C00189298	Debugger Cable Battery Pack- (72kwh/51.5KWH) -Gotion	eDeliver9
C00189141	Cable-OBD to DB9	eDeliver5 & 7
C00189286	USB CAN2 Box Debugger	eDeliver5 & 7
C00189218	Half shaft oil seal installation tool	eDeliver3
C00189226	Universal Handle	eDeliver3
C00189302	Input shaft oil seal installation tool	eDeliver3
C00189303	Differential oil seal installation tool	eDeliver3
C00189305	Intermediate shaft bearing installation tool	eDeliver3
C00189306	Differential bearing installation tool	eDeliver3
C00189308	Differential bearing outer ring installation tool	eDeliver3
C00189309	Input shaft bearing installation tool	eDeliver3
C00189250	Lower arm bushing removing tool	eDeliver3
	LOAN-ABLE TOOLS: Do not need to be permanently held in stock:	
C00189285	NST (Yellow) MTP Charger	All Models
C00547239	HV Battery Air Tightness Tester Kit	All Models
C00417355	GXHT Battery Module A &B Harness	All Models
C00243063	NST (White) CTP Charger and Frame Kit	All Models
C00547229	Bosch HV Battery Pack Charger Kit	All Models
C00417380	SNAT BMS Harness	All Models
C00417348	Front Subframe bushing disassemble and assembly tool	MIFA9
C00417370	Font end bushing for upper trailing arm disassembly and assembly tool	MIFA9
C00417372	Rear end busing for upper trailing arm disassembly and assembly tool	MIFA 9
C00417376	Rear Suspension lower swing arm outer bushing disassembly and assembly tool	MIFA9
C00189258	Double pretension safety belt unlocking device	MIFA9