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New Citroën compact SUV is below R\$ 100 thousand

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New Citroën compact SUV is below R\$ 100 thousand

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Mogi das Cruzes - In the most competitive segment of the market today, the compact SUVs, the price often defines customer's choice. Citroën, which works to increase its market share in Brazil, has positioned C4 Cactus as one of the cheapest options, also, offering everything the customer wishes the most: connectivity, design, performance and a brand novelty, the special service.

The Citroën C4 Cactus in the Shine Pack version (top-of-the-line) with 1.6

THP engine - Turbo High Pressure - and automatic transmission has a suggested price of R\$ 99 thousand. The closest competitor in terms of prices starts at R\$ 103 thousand. According to the French brand, the most expensive Cactus will represent 15% of the product's sales mix.

Sales start in September with the option of four other versions: the entry model, Live 1.6, aspirated engine and manual transmission, it goes from R\$ 69 thousand and will have the lowest demand, only 5% of the model sales.

As for the C4 Cactus in the Feel version 1.6 aspirated engine, it will have 15% of sales in the manual version at R\$ 73 thousand 500. The option with manual transmission will represent 25% of the mix and will be sold at R\$ 80 thousand.

There is also the Feel 1.6 version with automatic transmission at R\$ 85 thousand and the Shine model with a 1.6 THP engine at R\$ 95 thousand. Each of these options will have, according to Citroën, a 20% share of sales.

For Ana Thereza Borsari, Country Manager of Peugeot, Citroën and DS in Brazil, the C4 Cactus represents a new Citroën phase in Brazil.

“We believe that this new model can establish a new Citroën presence in the market. We expect to sell 2 thousand units of the C4 Cactus monthly in 2019”.

Citroën and You – The Citroën’s compact SUV also arrives to establish a new positioning of the dealers’ chain in Brazil. After a restructuring that removed the flag from some groups and reduced the chain to 103 stores, Citroën starts an action to provide better care regarding the customer relationship and, this way, obtain fidelity.

The program named Citroën & Você (Citroën

and You) intends to attract the public through a series of initiatives like the guarantee of the brand’s vehicles repurchase with bonus of up to R\$ 3 thousand. Also, the company will give a 10% discount on each car inspection to be used for purchasing auto parts and accessories and more discounts for the purchase of old vehicle components from the brand. And the customer will be able to, at any moment, without prior notice, realize the inspection and the eventual replacement of all vehicle’s fluids without any cost.

Citroën is launching Seguro Conectado (Connected Insurance), a service developed in partnership with Sura Seguros and offered for the first time by a brand in Brazil. Through the installation of a hardware in the car, Seguro Conectado offers information via app on the customer’s way of driving allowing (according to the manufacturer) annual discounts of up to 20%.

“There is a number of other policies that we will adopt together, the brand and the entire chain, which is focused on the commitment of bringing the customers into our home and surprise them with a truly special service”, says Borsari.

With the new C4 Cactus at a competitive price and the new aftermarket policy Citroën intends to double its sales in 2019 getting close to the 50 thousand units volume. **WE**

Ford Trucks expands Cargo line with the 8x2 version

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Farroupilha, RS - Ford Trucks presented on Thursday, 30, the seventh member of the Cargo Torqshift line, the 3031 truck 8x2 version. The vehicle is the result of an investment cycle started in 2012 and, since 2016, has been developed for the Brazilian market and the other countries of South America, especially Chile.

The company inserted the new version in the production line of the factory of São Bernardo do Campo, SP, in February. A small quantity was produced and the units were sent for testing at large customers - such as Ambev,

which has purchased thirty units recently. In August, Ford began regular production of the 3031 8x2 version, with the beginning of sales scheduled for September.

The version arrives to meet a market niche considered promising by Ford in the coming years, the cargo transport on rigid chassis vehicles. The company projects a 20% increase in truck sales in this segment this year compared to last year, around 40,7 thousand units until December, slightly more, slightly less. In August, the expectation is that the company reaches more than 7 thousand units sold.

According to its sales and marketing director, Oswaldo Ramos, the projected growth was built according to the demands of agribusiness. He also highlighted “the success” of the 8x2 model in the transportation of other products: “We received requests for transportation application in tanks, refrigerated loads and dry cargo.”

The development was guided by what Ramos



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called as the new needs from customers in these areas. This made the engineering team add new elements to the vehicle, which powertrain and cabin are the same as the Torqshift line brothers. Among the main novelties are the steerable second shaft and engine with greater power:

“With this element we have been able to increase the model’s load capacity, which in practice means that we can offer a semi light vehicle that has a better cost-benefit relation and without oversizing the vehicle to the customer’s demand”.

The 3031 8x2 is designed to carry 29 tons and has technical capacity for more, to 30 tons. With the increase of the load capacity a new engine was needed. In this case, the Cummins ISB 6.7, of 7 liters with 306 hp.

The project valued, according to the company, the cheaper maintenance. For this, the engineers chose to maximize the number of standard components, in other words, those that are found in the market with greater ease. A new pneumatic system has been installed to allow suspension of the second directional shaft. ABS brakes with electronic brake distribution, the EBD, also integrate the vehicle.

But what is treated as great news by the

company is the automatized transmission of ten gears supplied by Eaton. It is considered “a trump in the commercial planning for the 3031 8x2”, said Ramos: “We inserted this model in the context of automation, a trend that has been growing in the semi-heavy segment. As it is a vehicle based on the cost and optimization of the client’s operation, offering a model equipped with automatized transmission was fundamental”.

The nine-speed manual-gear version is in the portfolio because there are fleet owners who are still resistant to the new transmission technology: “Of the orders we have already received from this model, 80% of the vehicles sold were the automatized version. The remaining 20% are customers who still have a fleet of trucks equipped with manual gearboxes, and it is natural that there is an assimilation time for what is new”.

Other manufacturers also bet on the application of automatized transmission in the segment. Iveco, for example, has a Tector version of this type. Last year, the company projected that by the end of 2019 a slice of 80% of the Brazilian fleet will be formed by vehicles with automatized transmission. In this sense, Ford will expand the transmission to other versions until December.

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Rota 2030 will attract investments from BorgWarner

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São Paulo - Just as Inovar Auto generated demand capable of justifying the nationalization of several product lines, especially those that help in the advance of the vehicles' energy efficiency, Rota 2030 will allow BorgWarner to bring more technologies to its Brazilian operation. This is Vitor Maiellaro's view, its general director, about the new automotive regime –telling that the details are not yet known, waiting for a decree to be published by the government.

For the executive, the search for energy efficiency will force the automakers to adopt products that are available in the BorgWarner portfolio in their future projects, justifying local production: "BorgWarner aims to serve customers in the region where it produces. So it is natural that these lines are installed in our Brazilian units".

Maiellaro did not mention examples of products, but admitted that there are inquiries and requests for budgets by systems not yet available in the Brazilian portfolio: "The automakers will have to show improvements in energy efficiency and vehicle safety. On the efficiency side we have solutions".

He recalls that thanks to Inovar Auto, the automotive regime that ended in December, systems such as turbo flex, timing chain, variable valve timing, viscous drive clutch and starter motors, conventional and start stop, have won lines at local BorgWarner plants - in Itatiba and in Piracicaba in SP, and in Brusque, SC.

Thanks to Inovar Auto, the company has brought three new business units to Brazil- there are five in Brazil now: PDS, Power Drive Systems, which produces starter motors and alternators, Turbo Systems, responsible for turbochargers, Morse Systems, drivetrain chains, Thermal Systems, which manufactures viscous clutches, and Emission Systems, which produces emission control systems. Of the six available in the world only Transmission, which produces automatic transmissions, is not in Brazil.

"Our production has been growing, but we have not yet returned to 2012, 2013 levels. We still have idleness in the factories, but it is decreasing every day and does not impede future investments."

Next year, still in the first semester, the company starts supplying its engine timing systems from its Itatiba unit. The line is already operating in tests, with the first prototypes delivered for a customer to do the validation.

What should take a while, even after the impulse of Rota 2030, is the nationalization of hybrid and electric components. For Maiellaro there is no space for that in the next five years, at least in Brazil: "There are conversations, from engineer to engineer, which have not yet advanced to the quotation stage. These are just queries. It needs a high volume to reduce costs".

He also defends the maintenance of investments in flex technologies before starting electrification. According to the general director of BorgWarner there is wide room for growth in ethanol technology to be explored.

WE

Expointer confirms agribusiness optimism

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Esteio, RS - The last big agribusiness fair in Brazil this year, Expointer will run until Sunday, 2, at the Parque de Exposições (Exhibition Park) of the city. Responsible for 95% of the business made at the fair - which totaled R\$ 2 billion 35 million last year, including animals' sales, family agroindustry and handicrafts - the agricultural machinery and equipment industry is represented by 135 brands of different sizes and lines of action. Rio Grande do Sul, according to the sector's business entity, accounts for 65% of the national production in the segment.

The expectation for this year is to, at least, repeat the numbers of 2017. There is, however, favorable environment that can result in higher value. The Plano Safra 2018/2019 has more than



R\$ 194 billion at disposal for the purchase of agricultural machinery and equipment. The financing rates are from 6% to 9.5% and interest (for funding) decreased by 1.5 percentage points over the previous year.

The feeling is accentuated by projections for another positive grain crop, which is expected to be close to 229 million tons, a 3.8% decrease compared to last year – even so, the second highest historical volume. According to data from Conab, Companhia Nacional de Abastecimento (National Supply Company), the grain producers - cotton, rice, beans, corn and soybeans - consolidated gross revenues of almost R\$ 209 billion last harvest, increase of 25.5% over the one before this.

According to Eduardo Nunes, sales director of Massey Ferguson, “facing the positive projection for the grain crop of Moderfrota with attractive interest rates and good profitability for the producer, agribusiness remains optimistic and growing steadily.”

MACHINERY SALES AT THE FAIR

- 2017** - R\$ 1 billion 923 million
- 2016** - R\$ 1 billion 909 million
- 2015** - R\$ 1 billion 690 million
- 2014** - R\$ 2 billion 713 million

News for the market - Most of the exhibitors present novelties.

Produced in Jesi, Italy, but already with studies for manufacturing in Curitiba, PR, the T4 tractor is one of New Holland’s launches. The model, with a minimum overall width of 1 m 06, turbocharged engine and 28x16 transmission, is suitable for segments such as winemaking, coffee growing, fruit growing and poultry and pig breeding. Saulo Silva, New Holland Agriculture’s marketing manager for tractors recalled that “More and more crops are planted at a shorter line distance because the farmer seeks higher production levels and quantity of plants in a specific area. This is an irreversible trend. The need for even narrower tractors comes from there”.

Another novelty is the TC5090 Rice grain combine, which has a hybrid system, formed by a double rotor and cylinder, and technology that makes it light, with high performance and resistant, fundamental aspects to face the wetland environment, greater mass of straw and abrasive, characteristic of rice cultivation.

Case has launched the Axial-Flow Model 4130 grain combine in the 4x4 version, “which brings more strength, stability and capacity to overcome adversities in the field”. It also won the FPT NEF

6.7 electronic engine with 253 hp, “the strongest of the category”. With the change in powertrain, according to the automaker, field tests show that the equipment consumes 18% less fuel.

Agrale presented the new 6185 tractor, which brings as exclusive standard cabin features retractable steering wheel and air conditioning, and autopilot and GPS as optional. Another outstanding product is the Marruá 4x4 AM200 MO micro bus, developed to meet the specifications of the Programa Caminhos da Escola (Way to School Program). It has a capacity for up to fifteen people and has the option of the mobile armchair device for boarding and disembarking students with disabilities or reduced mobility.

Valtra shows the new line of BH HiTech tractors, with five models from 145 hp to 195 hp. The main new feature is the HiTech3 PowerShift transmission, with automatic transmission within the groups, with eighteen speeds forward and other several for reverse. It can be operated manually with speed changes by buttons or by one of two automatic programming modes which change the speed automatically according to the pre-programmed rotation. The brand still launches five new models of the Generation 4 family: three for the A4s Series, brand new, and another two added to the A4 Series, presented last year.

Tractors from 75 hp to 370 hp are the launches highlighted by Massey Ferguson in this Expointer. The line, presented for the first time at the fair, was prepared to work with large implements, low fuel consumption and high operating efficiency. The brand also exhibits, for the first time in the South of Brazil, the new series of MF 5700 and MF 4700 tractors from 75 hp to 105 hp, which are part of the best-selling segment of the event.

The Indian Mahindra presented the prototype of the model 6060C, its first fruit tractor in the world. Completely developed by Brazilian engineering, located in Dois Irmãos, RS, in partnership with professionals from India, the United States and Japan, the narrower tractor and adapted to the needs of fruit producers will begin to be commercialized in 2019. Buyers from countries such as Argentina, Australia, Chile, Mexico and Peru have already shown interest in the product.

According to its general operations director, Jak Torreta Filho, “this first prototype is built on a 60-hp tractor, but it will also have the 80-hp version”. Mahindra already offers tractors produced in Brazil with power from 26 hp to 95 hp.

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Industry divided over the electric development

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São Paulo - While Rota 2030 is still in the process of becoming a law, and the government, in parallel, works to finalize the Brazilian Electromobility Plan, sectors involved in vehicle electrification discuss which ways of sectorial policy they should follow so that Brazil is integrated into the global context of electric vehicles.

During the electromobility seminar promoted by Anfavea on Tuesday, 28, in São Paulo, representatives of vehicle manufacturers, auto parts and government showed that there is convergence of interests when it comes to developing electric vehicles. The direction to follow, however, is not shared unanimously.

Anfavea believes that the Brazilian history of generation and application of biofuels should not be abandoned in the process. For its president, Antonio Megale, Brazil needs to have the position of a global competitor in the supply of green technologies:

“Even if the world is moving into the electrification, we must show the global market the things we are stronger at. Years of the fuel development, which is sustainable, cannot be discarded. ”

Margarete Gandini, director of the department of industry and mobility and logistics at MDIC, endorsed Anfavea’s comment on the issue, adding that Brazil should choose its way to electrification taking into account its profile different from the countries that chose to encourage production and the use of electric vehicles:

“China, the United States and European countries are the largest pollutants emitters in the world, this is why they have accelerated policies to adopt the electric vehicle. Brazil has a different path, because we do not necessarily have to follow the path of other countries because of our history. We have additional ways in terms of engine technology”.

The view of the auto parts chain, on the other hand, is divergent regarding the way the industry should follow. Gábor János Déak, an adviser at Sindipeças, said that Brazil should focus its efforts on the field of electrification so that it does not miss an “opportunity that will not appear again”, citing that the fleet of ethanol-powered vehicles in the world represents around 4% of the total:

“In the predictable and stable horizon proposed by Rota 2030 we would be able to insert ourselves in the auto parts global chain, which runs towards the electrification, with the emergence of new components for the electric powertrain. The path that we are choosing through Rota, however, is a path of continuity of what has been done so far. But, unfortunately, we represent 3% to 4% of world production, while the other 97% go to the other way”. WE

Mercosur's common car is closer to reality

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São Paulo - Mercosur's long-awaited common car is no longer just a dream to become palpable after the signing of a memorandum of understanding, on Friday, 24, to unify the technical specifications for vehicle production in Brazil and Argentina. The idea – an old industry's wish - is that the car that leaves a Brazilian or Argentine

factory can be sold in both markets without major changes - which, in practice, means a reduction in the automaker's operating costs.

The two governments have decided to start working together on safety items and there is apparently good will on both sides to converge - last year, for example, Argentina

postponed (to 2020) the mandatory ESP, stability control system, for new models, previously scheduled for 2018. At the time, the president of Adefa (an entity that in Argentina corresponds to Anfavea) Luis Fernando Pelaéz Gamboa, told Autoblog, a Brazilian publication, that the reason for this postponement was to align the dates with the Brazilian industry.

From the operational cost point of view, there are two factors that would reduce expenses on the development of the common car. One of them is the calibration of the engine, which is different in both countries depending on the types of fuel used - in Brazil, there is a larger portion of ethanol in gasoline, which requires adjustment in the vehicle that is exported to the neighboring market.

Another point is related to technical standards: a model that is produced in Argentina goes through homologation following the criteria established there. When this same vehicle is exported to Brazil the manufacturer has to carry out new tests, now following the Brazilian requirements. With the standardization signaled by the memorandum of intentions, a vehicle homologated in Argentina would be accepted in Brazil and this would eliminate a

stage of the process as it is currently done.

The constant up and down of the Argentine and Brazilian markets explain the intention of the manufacturers to unify the specifications. In recent years vehicle sales in Brazil has been declining and, in Argentina, the trajectory has been the opposite. Now the scenario was reversed on both sides: it increases in Brazil and begins to decrease in Argentina, which is going through economic crisis.

According to Sindipeças, Brazilian auto parts and components exports to Argentina decreased 15.3% in July, compared to the same month last year. Being able to obtain the right direction to one side or the other without constantly change the factory schedule helps planning and, therefore, reduces costs.

The technical groups from both countries are about to start working together. The results of vehicle safety are expected to come out in 180 days. According to the Ministry of Industry, Foreign Trade and Services (MDIC), it is estimated that the whole regulations convergence process will take around two years.

Bruno de Oliveira and Caio Bednarski collaborated for this issue.

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