

# AutoData

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## The first Refrota financing deal comes through

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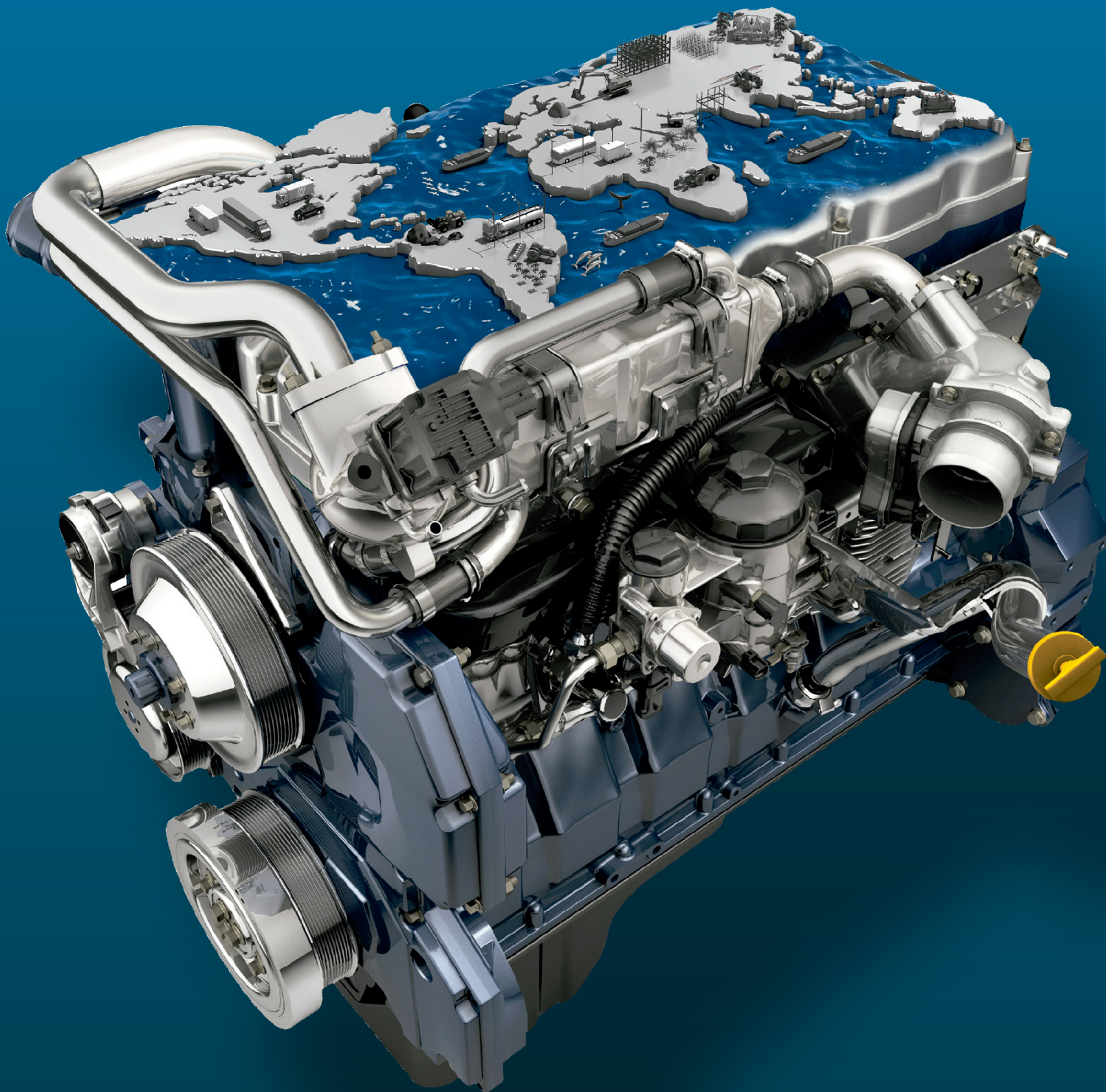
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# The first Refrota financing deal comes through

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**M**arcopolo and Mercedes-Benz conducted the first bus for through the Refrota 17 program, which provides funding for the acquisition of approximately 8,000 urban buses from FGTS funds for fleet renewal. The first 100 vehicles were purchased by Transportadora Turística Suzano, Suzantur, with an investment valued at R\$ 30.3 million, and will be used in Maua, in the state of São Paulo.

The financing was offered by CEF, Caixa Econômica Federal, and took approximately 3 months to come through. The delay is considered a challenge to the continuity of the program by the market. The deal will now allow other operators to renew their fleets, according to Paulo Corso, director of commercial operations and marketing at Marcopolo.

According to Claudinei Brogliato, owner of Suzantur, the acquisition will lower the age of the fleet and the costs because the new buses offer more quality and comfort and require less maintenance: "This deal

is very important because it will allow us to renew approximately 100 buses, which accounts for more than 30% of our fleet of 300 vehicles, with an average age of 2 to 3 years."

Walter Barbosa, director of bus sales and marketing at Mercedes-Benz Brazil, said that the Refrota is an additional financing alternative and represents a measure that can stimulate the renewal of the urban transportation fleet: "The current fleet of city buses in the country has a high average age. And, by the way, we have received queries about the conditions of this program on a daily basis."

The Refrota program's objective is to renew approximately 10% of the national fleet, estimated at 107,000 units, encouraging the improvement of public transportation and urban mobility. The R\$ 3 billion credit line is directed especially to companies that hold concession contracts or permissions, as well as members of consortiums operating the public transport system.

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# Side by side to the big ones

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**O**f all the automakers, Tesla showed the largest increase in the value of its brand in a year, reaching a 32% growth to US\$ 5.9 billion, according to a study conducted by Brand ZTop 100 Most Valuable Brands in the World, conducted by the marketing consulting company Kantar Millward Brown.

This shows that the electric car manufacturer, founded in 2003 by Elon Musk, is already beginning to have a stature that is similar to the giants in the industry. This week the company began delivering vehicles to South Korea. On Thursday, 22, it announced that it is negotiating to install a plant in China.

According to Valkiria Garré, CEO of Kantar Millward Brown, innovation and technology are the paths that must be trailed by businesses to maintain competitiveness in the market: "The automotive industry is going through great changes, such as, for example, the arrival of the autonomous cars. Tesla is not a big car manufacturer, but their cars represent a trend for the future by betting on sustainability."

The first three positions in the ranking held on

to their positions last year. Toyota remains the most valuable automotive brand in the world, registering a drop of 3%, valued at US\$ 28.7 billion. The increase in sales was offset by increasing investments and labor costs.

In the second position, BMW, with brand value of US\$ 24.6 billion, followed closely by Mercedes-Benz, US\$ 23.5 billion. Ford climbed a position and occupies the fourth place, US\$ 13.1 billion.

According to Garré, the top brands are financially healthy and rely on three pillars: they are known, trusted and bet on differentiation: "Toyota is a traditional brand, but it is always renewing itself with investments in technology."

After the 3% drop last year, the value of the ten most valuable car brands closed at US\$ 139.2 billion in 2017. The study, which has taken place for the past 12 years, combines measures of brand value, interviews with more than 3 million consumers worldwide, and financial and commercial performance analysis by using data from Bloomberg and Kantar Worldpanel.

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# Renault accelerates to reach Inovar-Auto targets

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**T**he new Captur can help Renault fulfill the energy efficiency targets included in the Inovar-Auto program. In 2012, the company agreed to reduce pollutant emissions in its cars by 12% to obtain a 30 percentage-points discount on the IPI, tax on industrialized products. To comply and not pay fines in the millions of reais at the end of this year, it restricted sales of the Captur 2.0, which is considered a fuel guzzler. Now, with the arrival of the 1.6 model equipped with CVT, it hopes to reach the established emissions quota. The compact Kwid, which should be presented in August, is also seen as a means to achieve the agreed upon levels. To date, three automakers already complied and improved their energy efficiency targets: Audi, Ford and Nissan.



Renault

Federico Goyret, director of marketing, said the new gearbox provides a 20% reduction in emissions of pollutants. According to him, the continuous stream of gears, a CVT feature, lowers fuel consumption: "The gearbox was designed to improve engine efficiency, which affects emissions. This helps us get a range of vehicles that meet the requirements of the Inovar-Auto program."

Since it was launched, the Captur had its sales scaled-down by Renault to enable the company to reach the Inovar-Auto program objectives. Alejandro Botero, commercial vice president who has just arrived in Brazil, said the new version will allow the company to have a better margin for maneuver in its business strategy: "There are other factors that determined the configuration of the Captur with CVT, but fuel economy is certainly something that leaves us with more room to sell the car in the country."

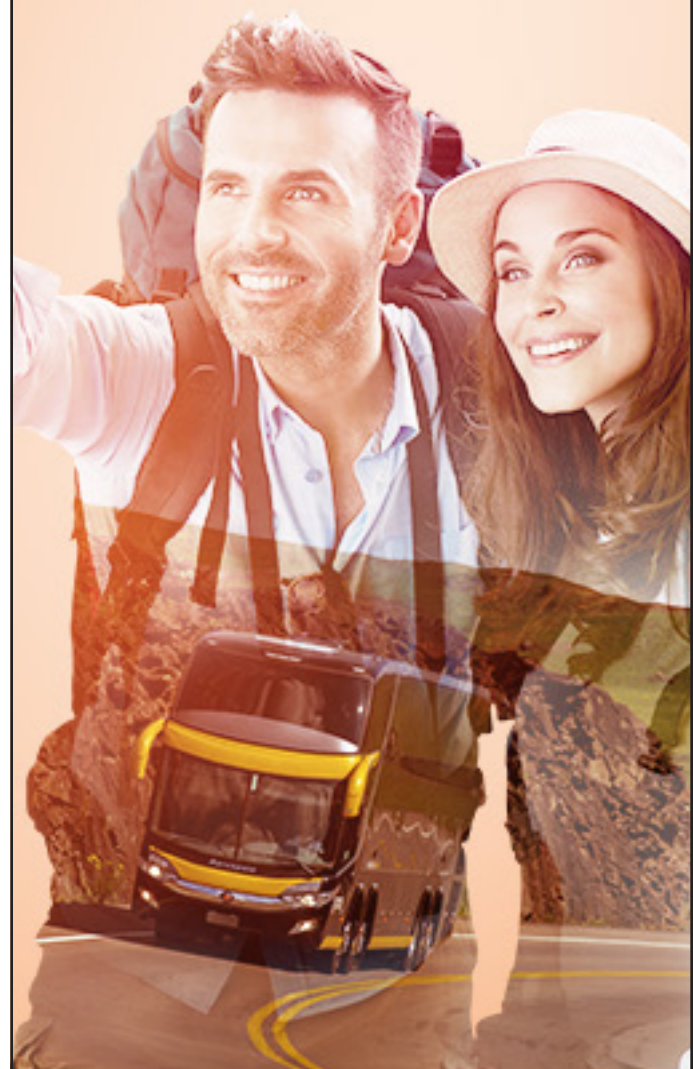
Brazil is the only country where this version of the Captur is available. The European- mounted Captur assembled on other platforms has another type of gearbox. Goyret added that Brazilian customer preferences represent an additional factor that determined the use of the CVT only in the locally-produced version of the Captur: "The characteristics of the terrain and Brazilian traffic, and customer profile, helped us to make this decision."

The gearbox fitted into the Captur is imported from Japan and, for the meantime, there are no plans to produce it here. It was developed by engineers from Nissan, which has a commercial alliance and technology sharing agreement with Renault. A few steps of its construction and adaptation to the domestic market were conducted at the powertrain plant in São José dos Pinhais, in the state of Paraná. The expectation placed on the transmission is significant, and it should soon equip other models produced here, such as the Duster, Logan and Sandero. **WE**

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# An SUV that behaves like a hatchback

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Around here, they say it's just an average SUV equipped with dynamic behavior of a hatchback vehicle. Not quite, of course, but the image created by Peugeot for the New 3008 makes a little sense: it takes the driver to the fun lightness of a hatch aboard an SUV with a distance between axles of ... 2.675 meters and total length of 4.447 meters, and a width of 1.906 meters. This is its only version, the Griffé 1.6 THP AT, with a 165-hp turbo engine coupled with a six-speed automatic transmission. It will be priced at R\$ 135,990.

There is significant demand for the 3008 in Europe and, between July and December, Peugeot Brazil will have available monthly lots of 250 units – representing the monthly projected sales of 1500 units until December. What happens next is a consequence.

They also say around here that this is the first visible result of the consolidation of a rupture program, an improvement and more efficient process, essentially in the direction of the various levels of customer satisfaction.

“Is this a new Peugeot?”, asked, each at their own time, the company's director-general for Brazil, Ana Theresa Borsari, and Marcus Brier, responsible for press relations. They highlighted the renovation of the dealer network, which replaced 60% of the groups. And they're betting that the 1500 units will be sold.

It is a confrontation of big dogs. Yes, in the battle front of the new 3008 one can find the Hyundai Tucson, Audi Q3, Jeep Compass, Volkswagen Tiguan, and Honda C-RV.

**Evaluation** – A synthesis of the experience, a mixed driving circuit composed of city and the road to the city of Petrópolis from Galeão airport, in Rio de Janeiro, RJ, of just under 190 kilometers, is indeed very nice – and not just because of those dynamic predicates. This New 3008 has the

external beauty of the stoics and embedded beauty in its interior. Its very good level of finishing and the internal design that sounds advanced only strengthen the feeling.

If not for any other reason, the text of the press kit calls the New 3008 as elegant and technological, and guarantees that, “in addition to conveying emotion, it values who is at the wheel and transmits that it is in tune with its time.”

The feeling from the instrument panel is almost aeronautical, something Peugeot calls I-Cockpit 2.0, 12.3-inch screen, digital, open to customization. Next to it, the Multimedia Center, with an 8-inch screen touch panel, described as “a tablet placed at the center of the panel with capacitive technology, of a more reactive and practical use.” Six keys, described as “very elegant”, provide access to comfort tasks: air-conditioning, radio, navigation, the parameters of the car, phone – compatible with Android Auto and Apple Carplay and Mirrorlink – and mobile applications.

But let us return to the heavier than air: its compact steering wheel - at first sight, it appears to have six sides and a slightly bigger base -, refers again to aviation, despite far from being a joystick. This steering wheel, called Sportdrive, is certainly the consumption dream of pre and post-adolescents. Behind this jewel, the manual paddle shifts.

Oh!: the front seats are equipped with massagers with five positions, the panoramic sunroof now opens automatically, and the cabin offers six airbags. Colors: gray, metallic copper, black or white pearl. The trunk has a volume of 520 liters and a fuel tank for 53 liters of gasoline. And, of course, there is a key.

Peugeot created the system Total Care, for after-sales, with ten commitments to customers: from price transparency of revisions to items previously reserved for insurance, such as vehicle loans and free towing services.

And there is an additional treat: the thirty first buyers will win Peugeot e-Kick foldable scooters, with electric assistance. The pre-sales are open.

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