



## PRESS RELEASE

### **EXCLUSIVE AND BESPOKE MOTORING CLASSICS DELIVERED TO YOUR DOOR – THE CHEAPER AND HASSLE-FREE WAY TO PRESTIGE MOTORING.**

Irish motoring enthusiasts are passionate about their pastime, but getting access to the sort of bespoke and exclusive machines they hanker after has always posed huge logistical and financial problems. But not anymore!

For those car aficionados who want to take all the pain out of buying prestige, classic or high-end motor cars can now do so thanks to the endeavours of John Walsh, managing director of UK firm JSW Cars, a firm which exports highly desirable performance cars from the UK specifically to order from Irish clientele.

If you are looking for extreme motoring exotica from manufacturers such as Ferrari, Maserati, Lamborghini, Lotus, Porsche, Rolls Royce, Bentley, Aston Martin or Zonda or less extravagant but nevertheless top drawer machines from more mainstream car makers like Mercedes, Audi, BMW, Jaguar, Lexus, Saab, Alfa Romeo or Volvo, then JSW Cars will undertake to find exactly what it is your heart desires.

They will also undertake to find and import unusual and rare machines from manufacturers such as Honda, Peugeot, Volkswagen, Mazda, Mini, Mitsubishi, Toyota and Nissan, while the increasingly popular SUV and 4x4 markets are also covered. And with the appreciating value of the Euro against Sterling and the new Vehicle Registration Tax (VRT) regulations coming into play here from July 1 next, the potential for savings on these exclusive cars is increasing.

John Walsh's promise to his Irish customers is that he will deliver to them a car, which is 100% to their own specification and at a cost which will substantially undercut the price they would expect to pay here in Ireland. Each car purchased is delivered directly to the buyer's home. *"I undertake to land pristine cars to the buyer's specification and with significant savings. Every vehicle will undergo checks for provenance, as well as security checks such as ownership history, hire purchase information (if applicable) and service history. The bottom line is that if the cars are not in mint condition I am not interested."* he says, adding that cars of 4 to 5-years-old sourced by him across the UK generally look like year-old cars here in Ireland.

John started his career in the motor industry in the family business in Five Mile Bridge, Co. Cork, before moving to the UK where he worked with a specialist motor firm sourcing classic and prestige cars. This meant travelling all over the UK sourcing cars for London clients. Today he does the same job for Irish buyers from all over the country, but particularly Dublin, Cork and Galway.

Last year he sourced and sold 138 cars in the UK for Irish clients, which he then exported from the UK and imported into Ireland. Already this year he has sourced and sold 96 cars and as people become more aware of his bespoke service and the value he can offer even on the most exclusive marques, he expects business to continue to expand.

Examples of the cars John has delivered range from an eight-year-old version of the high-revving *Honda S2000* roadster for €15,000 (which is list priced at €60,795 new in Ireland) to an amazing 635 bhp 6.5 litre *Lamborghini Murcielago LP640* costing €390,000.

John Walsh expects a boost in demand for exclusive cars to be boosted in the coming months by changes in VRT and he says: *“Expensive high-performance cars and luxury saloon and 4x4s are in big demand and can be sourced new or second hand at considerable savings. The saving on a new S class Mercedes, for example, can be as high as €16,000.”* On top of that, with the changes in VRT coming into effect from July 1, he expects demand to continue - but for cars with lower CO2 emissions, such as BMW, Audi and Mercedes diesels. *“The VRT changes can only benefit my business. I can source cheaper, better specified cars in pristine condition with full service histories and deliver them here with all taxes paid at considerably less than they cost in Ireland.”* he said.

The other side of the new CO2 regulations is that buyers wishing to purchase cars with high CO2 emissions should do so before July 1 as the cost of such vehicles will increase substantially on that date. But, John Walsh maintains that after July 1, while bigger cars will cost roughly 6% more because of VRT, they will still be cheaper to import. *“Cars in the Audi A4 diesels range or such as the BMW 320 and 520 diesels will cost less and cheaper again if you import. On top of that, the appreciating value of the Euro against Sterling is also helping Irish buyers. They are now getting much more value for their Euro than this time last year, for example.”*

Added client security is assured as John undertakes to vet all the cars himself and he guarantees that once he has sourced a car that fits a buyer's individual specification he will put a deposit on it. After the buyer pays for the car it is then delivered to their home within 24 hours. *“It takes all the hassle out of it for the buyer and costs much less than it would cost here.”*

All John asks of customers is to give him a specification for the car they want and the authority to buy it on their behalf. For people looking for a unique individual service in acquiring the premium, classic or prestige car they have always dreamed of – for less than they could possibly have dreamed – this service is a no-brainer. Clients have none of the hassle of foot-slogging around garage forecourts trying to find their perfect motor car. He does it for you, gets you a better specification and lands the car here in Ireland. And all for much less than you could have envisaged.

Further information about JSW Cars is available at [www.jsw.gb.com](http://www.jsw.gb.com) or contact Kevin Mills at *Casey Communications* – 021-4272224 or [info@caseycommunications.ie](mailto:info@caseycommunications.ie)

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