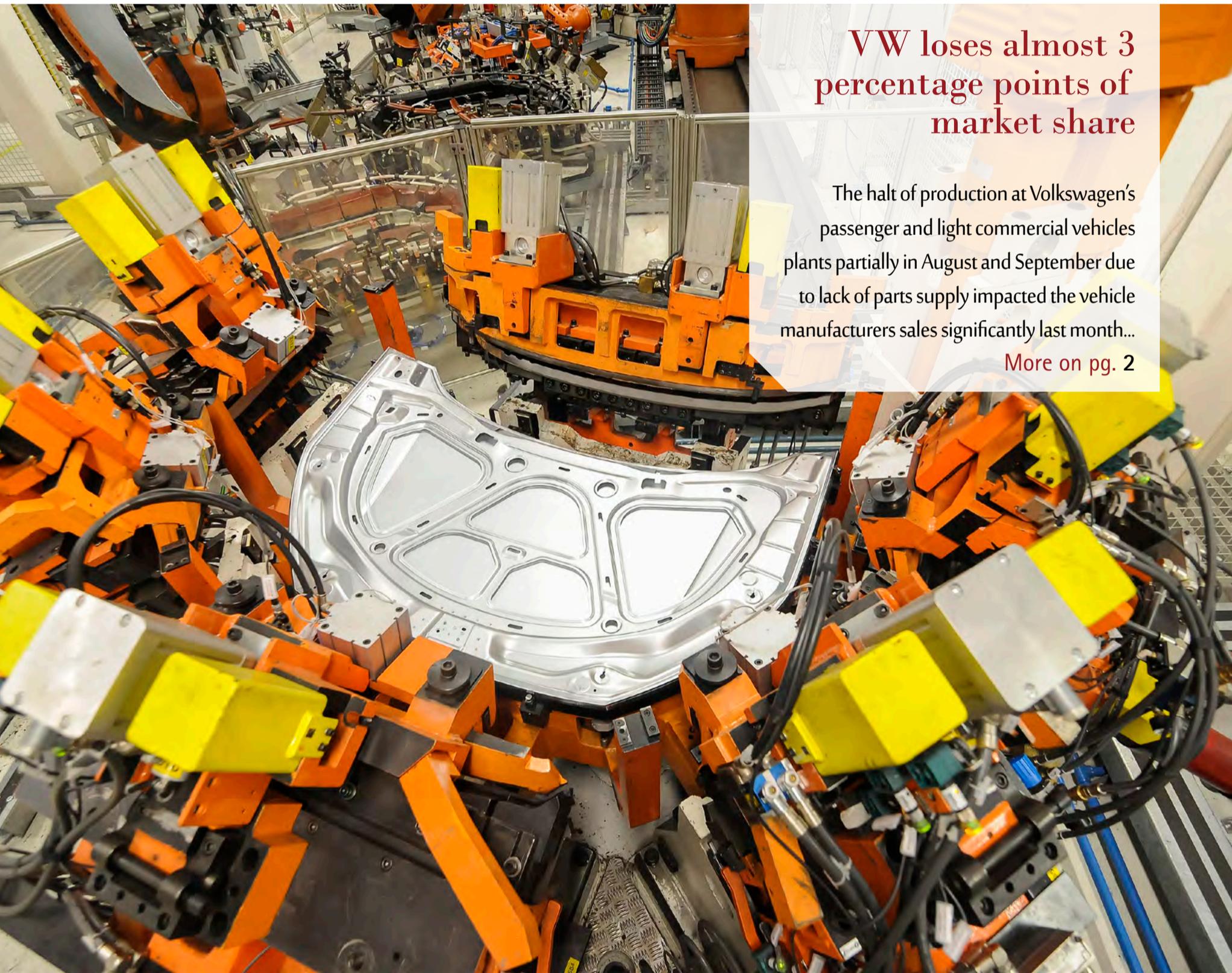


AutoData

NEWS AGENCY WEEKLY EDITION

Edition
752

Weekly Brazilian automotive industry news | 10.10 to 10.14.2016 Year XII



VW loses almost 3 percentage points of market share

The halt of production at Volkswagen's passenger and light commercial vehicles plants partially in August and September due to lack of parts supply impacted the vehicle manufacturers sales significantly last month...

[More on pg. 2](#)

Small hatchbacks and SUV's gain market share this year

[More on pg. 4](#)

Small, more than notable

[More on pg. 6](#)

Dana to acquire Sifco plants in Campinas and Jundiaí

[More on pg. 8](#)

VW loses almost 3 percentage points of market share

Décio Costa | decio@autodata.com.br

The halt of production at Volkswagen's passenger and light commercial vehicles plants partially in August and September due to lack of parts supply impacted the vehicle manufacturers sales significantly last month.

According to Fenabrave and Anfavea, the company closed in the 3rd position of the bestselling vehicle manufacturers with a market share point 48% in August. The following month, it dropped to the 7th position, with sales of 11.7 thousand units, which represented a market share of 7.61%.

The result is a signal that the vehicle manufacturer achieved Avon that was below adequate for the demand. According to David Howells, in a conversation with AutoData magazine a few weeks ago, the company should step on the accelerator of production during the last months of the year, making use of overtime in order to recover its lost share. The plan calls for production of at least 50,000 units per month in November and December, against the previous average of 35,000 units.

The vehicle manufacturer, however, still closed in the 3rd position of the ranking for the 1st 9 months of the year, with sales of 178.7 thousand, representing market share of 12.25%. As production celebrates at the plants during the last 2 months here, the company believes that should, at least, regaining a 14% share of the domestic market, recovering space lost throughout the year. According to the vehicle manufacturer, since the beginning of 2015, the company's plants loss production of more than 150,000 vehicles to lack of components supplied by companies from Grupo Prevent.

The top seller of passenger and light commercial vehicles in September closed to reporters which increased the gap over second-ranked Fiat. Last month, the market sold 28.2 thousand Chevrolet vehicles, resulting in the 18.25% market share. In August, the company closed with sales of 30.7



thousand vehicles, representing a share of 17.26%.

During the first 9 months of the year, GM closed in the 1st position of the ranking with sales of 246.1 thousand vehicles, representing a market share of 16.87%.

It was followed by the, which registered sales of 21.9 thousand passenger and light commercial vehicles last month, representing a market share of 14.18%. The result placed the vehicle manufacturer in the 2nd position of the ranking of 2 September, resulting from sales of 223.9 thousand units, representing a market share of 15.5%.

The 3rd position in September went to Hyundai, which registered sales of almost 17,000 units last month, representing a 10.97% market share. Between January and September, however, with sales of 146,000 units, it closed the 4th position with a market share of 10%.

Ford, which registered sales of 16,000 passenger and light commercial vehicles in September, closed in the 4th position of the ranking, with 10.33% market share. Year to date, however, sales of 130.9 thousand units, representing market share 8.97%, placed it behind Toyota, which closed the 6th position.

Toyota closed in the 5th position in September and year to date, with market shares of 9%. The market acquired 14.3 thousand units last month and 133.9 thousand passenger and light commercial vehicles of the brand during the first nine months of the year

Renault, 6th in the ranking, closed with a market share of 7.82%, followed by Volkswagen, 7.61%, Honda, 6.47%, Nissan, 4.09%, and Jeep, with a 2.96% share of the passenger and light commercial vehicles market.



GM

Small hatchbacks and SUV's gain market share this year

Alzira Rodrigues | alzira@autodata.com.br

Small hatchbacks and SUVs have grown the most this year. The former segment dominates sales during the first nine months of the year, with a share of 25.7%, when compared to the 22.3% share detained during the same period last year. SUV's already detain and 18% market share, after growing 4 percentage points when compared to the same period last year.

This positive behavior of both segments this felt in the ranking of best-selling novels in Brazil, which has two small hatchbacks at the top - the leader, Chevrolet Onyx, and the second-ranked Hyundai HB20 - and two SUV's, the Jeep Renegade and the Honda HR-V, among the top 10 best-selling models.

The Renegade closed September in the 7th position of the ranking, after registering sales of 4456 units. During the first 9 months of the year, it closed in the 5th position, with sales of 39.4 thousand units. The Honda HR-V closed in the 9th position last month, with sales of 3844 units, and in the 7th position year-to-date, with almost 44,000 units licensed.

The Onyx has been in the leadership position with a good gap from the 2nd -ranked model. GM's model registered sales of 12.6 thousand units in September, and more than 105,000 units during the 1st 9 months of the year. The HD-20 closed last month with sales of 10,000 units, and the 1st 9 months of the year with sales of 85.9 thousand units. The Ford KA closed in the 3rd position market in September and year-to-date, with sales of 6.6 thousand units and 55.4 thousand units, respectively.

The Chevrolet Prisma closed in the 4th position of the ranking September, but sales of 5344 units, and in the 6th position year year-to-date, with sales of 48.2 thousand units, behind the Toyota Corolla, 5th in the year today to ranking, with sales of 48,637 units, very close to the 48,658 units licensed by the Fiat Palio, 5th in the year-to-date ranking. The Renault Sandero closed in the 8th position in the year to date ranking, with sales of 43,762 units, and the Volkswagen Gol is the 9th, with 43,000 units.

Entry-level Models - Worthy of note, the Fiat Mobi, launched during the 1st semester of this year, closed in the 10th position in September, with sales of 3264 units.

Fiat's new model is in the entry-level segment, which includes the Palio, Gol, Ka, and the Toyota Etios, among others. According to Fenabrave, this segment has been losing market share this year not only to the small hatchbacks, but also to the SUV's. Entry-level cars dominated 24% of sales between January and September 2015, which dropped to 20.8% during the same period this year.

In the 4th position of this ranking, small sedans, which have maintained market share of around 17%, and, in the 5th position, the medium sedans, with a market share of 8.5% this year, a drop of 0.5 percentage points when compared to the same period last year.

WE

Small, more than notable

AutoData Newsdesk | redacaoad@autodata.com.br



Hyundai

Not every vehicle manufacturer is complaining about the domestic market in 2016. Hyundai Motor Brasil, one of the more recent newcomers to establish a manufacturing facility in the country, celebrated on Monday, 10, after only 4 years of sales of its 1st locally produced vehicle, the HB20, surprising numbers.

Although the plant located in the city of Piracicaba, in the state of São Paulo, was officially inaugurated at the beginning of November, the first hatchbacks started being sold to the dealers already in October 2012.

Last year, both configurations of the body were submitted to their first facelifts, gaining traces

already present in the brand's global models. Recently, the company increased its offer of engines and, in addition to the 1.0 and 1.6 aspirated versions, launched versions of the HB20 equipped with the 1.0 Turbo.

During these past 4 years, 460.4 thousand units of the hatchback - HB20, HB20X, and HB20 R spec - were licensed, as well as 182.5 thousand units of the sedan, according to a study conducted by Fenabrave.

During the 1st 9 months of this year, sales totaled 119.8 thousand units, including 85.9 thousand units of the hatchbacks, and 33.9 thousand sedans. As a result, the model made Hyundai become the brand that achieved the highest growth during the past 3 years in the country.

In September, the Hyundai brand - which includes locally-produced and imported vehicles by CAO Hyundai - occupied, for the 1st time in history, the 2nd position in the countries passenger vehicles segment, with sales of 16.7 thousand units, resulting in a market share of 12.7%. During the first 9 months of this year, it closed in the 4th position of the best selling brands, with sales of 146,000 passenger and light commercial vehicles.

New strengthening - The plant in Piracicaba, after initial investments valued at US\$ 700 million that placed annual production capacity at 180,000 vehicles, is already working to strengthen the brand's sales here. The unit will produce the Creta, a compact sport-utility that should be officially introduced during the São Paulo International Auto Show next month.

The vehicle manufacturer guarantees that the SUV was conceived on the mantra sedan platform, unlike the HB20 family, which derives from the base of the i20, a model that is not sold in the Brazilian market. Despite being exhibited at the event, the Creta should go on sale sometime in 2017.

Dana to acquire Sifco plants in Campinas and Jundiaí

AutoData Newsdesk | redacaoad@autodata.com.br

Dana announced on Wednesday, 12, it plans to acquire Sifco's operations in the cities of Campinas and Jundiaí, in the state of São Paulo, which produce forged and metal worked parts. The company did not divulge the value of the offer, which was the only one made after the bidding process was announced approximately 2 weeks ago. Sifco has been in bankruptcy protection since 2014, and the company's creditors must approve the deal.

Dana stated that the financial terms of the contract are subject to the resulting conditions of the closing of the deal. It is expected that the deal should be concluded by the end of this year.

The acquisition of assets should ensure the continuity of Dana's important business in the country. In 2011, it made its biggest acquisition in Brazil - for US\$ 150 million, it acquired the distribution rights to front non-traction axles produced by Sifco, which belongs to Grupo Brasil.

In practice, Dana acquired at the time the partner's production, and now is effectively attempting to acquire the productive structure. The



AWARD WINNING PERFORMANCE

GKN do Brasil are proud to be recognised by Toyota for their award-winning "Quality Excellence Performance", for the third consecutive year.

To find out more, visit: www.gkndriveline.com



contract, at the time, determined that, for a 10-year period - with a possible 5-year extension - Sifco would supply exclusively to Dana, which would, in turn, acquire exclusively from Sifco.

The acquisition of the production assets signals Dana's disposition to continue strongly in the segment and even expand its portfolio, since the intended operations also produce crankshafts, among other components.

"This acquisition should increase Dana's presence in Brasil, with the expansion of our product offering," stated Raul Germany, Dana's chief executive in Brazil.

The acquisition also plays a comforting role to the market, according to Luiz Pedro Ferreira, institutional director: "It strengthens Dana's position, which is now more vertically integrated, which provides greater stability to the supply chain."

"This is an opportune moment to invest in select and strategic assets in Brazil, which further strengthen our image of a leading and reliable supplier," stated James Kamsickas, president of Dana, who also stated in a press release that the company has been in Brazil for 70 years.

Dana projects, manufactures and distributes products in Brazil to practically every major automobile, commercial vehicles and off-road equipment manufacturer. It has a significant global presence in the supply of transmission, sealing, and thermal management technologies and supplies directly to the manufacturers and the after-market.

The company was founded in 1904 and has its headquarters in Maumee, Ohio. It currently has a global workforce of 23 thousand people and is present in 25 countries. Last year, it registered revenues of approximately US\$ 6.1 billion. In addition to Brasil, where it has manufacturing facilities located in Gravataí, in the state of Rio Grande do Sul, and Sorocaba and Diadema, in the state of São Paulo, it is also present in other South American countries such as Argentina, Colombia and Ecuador.

WE