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Onix, the August sales champion

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Onix, the August sales champion in Brazil

Marcos Rozen | rozen@autodata.com.br



August will only be the second month in 2015 in which the Palio will not be the model sales leader in Brazil. In March, the hatchback was overcome by another Fiat, the Strada light pickup, but this month, the victory will be conquered by a direct competitor: the Onix.

Up to Thursday, 27, almost 9.9 thousand units of the Chevrolet model have been licensed, according to numbers from Fenabrave, based on Renavam. Despite the remaining two working days for the end of the month, Friday, 28 and Monday, 31, the advantage of the Onix is

more than enough to allow it to become the victorious model for the month, with a significant leeway: the runner-up, with 8.3 thousand units licensed during the same period, is the Palio itself.

The Fiat Strada is in the 3rd position of the ranking, with 8.2 thousand units licensed. Therefore, with only two working days left for the end of August, the top 3 positions are filled by models that have managed to lead the market in at least one month this year.

The Strada's position, however, is being threatened

by Hyundai's HB20, which has been consistently maintaining itself among the list of best selling models with significant competence: 8000 units licensed, according to Renavam data, in the 4th position.

The four leaders have opened a significant leeway when compared to the rest of the players. The group of the five best selling models during the period becomes complete with the Ford Ka, 6.1 thousand units licensed. The Renault Sandero, a surprise, with 5.9 thousand units licensed, is in the 6th position, followed by the Fiat Uno, with 5.6 thousand units, in the 7th position.

The first Volkswagen in the list, only in the 8th position, is the Gol, with 5.2 thousand units licensed. At least, it is accompanied by another model of the brand, in 9th, the Fox, with practically the same volume, that is, 5.2 thousand units. The always impressive Corolla closes the list in the 10th position, with 5.1 thousand units licensed - holding on to its condition as the best selling sedan in the country, also ahead of the compact models in its category.

Once again, the excellent performance of the HR-V has rendered it the 12th position, with 4.7 thousand units licensed during the period - it is between the Corolla

and the Up!. The latter is in the 11th position, with 4.9 thousand units licensed. Once again, the model should win the battle against the Jeep Renegade, which is already starting to see FCA's target of making it the leader in the compact SUV segment in 2015 as mission impossible: it is in the 17th position this month with 4000 units licensed, nevertheless, still a good performance.

Within this segment, the two models continue ahead of the traditional Ford EcoSport and Renault Duster, which are close to each other, with approximately 2.6 thousand units licensed each, distant from the competition.

It is worth noting that the tight battle between three of the compact sedans is happening once again: Siena, Prisma, and HB20S appear in sequence from the 13th to the 15th positions, with 4.5 thousand units for the Fiat, 4.3 thousand units for the Chevrolet, and 4000 units for the Hyundai.

In the medium pickup category, the Toyota Hilux has once again performed better than the Chevrolet S10 for the month: up to now, 2.4 thousand against 1.5 thousand units.

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Default rate on vehicle loans closes at 3.9% once again

André Barros | andreb@autodata.com.br



For the eighth month in a row, the default rate of individual consumer vehicle loans in arrears for more than 90 days, which closed at 3.9%, remained the same. The information was divulged by the Brazilian Central Bank on Wednesday morning, 26.

The last time this ratio exhibited any change when compared to the previous month was in December of last year, when it dropped from 4.1% in November, to 3.9%. Since then, the ratio has remained unchanged at 3.9% - in 2015, from January to July, it did not show any change.

Compared to July of last year, when the default rate was 4.9%, the ratio dropped 0.9 percentage points.

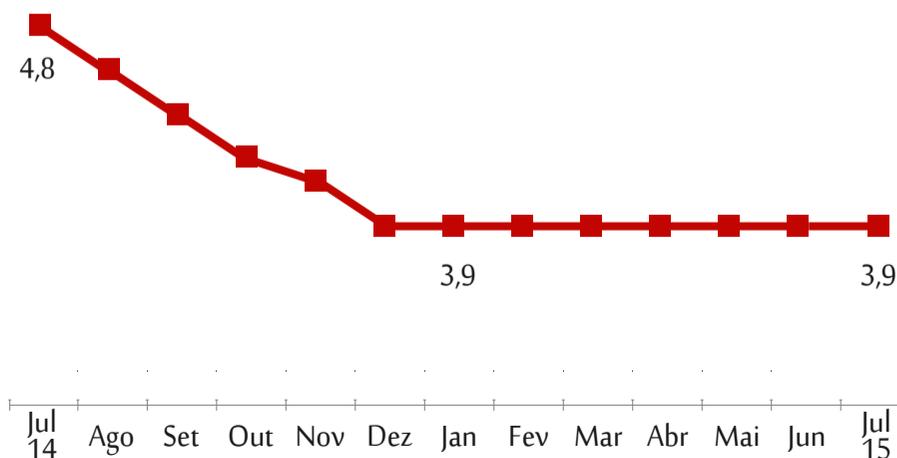
The default rate has not registered any positive change since May of last year, when delays on payments increased from 4.9% to 5%.

According to the Central Bank, the 90-day default rate in July registered by all types of loans in the financial system accounted for 3% of the total value of loans, an increase of 0.1 percentage points when compared to June.

The level of delays from credit to families increased 0.2 percentage points during the period, reaching 3.8%. Operations with companies suffered an increase of 0.1 percentage points, reaching 2.4% of the total. **WE**

Vehicle default loan rates (%)

Fonte: Banco Central do Brasil



Mercedes-Benz metalworkers take to the streets to protest against dismissals

André Barros | andreb@autodata.com.br

Workers from Mercedes-Benz and other companies represented by the ABC Metalworkers Union participated on Wednesday morning, 26, of the March Against Dismissals, protesting against the dismissal of 1.5 thousand workers at the Mercedes-Benz plant in São Bernardo do Campo, SP, as of September 1.

The objective, according to the union's press release, is to make the company revert the decision and return to the negotiation regarding a possible agreement about implementing the PPE, Employment Protection Program. Not by coincidence, the protest had

Rassini as the ultimate destination: the automotive parts manufacturer was the first company in the region to join the program created by the federal government in July.

"The agreement at Rassini is an example for all Brazilian companies and workers," stated Sérgio Nobre, secretary-general of CUT, the Worker's Central, in a press release. "The company suffered a drop in production but searched for a dialogue and alternatives to protect employment with dignity. The PPE is an alternative for Mercedes-Benz."

According to the union, more than 10,000 workers participated in the March, which left from



the Mercedes-Benz main gate. Since Monday, 24, the workers had been on strike at the unit, protesting against the dismissals, which began being announced last week through telegrams sent to the workers who were at home, still on leave with pay.

The union alleges the dismissals at Mercedes-Benz can generate more unemployment in the region. "It will be a tragedy for the productive chain and society. For each person dismissed here, four workers will also lose their jobs," stated the union's vice president, Aroaldo Oliveira da Silva. "We will not allow this."

Mercedes-Benz alleges it has an excessive workforce of 2000 workers at the plant in São Bernardo do Campo and that the simple joining of the PPE would not be enough to solve the unit's competitiveness problems. In June, the company offered an agreement that included a mix of PPE, salary freeze, and voluntary dismissal program, among other measures, but the workers, during an assembly, refused the offer.

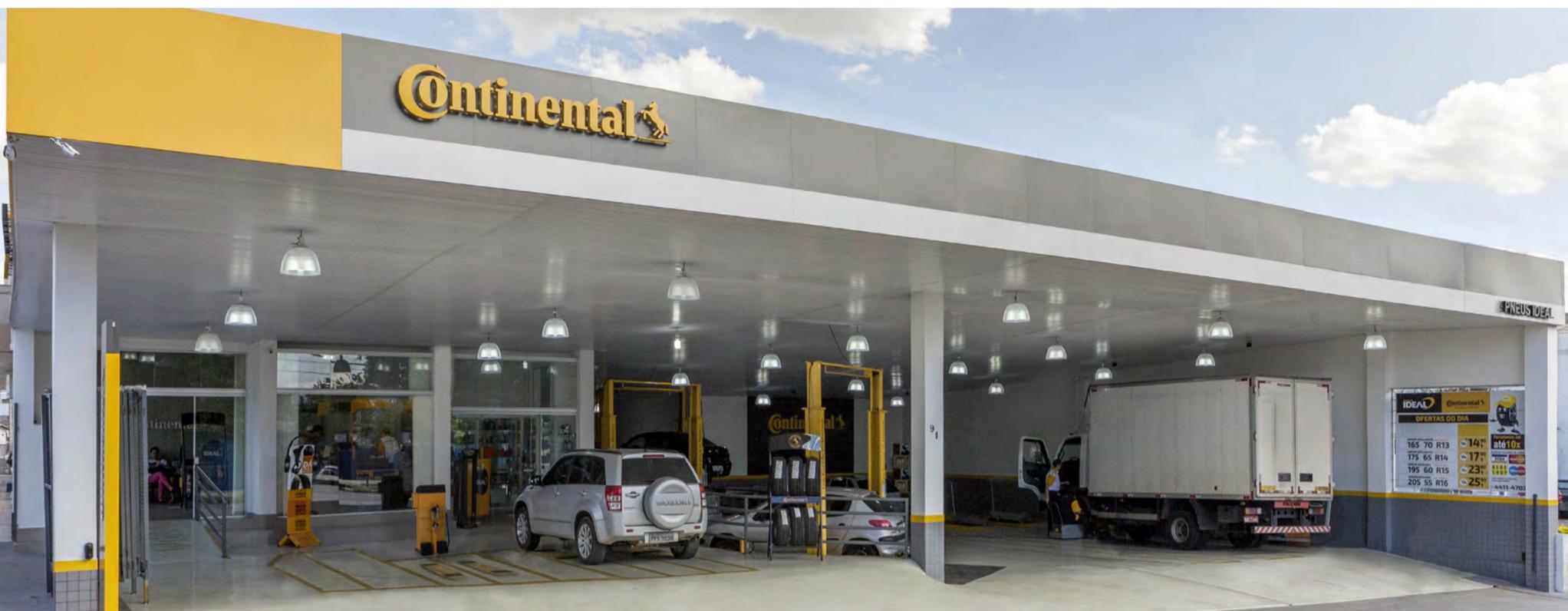
WITHOUT AGREEMENT - In Taubaté, state of São Paulo, the 5000 workers at Volkswagens plant, which produces the Gol, Voyage, and Up!, remain on strike,

which has lasted for more than one week - after a conciliation meeting between company representatives and the local metalworkers union at the regional labor court in Campinas, SP, which ended without an agreement on Tuesday, 25. A new meeting has been set for Monday, 31. According to the union, Volkswagen did not comply with the agreement of 2012, which is valid up to 2017, as the company fired approximately 50 workers, going against its promise of providing job stability. They asked for these workers to be readmitted.

Still according to the union, the company alleged it has been experiencing drops in sales during the past seven months of the year and the measures of flexibility that were adopted, such as collective vacations and bank of hours, have been insufficient to adjust production to demand and provide financial equilibrium to the Taubaté plant.

The strike began on Monday, 17, and should continue if an agreement is not made, informed the president of the union, Hernani Lobato, in a statement: "We thank the workers and former workers who joined the strike and we count on the support of everyone to be victorious in this fight." **WE**





Continental Tires and Mobil lubricants form a partnership

[AutoData Newsdesk](#) | redacaoad@autodata.com.br

Continental Tires dealers will be able to offer the Mobil oil change system in Brazil. In an agreement, the supplier of lubricants will allow a series of benefits to the Continental Tires dealers, which can serve to expand the flow of people at the stores and, as a consequence, increase revenues.

According to the agreement, the dealers of the brand will be able to adopt the Mobil Intelligent Change system, which stores the lubricant in tanks from which they are directly delivered to the vehicles' engines without the need of handling plastic containers, also preventing waste of oil. As a result, the tire dealers expect to attract more people.

"Consumers ask dealers of the brand for other services," stated Renato Sarzano, director-superintendent of Continental Tires, in the statement divulged by the company.

The oil change is the main item requested by the consumers when the issue relates to vehicle maintenance, according to studies conducted by the company. Visits to the stores are also frequent: on average, every 5000 km, the consumer replaces the lubricant. The average time spent at the store is also short, 30 minutes, in 85% of the cases.

In addition, all of these factors generate more services and increase the portfolio of customers, according to the company.

"We chose to work together with Mobil because, like us, it is a company that is concerned about offering high value-added products that involve leading technology, always with respect to the environment. It also fits nicely in the preference of our dealer network," completed Sarzano.

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Indian confirms entry in the Brazilian market

AutoData Newsdesk | redacaoad@autodata.com.br



Indian Motorcycle confirmed on Thursday, 27, through a press release, that it will enter the Brazilian market. The brand will be officially launched in the country during the Two Wheels Show, in early October, in São Paulo.

The brand is traditional and carries with it a legacy similar to the also American Harley-Davidson: it was founded at the beginning of the last century. It experienced a certain ostracism and production was interrupted a number of times, especially between the 1970s and the beginning of this century. It truly returned to activities after it was acquired by Polaris Group in 2011.

In Brazil, the company will sell the following

models: Indian Scout, Chief Classic, Chief Vintage, Chieftain and Roadmaster.

It will initially have four dealers located in four major capital cities: São Paulo, SP; Rio de Janeiro, RJ; Belo Horizonte, MG; and, Florianópolis, SC. According to the company, these will be exclusive stores with complete showroom and service centers. "New points of sale should be announced in 2016 for other regions of the country," stated Indian in the press release.

The motorcycle manufacturer already has a website in the country: www.indianmotorcyclebrasil.com.br.

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Paraná: current moment calls for united efforts.



Lize Gevaerd | redacaoad@autodata.com.br

Approximately 100 automotive industry executives, including representatives from vehicle manufacturers, suppliers, and other links in the chain, gathered on Thursday, 27, to discuss the challenges and opportunities for the sector in the state of Paraná in the coming years.

During the 1st Paraná Regional Automotive Forum, conducted by AutoData Editora at the State of Paraná Federation of Industries, FIEP, in the capital city of Curitiba, speakers unanimously agreed that

investments in increased competitiveness, technical competence, and innovation capacity were the principal tools that will allow companies in the sector to face the period of challenges imposed by the current Brazilian economic scenario and prepare themselves for the recovery of growth - which most estimate should occur in the medium term.

The first speaker, the manager of the Sesi, Senai, and Instituto Evaldo Lodi Observatories, Marília de Souza, emphasized the significance of the automotive

sector within the state's industry, where vehicle and automotive parts producers jointly occupy the 2nd position in the generation of the state's industrial GDP, accounting for 18% of the total.

The sector has been responsible for the change of the state of Paraná's profile, which has traditionally been geared at the agricultural sector. Today, the automotive sector is the third major generator of jobs created by industries in the state. In 1990, the state was responsible for 0.5% of vehicle production volume in Brazil, which has now increased to 11%.

"The automotive sector chose the state for a level of development that would hardly be achieved within its traditional profile of production," she stated.

Although between 2014 and 2015 the automotive sector has reduced its workforce by 7.8 thousand workers, dropping from 46,000 in 2013 to approximately 39,000 today, there is an expectation for a recovery. Also according to information from the Observatories, the automotive sector, including automotive parts, accounts for almost 10% of the R\$ 60 billion in investment intentions in the state of Paraná, for the period ranging between 2011 and 2023.

According to Antonio Megale, first vice president of Anfavea, exports are key for the sector's expansion. According to him, the significant increase in domestic vehicle consumption during the past years have made the manufacturers - which once shipped 40% of their production abroad - forget about foreign markets.

"However, in order to make exports viable, our industry's main challenge involves the investment in



technological advances that will allow us to produce a global product," he stated during his presentation. According to him, the energy efficiency of vehicles is one of the most important aspects in order to guarantee this competitiveness. "Fortunately, Brazil has registered solid advances in this area, largely driven by the Inovar-Auto program."

Three other speakers - Volker German, production director at Volkswagen/Audi, Carlos Morassuti, VP of corporate affairs at Volvo do Brasil, and Carlos Henrique Ferreira, director of communication at Renault do Brasil - agreed that the current moment calls for unified efforts. The representatives from the three vehicle manufacturers mentioned internal cost reduction programs in which their own collaborators propose ideas to increase efficiency at the plants.

"Moments of economic uncertainty such as the ones we are experiencing today cannot paralyze us," added Christian Murayama, partner and director of KPMG, who participated in the event. "Companies need to continue investing towards gaining efficiency and help their supply chain become increasingly efficient." **WE**