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Toyota: car manufacturer is in the past

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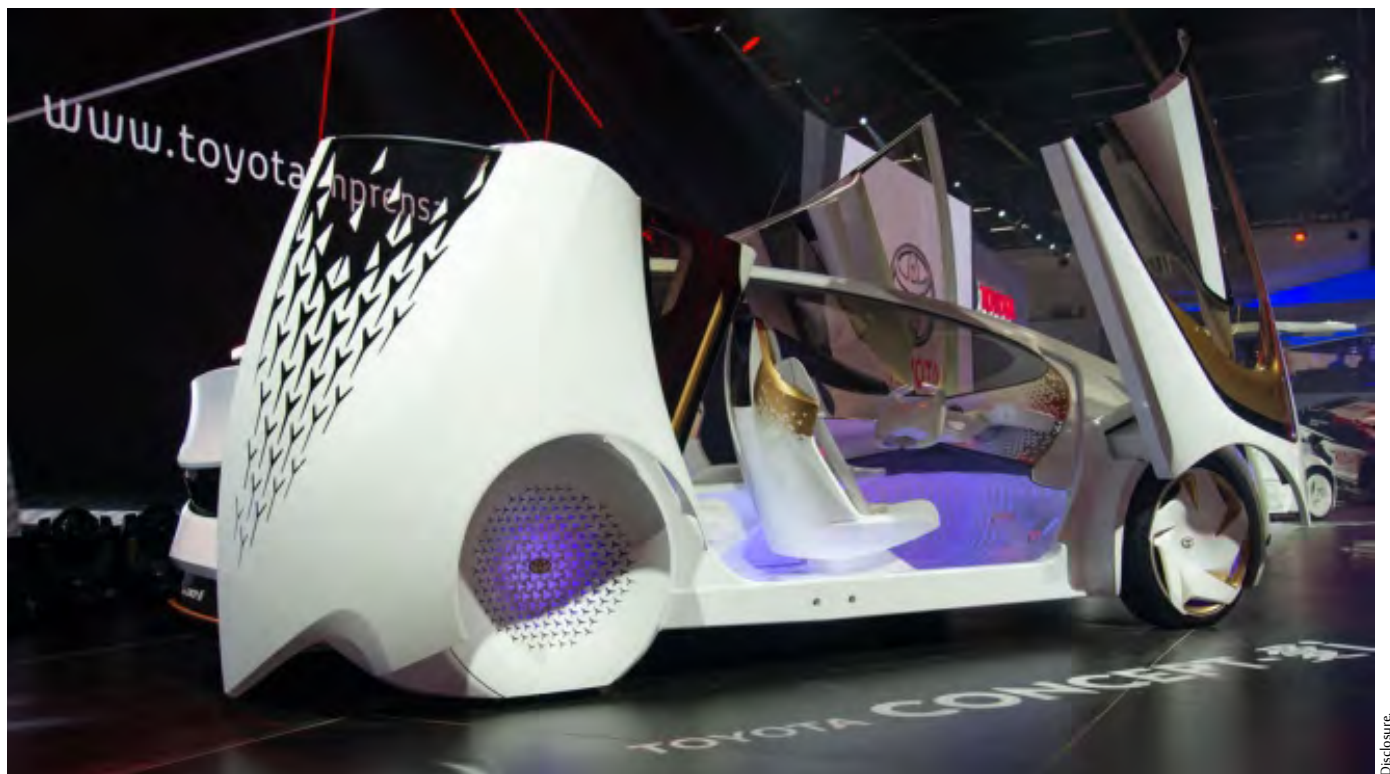
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**FCA: 500 thousand
vehicles produced in
Pernambuco**

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Toyota: car manufacturer is in the past

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São Paulo - Toyota shows, at the Salão do Automóvel in Sao Paulo, that the evolution of technology pushes vehicle manufacturers to abandon the traditional manufacturer profile and transform themselves into mobility companies - that start to look at businesses in which the vehicle sales share the leading role with related services.

Among the launches it announced at the event, the Japanese company showed vehicles whose development took into account this new

facet of the vehicle market. The Concept-I, for example, is a vehicle equipped with artificial intelligence, in other words, it interacts and learns with the driver. The Concept-I Ride, powered by electric power, follows the same line, but it is smaller.

Both models, designed in the United States and already shown to the market at fairs there and in Japan, bring innovative concepts but resemble vehicles in their traditional form. The biggest novelty in this case is in

the application of vehicles from the future. According to Rafael Chang, president of Toyota Brazil, the company is studying to apply the models in the 2020 Tokyo Olympics, Japan, in a sharing system.

The company's view regarding the future of the industry, however, goes beyond the chassis format on wheels. Another concept presented in São Paulo was the concept-I Walk, vehicle similar to an electric scooter. It is designed to be used in pedestrian areas and will integrate sharing services in the coming years.

If the vehicles application is still far from the reality of Brazil, it is precisely in the sharing field (ubiquitous term in discussions about future mobility) which we can already see some ideas working in practice and now. Toyota announced a partnership with moObie car sharing during the show, involved in a pilot project (started on November 1st) in which the company's employees rent the Prius and Yaris models through an app. The initiative comes after strong signs of market growth: according to data from the consultancy company Frost & Sullivan, about 7 million users have adopted the sharing of cars in the last three years, which has the mission of being a disruptive and sustainable alternative in the mobility universe.

For Tamy Lin, CEO of moObie, it is important to have other companies interest in car sharing

since it is "a global trend that should keep growing". Frost & Sullivan's study corroborates the scenario: over the past three years, around seven million users have adopted car sharing worldwide.

The startup registered an increase of registered users in the app, adding up to more than 150 thousand. The number of registered cars has surpassed five to seven thousand, which run in big cities of Brazil, such as Brasília, DF, Curitiba, PR, and São Paulo.

Toyota has been announcing globally its change of direction from vehicle manufacturer to a company that provides mobility solutions. The Brazilian operation, (through a statement released during the realization of the Salão do Automóvel) is "carefully studying the market possibilities and sees a way to deepen the technological knowledge for new experiences in the use of vehicles with the partnership with moObie."

"For being a global planning we began to study ways in Brazil to offer new mobility services. MoObie offers a service linked to what we see for the company in the future, an environment in which there is the culture of sharing", said Miguel Fonseca, executive vice president of Toyota Brazil - who, because of an injury, moved around the Salão do Automóvel by scooter. That it was not a Toyota. Still. WE

GM awards 65 suppliers

Caio Bednarski | caio@autodata.com.br

São Paulo - On Friday night, General Motors awarded its 65 best suppliers of 2017, counting with companies located in Argentina and Brazil - in all, there are 350 suppliers in its regional chain. To compete for the award, companies must meet thirteen requirements that involve quality management and performance.

The announcement was made at the São Paulo Expo, during the Salão do Automóvel in São Paulo.

Check the list of the awarded companies:

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Disclosure

1	3M	
2	A Raymond	
3	Aisin Automotive	
4	Android Montagens Automotivas	
5	Autoneum Brasil Têxtis Acústicos	
6	Bleistahl Brasil Metalúrgica	
7	Borgwarner	
8	Brembo	
9	Casco	
10	Cerâmica e Velas de Ignição NGK	
11	Ciser Fixadores Automotivos	
12	Condumax-Eletro Metalúrgica Ciafundi	
13	Continental Parafusos	
14	Cooper Standard Automotive	
15	Cooper Standard Auto Brasil Sealing	
16	Copam Autopeças	
17	Coplac	
18	Fiamm Latin América Componentes	
19	Flexitech	
20	Freudenberg Componentes	
21	Gates do Brasil Indústria e Comércio	
22	Grupo Antolin	
23	Ikro Componentes Automotivos	
24	Ilpea	
25	Indústria Metalúrgica Fanadri	
26	Indústria Metalúrgica Lipos	
27	Indústrias Guidi Saci	
28	Indústrias PGG	
29	Inylbra Indústria e Comércio	
30	Irmãos Parasma Indústria Mecânica	
31	Johnson Eletric – Gate	
32	Kathrein Automotive	
33	Luguez Indústria Comércio de Espuma	
34	Mahle Compressores	

35	Mando Corp	
36	Mastropor AS	
37	Mitsuba Autoparts	
38	MTA	
39	Mubea	
40	Neumayer Tekfor Automotive	
41	Nidec GPM do Brasil Automotiva	
42	Nut ICSA	
43	Omron Componentes Automotivoa	
44	Progeral Indústria de Artefatos Plásticos	
45	Revestcar Indústria e Comércio de Confecções	
46	Rudolph Usinados	
47	Sabó Indústria e Comércio	
48	SAV Automotive	
49	SKF Argentina	
50	SOC Michelin de Parts	
51	Sodecia Minas Gerais	
52	Sovanox Indústria e Comércio de Alto Falantes	
53	Stabilus	
54	Stamp Spumas Indústria e Comércio	
55	Suefa	
56	Sulfix Indústria e Comércio	
57	TE Connectivity Brasil Indústria de Eletrônicos	
58	Tenneco Automotive Brazil Divisão Elastômero	
59	Testori SRL	
60	thyssenkrupp	
61	Tiberina Automotive	
62	Valeo Sistemas Automotivos Powetrain Thermal System	
63	Wapmetal Indústria e Comércio de Molas e Estampados	
64	ZF	
65	ZF-TRW Automotive	

Cooper Standard opens factory in Santa Catarina

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São Paulo - Cooper Standard inaugurated a factory in São Bento do Sul, SC, on Wednesday, January 14th. The investment in the unit reached R\$ 15 million to produce flexible brake hoses and tubes for turbo connections for car engines.

The unit will serve the regional plants of General Motors, Volkswagen, Renault and Yapp, which produces fuel tanks and uses components produced by Cooper Standard. It occupies an area of 4.5 thousand m² and is expected to generate 150 jobs in this first stage, but the company already projects hirings.

"The forecast is that the number of employees will increase to three hundred in the next three years", said Jürgen Kneissler, the company's CEO. "We will increase and enrich the company's product portfolio with the new unit, besides adding new technologies".

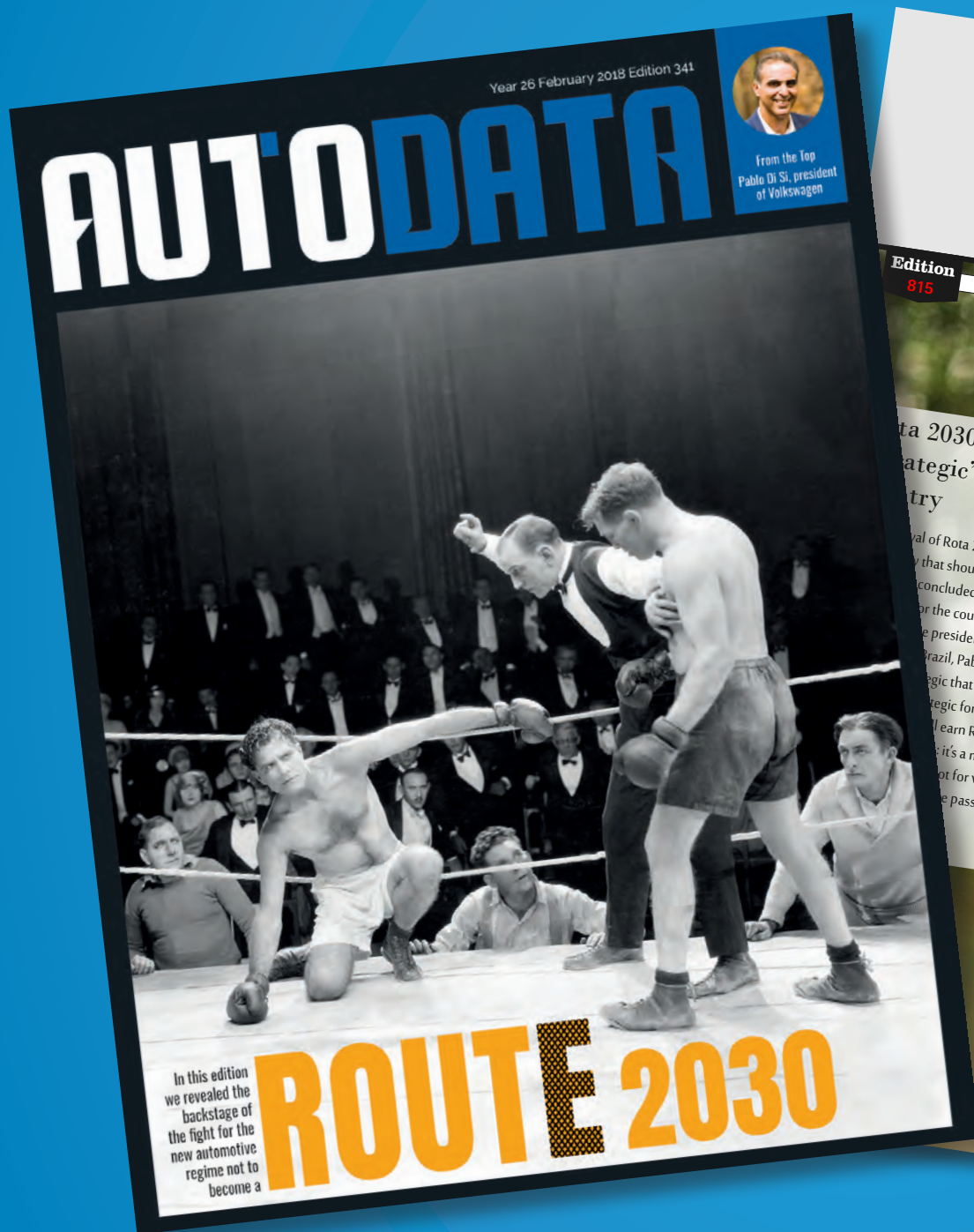
With the new unit and the portfolio's increase, Cooper Standard will be able to offer all car manufacturers the flexible brake component. In the case of turbo connection hoses for car engines, the company believes in strong growth in the coming years - and Kneissler says it has an innovative product to meet the demand that will come.

"Cooper's plan is to consolidate the partnership with its customers in the automotive market. The expansion of our presence in Brazil demonstrates a strategic commitment with the Brazilian market and in a broader way, with the whole South America".

This factory is the fourth of the Brazilian supplier, which already operates in Atibaia, SP, Varginha, MG and Camaçari, BA. Worldwide, the company operates in more than 20 markets, with products such as rubber and plastic seals, fuel and brake lines, fluid transfer hoses and anti-vibration systems.

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e-Delivery to be produced in 2020

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São Paulo - Ambev and Volkswagen Trucks and Buses have raised the intention of buying 1.6 thousand units of the Electric delivery truck, after finishing tests since September. Now the partnership points to a business model in the distribution of beverages, but, previously, the schedule for the order production has been defined: the first units must leave the plant lines of Resende, RJ, in 2020.

Until then, realize the final adjustments of the vehicle application in the operation of the world's largest beverage company. The results of the tests realized in the last months indicate that Ambev will adopt a model in which the trucks will be recharged in more than one hundred distribution centers of the company. Photovoltaic panels will be installed in the units so that sunlight generates enough energy to fill the regional fleets.

The tests carried out in São Paulo in the last two months produced the following data: in the neighborhoods of Consolação, Vila Madalena and Sumaré in São Paulo, e-Delivery performed 369 deliveries during 224 hours, covering a total of 932 kilometers. The vehicle recorded average consumption of 1 kilowatt hour per kilometer.



Disclosure.

According to VWCO, in practice and in comparison with a vehicle equipped with a combustion engine, two hundred liters of diesel were no longer consumed in the operation, a scenario considered satisfactory by Ambev, which carries out emission reduction planning until 2023. According to Rodrigo Figueiredo, vice president of sustainability and supplies for the beverage producer, testing was instrumental in closing the deal: "It's not just the product issue, but the creation of the operating environment considering recharge and performance".

In this sense, the vehicle tested was recharged in four hours during the test operation, using a specific electric current structure for rapid recharging: "We have a strategic indicator because the recharge time should be as short

as possible so that the truck is not idle. We're working to reduce time".

According to Rodrigo Siqueira, VWCO's vice president of engineering, the battery in the Ambev's e-Delivery model takes three hours to charge under normal conditions.

The vehicle tested by the companies has the configuration close to what both consider the ideal for the signed deal. It is different from the first prototype that the company built last year: in this 6x2 version, configured for Ambev's urban distribution demand, rear traction powered by a WEG Brazilian engine. There is no transmission due to the direct application of torque on the wheels. The suspension is pneumatic and the vehicle's battery life of lasts two hundred kilometers. The implement is supplied by Randon.

Partnership - The Delivery line has made VWCO gain more market share in the light vehicle segment. The model was one of the attractions of the Fenatran edition held last year and attracted the attention of customers to its new cabin. More precisely the interior of the cabin - the features and finish are similar to those that Volkswagen applies in cars. The novelties were converted into positive numbers: until October, in the segment, the company leads the sales with 3 thousand 648 units, a number higher than the second-place Mercedes-Benz and the third place, Ford Trucks.

Ambev played a key role in the rise of the model in the domestic market, being the main VWCO's client in the versions of combustion engine and electric. In August, the company ordered 417 trucks, including Delivery, a business that paved the way for the vehicle within Ambev's operation. From then on, the company reached the mark of 1.1 thousand units sold of the model in the first three months, which began to be exported to South American countries.

The acquisitions made by the beer company aroused the attentions of the competition for the light truck model. On Monday, the automaker announced the sales of 100 units of the 13 thousand 180 versions of Delivery to another beverage giant, Femsa, according to Ricardo Alouche, vice president of sales. The executive projects the model's entry in other markets from experience with the beverage segment. Retail is one of the areas considered attractive by the company.

Buses - After tests with the electric truck, VWCO gets ready to evaluate the application of the electric bus model, the e-Flex. The vehicle, whose prototype was presented at the Hanover Hall, Germany, in September, will run in Brazil in the next six months, according to Roberto Cortes, president: "We are talking with partner companies in São Paulo to check the feasibility of the tests in the city".

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FCA: 500 thousand vehicles produced in Pernambuco

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São Paulo - FCA announced on Tuesday, 13, that it reached the mark of 500 thousand vehicles produced at the plant in Goiana, PE. In the unit, where 13 thousand 600 employees currently work, the company produces the Jeep Renegade and Compass and also the Fiat Toro pickup truck in three shifts.

The celebration takes place when the company applies an investment plan of more than R\$ 14 billion in Brazil from 2018 to 2023, destined to the development of new vehicles, modernization of models, engines and technologies in the Pernambuco and Betim units, MG.

In all, the company plans 25 product actions, from launching and updating models, until 2023. Transforming Rota 2030 into law, it is expected to increase FCA's production capacity in Pernambuco, from 250 thousand units/year to 350 thousand units/year according to Senator Armando Monteiro, in Brasília, DF.

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