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Volkswagen receives the AutoData Award for Company of the Year

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Photo: Rafael Gusato

São Paulo - Volkswagen was elected Company of the Year by AutoData Award 2018. All the winning companies of the twelve business categories competed for the prize, decided by jurors chosen by AutoData board of directors.

Winner of the Exporter category, Volkswagen was (like last year), once again, the largest vehicles exporter in Brazil. More: the company expanded its foreign sales by sending 1.4 TSI gasoline engines to the factory it maintains in Puebla, Mexico. Until 2020, 300 thousand units will be shipped to the North American unit where Jetta is produced.

The trophy was given on Thursday night, 22, on a gala evening that brought together the main representatives of the automotive sector at the Prodigy Grand Hotel Berrini, in the South region of São Paulo. Priscilla Cortezze, director of corporate affairs and press relations, received the trophy.

Carlos Zarlenga, president of General Motors Mercosur, was also awarded: he was elected Personality of the Year - this vote was made with all voters of the AutoData publications and the participants of the AutoData Congress Perspectives 2019.

The other winners were announced earlier this month. Remind the list: [WE](#)

OEM of Light Vehicles	General Motors
OEM of Trucks and Buses	Volkswagen Caminhões e Ônibus
OEM of Agricultural and Highway Construction Machinery	John Deere
Systems Suppliers	Bosch
Auto Parts and Components Suppliers	NGK
Quality and Partnership	NGK
Powertrain	MWM
Producer of Truck and Bus Bodies	Marcopolo
Management	Honda
Technological Development	Toyota
Exporter	Volkswagen
Marketing, Communication and Advertisement	Hyundai
Cars	Toyota Yaris
Light Commercial Vehicles	Fiat Toro
Trucks	Scania Super Rodotrem R620 6x4 V8
Buses	Mercedes-Benz O 500 RSD
Imported Vehicles	Ford Mustang

Peugeot will have more and more SUVs and commercial vehicles

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São Paulo - Brazilian consumers will start to get used to a bigger SUVs and light commercial vehicles in Peugeot's portfolio. The segments that received most novelties since last year - 3008 and 5008 came as SUVs, while Expert, Partner and now the Boxer are the novelties for the commercial vehicles- still the big bet to increase market share in the Brazilian market.

To the global CEO Jean-Philippe Imparato, who arrived in Brazil on Tuesday, 20, (for his traditional annual visit), the Brazilian board presented the goals for 2019: to increase market share by 1% to



1.3%, which would represent (in the accounts of the director Ana Theresa Borsari) a 50% increase in Peugeot sales, which in 2018, are expected to close the year at the 26 thousand units.

“I am convinced that up to 3% market share (in the medium term) is in our hands”, the executive said at a lunch with journalists on Wednesday, May 21, in São Paulo. “Without doing toxic business, I’d rather have a smaller share playing fair than reaching 5% compromising the margins”.

What Imparato calls toxic businesses are direct sales and rental companies with tight margins and low profitability. According to the CEO, the Latin American operation of the PSA Group is profitable and should remain so.

Imparato gave no details, but said the local production of another SUV is on the Group’s radar for the Porto Real unit, RJ. The Uruguayan factory (which produces Peugeot and Citroën commercial vehicles) is being expanded. «We have the capacity occupied in our three factories of commercial vehicles. We now have a 22% market share in this segment in the European market».

But that focus on SUVs and commercial vehicles does not mean that Peugeot has abandoned the hatches and sedans. For Imparato, the hatch 208 (the entry model of the brand in Brazil) will have a long life - and in retail: «The companies ask us for the 208, they say that their customers look for our model. But our goal is to favor sales to the end consumer».

Raising the resale value of Peugeot models is one of the pillars for the brand’s change of image in the Brazilian market. The executives recognize that the company still pays for past mistakes, especially in the lack of aftermarket care. The latest customer satisfaction figures, however, indicate that the scratched image is getting in the past. According to Imparato, the recent results have been exceptional.

This customer concern is also reflected in Peugeot’s strategy for electric vehicles in Brazil. In Europe, every launch will have the option of combustion and electric motorization, which opens the opportunity for a similar strategy to be designed in Brazil. «It will depend on the consumer’s will.»

The global CEO also revealed, without giving details, that the PSA Group’s car sharing service (the Free2Move) may come to Brazil.

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Neo Rodas invests R\$ 20 million in painting factory

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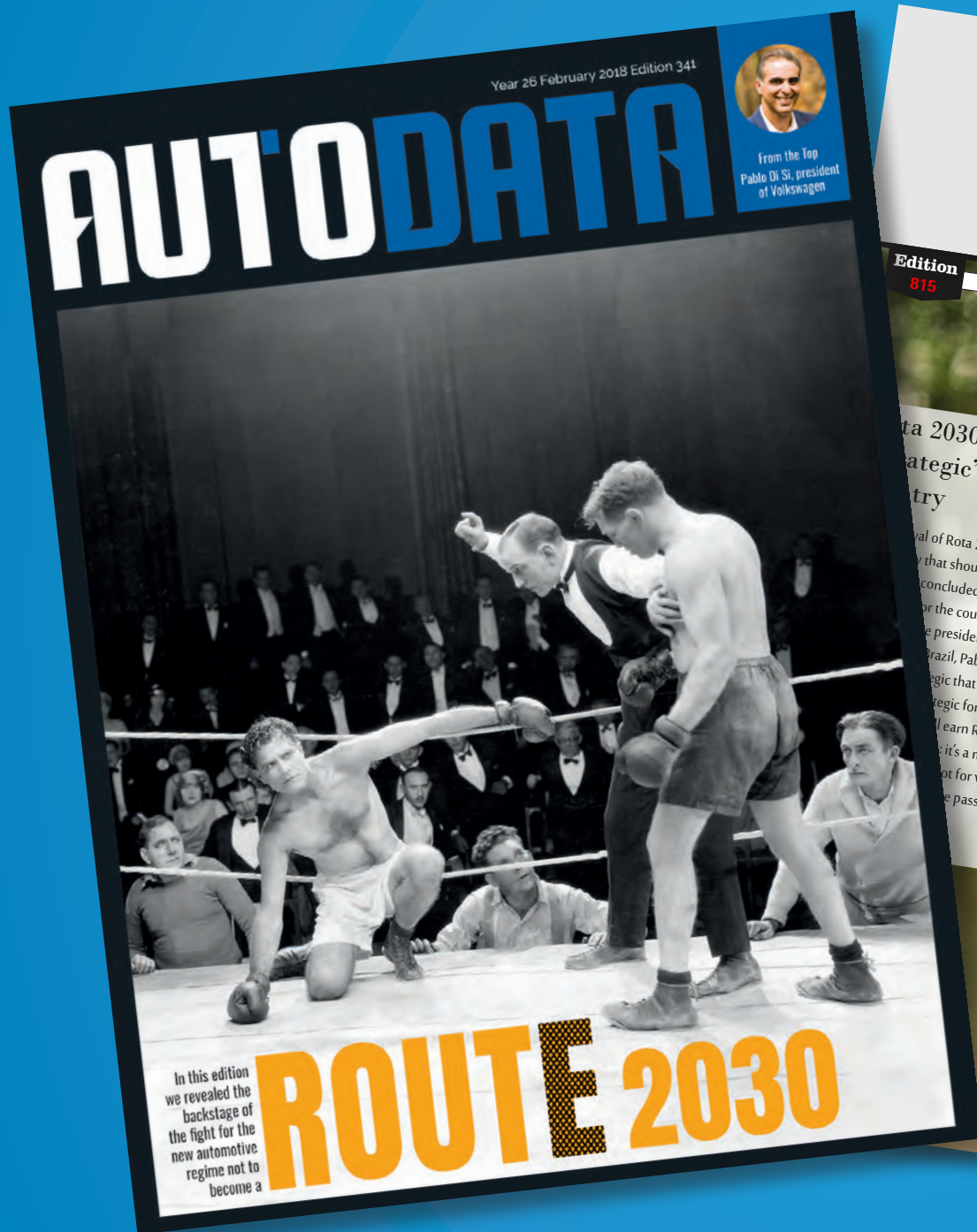
São Paulo - Neo Rodas invested R\$ 20 million to acquire a new automatic painting factory, which will increase the company's production capacity to 150 thousand wheels per month. As the company said in a statement released on Wednesday, 21, this is the largest investment since the beginning of its operations, two years ago.

Most of the factory will be of automatic powder coating and liquid paint lines, following the latest technologies in the market and meeting the demanding global automakers standards. The operations start of the new unit is scheduled for the second half, next year.

According to Neo Rodas, the investment shows that the company remains committed to its customers in search of better resources, in addition to believing in the automotive market in Brazil and in the region. Currently, the company supplies BYD, FCA, Hyundai-Caoa, Lifan, General Motors, Mitsubishi and Volkswagen.

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Lenses see Ghosn sur scène

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São Paulo - When good part of the Brazilian press accepts Carlos Ghosn's report of tax fraud and personal money-making by Nissan, it may be worth trying to see the problem in the opposite direction. In this way, the panorama seen from the bird's eye would show another scenario, that of the gaijin that was tolerated until the company presented even better annual results than those of its older partner (Renault) and that could already be discarded.

It is known that Ghosn caused Nissan's revival, rescued it from the mud of bankruptcy. It would not have happened without him. They thanked him greatly and even raised his status as a manga

hero. But they simply did not like him, some automotive sources believe - after nineteen years and surfing waves more than satisfying Nissan would have made the decision to get rid of the partner who disturbs its history.

It is true that there are two strong accusations against the French-Brazilian Carlos Ghosn, something that will certainly be understood later when the case gets more developed. But the observers' attention was drawn to the fact that the president Hiroto Saikawa (Ghosn's successor in the company's direction) did not even consider granting him the indulgence of doubt: he accepted without any discussion the conclusion of the prosecution that locks Ghosn for 21 days in a prison where only Japanese is the authorized language. In other words: he threw him to the sharks – a circumstance in which Renault's attitude was infinitely more sober.

It is a paradox because Saikawa was considered (in the internal world of Renault Nissan Mitsubishi, according to sources) Ghosn's heir, his successor in a merger process of the companies predicted to be designed until December 2020. Perhaps, according to another source, Nissan's internal world had other plans.

Another paradox that unites the sources' unanimous opinions is about Ghosn's reasons for deceiving Japan's laws and the best business practices: would it be worth for a well-paid and well-recognized professional, always above good and evil?

Many of these responses are likely to be found in the lower levels of the human factor H (from human) claims one of the sources, quite close to the facts. Carlos Ghosn would be the mirror of shame for the company's pride, and after that tenebrous process that cost five factories and 21 thousand jobs, announced at Tokyo Auto Show in 1999, it was time to get rid of the undesirable partner, including Renault.

So, for sources closer to Paris, the Alliance partner's attitude "borders on cheating followed by precipitated attitudes" - that simply have no way back. In other words: the idea of the Alliance would be definitely buried.

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After corrections, Rota 2030 goes to sanction

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São Paulo - The provisional measure that created Rota 2030 (the new policy for the auto sector) followed its way for presidential sanction on Tuesday, 20. The document had already been approved by the Senate, but the House of Representatives requested corrections in some sections of the text last week, which delayed its route to Brazil's presidency.

According to Anfavea, the changes that were made and approved by the Senate on Tuesday do not interfere in the merit of the approved text nor interfere the incentives. Once the document is signed, which should happen from Wednesday 21st, the president of Brazil will have fifteen working days to sanction it. In this period, changes in the law's text may be made.

The document sent to the President kept absent the part concerning vehicle importers, an important part that had been proposed by a deputy, which was voted and approved in the Chamber and changed the text of the rapporteur. There is expectation around the theme because,

once inserted in the final text, the emphasis on importers may represent new restrictions risk in the WTO, World Trade Organization, as happened with the previous policy, Inovar Auto.

The PM creates a new tax regime for automakers to stimulate investments in research and development of products and technologies. The main measure of the new regime is the granting of up to R\$ 1.5 billion per year of tax credit to the industry, if the participating companies of Rota 2030 invest at least R\$ 5 billion per year in R&D.

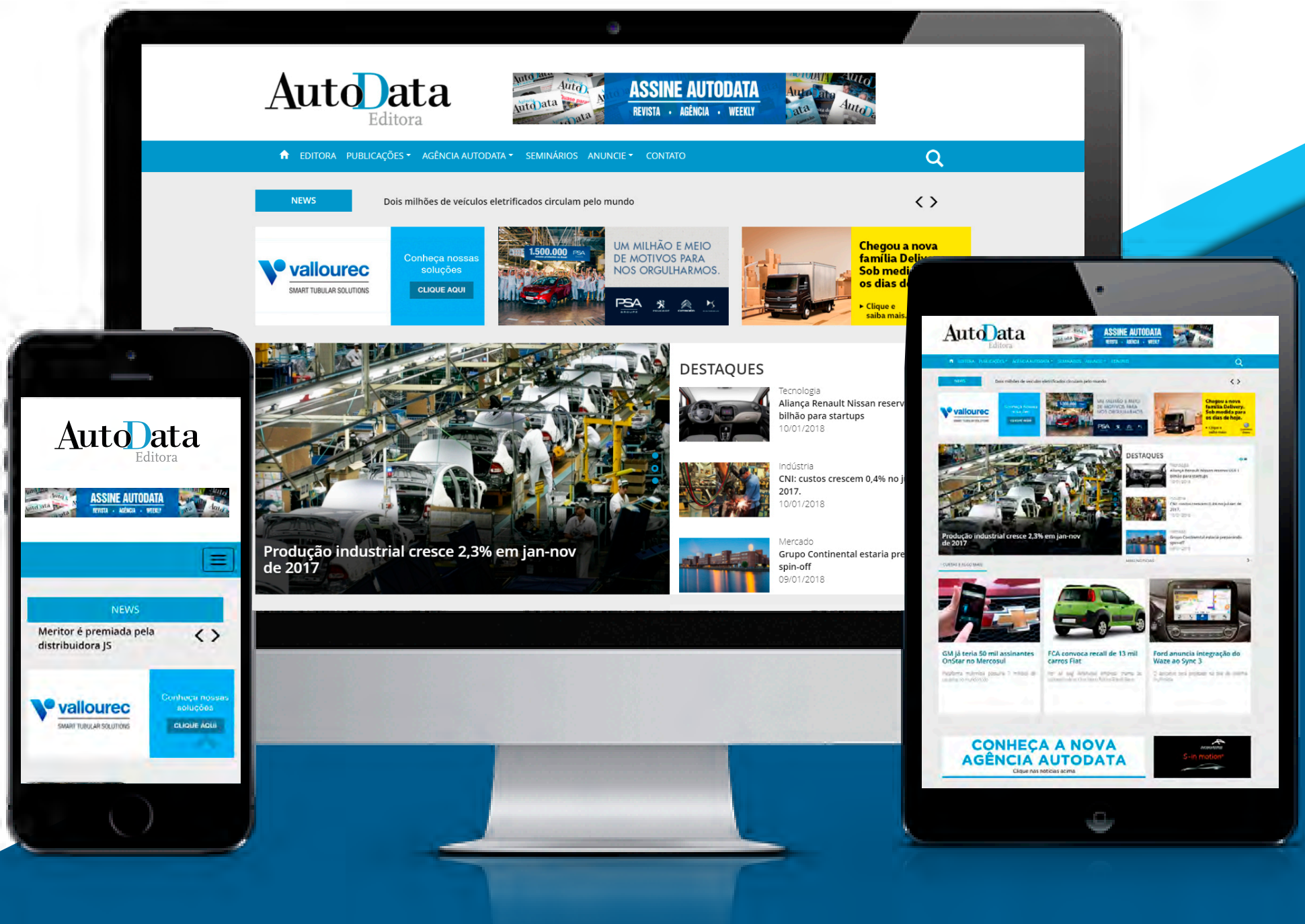
One of the main changes approved by the parliamentarians related to the text sent by the executive branch is the five-year extension of the regime for automakers located in the North region of Brazil, where BMW, Harley-Davidson, Honda and Yamaha motorcycle productions are concentrated, and for the manufacturers of the Northeast region, Ford and Fiat Chrysler.

For the Midwest region, the benefit will end in 2020.

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